

Crop Prospects Appear Good In All Sections

The agricultural season is getting under way early this year, according to the March 1 report of the Bureau of Agricultural Economics, United States Department of Agriculture, on the farming situation.

Spring work and crop growth in the South are reported as progressing rapidly. Many fruit trees were in full bloom by the middle of February in the Gulf States and even farther north.

Shipments of early truck crops have been heavy, the daily movement lately running around 100 cars of celery, 25 cars of tomatoes and 13 cars of strawberries from Florida; 200 cars of lettuce from the Imperial Valley and 75 cars of spinach from Texas.

The dairy outlook in the Eastern States is considered good for the year. Field work has been begun in the more southern areas of the corn belt, although the land generally throughout the belt is unfit to work as yet.

Winter wheat growth and condition are reported fairly good. Livestock have wintered well. Hog raisers are optimistic. There is talk of increased hog breeding this year, depending, however, on corn prospects.

Oats are being sown in the southern portions of the wheat belt with earlier sowings already up. Wheat looks good in the eastern part of the belt, but not so good in the West. Lots of late snows helped grain in western Kansas. The spring wheat territory is none too optimistic following a lean year.

Spring work is well under way on the Pacific coast. Fruit is in bloom in the north, and winter grains is growing rapidly. Earlier field crops generally are doing well. There is an excellent stand of sugar beets in the Sacramento Valley.

Heavy shipments of oranges, lettuce and vegetables are being made from Southern California.

The reports says that "the South probably will grow considerably more corn and other feed crops this year, so that if acreages are sustained elsewhere a good growing season might bring another year of cheap feed stuffs. Nevertheless the farm community is in much better position to make a net profit out of low-priced feed crops this year than from low-priced cash crops."

The department's index to purchasing power of farm products in terms of non-agricultural commodities is placed at 81 for January against 80 in December, the five-year average being considered as 100. This compares with 88 the previous January and 84 for two years previous.

The department's economists see nothing in the business situation which offers any outstanding signals as far as the plans of farmers might be concerned. The general presumption is that the domestic market will continue to absorb farm products this year "about as usual."

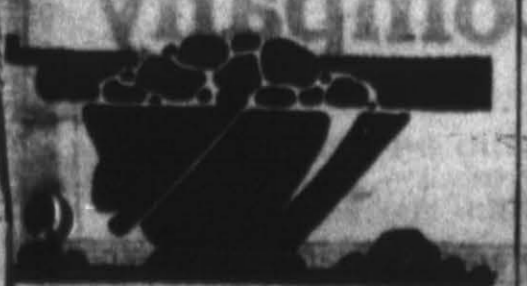
SURPRISE BIRTHDAY PARTY.

A lovely surprise birthday party was given to Miss Agnes Elliston, who teaches, by Miss Eunice Gilbreath and Ina Mae Hastings on last Friday evening at the home of Miss Gilbreath. Progressive forty-two furnished the chief entertainment for the evening. Miss Ina Mae Hastings and Elmer Sharp tied for high score. At a late hour refreshments of cocoa, sandwiches

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

- BLUE GRASS
- LAWN CLOVER
- BERMUDA GRASS
- SWEET CLOVER
- ALFALFA
- OATS (re-cleaned)

JONES & McLEAN
Phone 1



and angel food cake were served by candle light, while the company listened to stories by the guests and a lively radio program. Those present were Miss Ella Tidonburg and Hilary Tidonburg, of Bovina, Albeith Elliston, Elmer Sharp, Lucille Gilbreath, J. M. Posey, Ina Mae Hastings, J. T. Gilbreath, J. C. Gilbreath, Arch Daugherty, Ina Mae Hastings, Eunice Gilbreath, Mrs. Elliston and the honoree, Miss Agnes Elliston.

The Berachah Gospel Band of Berachah Home at Arlington, Texas, will broadcast over KFQB, Fort Worth, 508 meters, a series of band concerts on the following dates: Sunday, March 18, at 6 to 7 p. m., and on the following Monday, Thursday and Friday at 8:30 to 9:30 p. m., and in April on Sunday the 17th at 6 to 7 p. m., and on the following Monday, Thursday and Friday at 8:30 to 9:30 p. m.

The Berachah Gospel Band were winners of the first prize in the two-year class, West Texas Chamber of Commerce convention held at Amarillo in the spring of 1929. For further information write to J. T. Upchurch at Arlington.

What's Doing In Western Texas

Baird—Blare of booster bands and flash of booster colors will enliven Baird March 23 when delegates to the Oil Belt District attend the West Texas Chamber of Commerce regional convention. Big delegations from Cisco, Ranger, Eastland, Abilene, Albany, Stamford and other towns have signified their intentions of coming in groups.

Stamford—E. H. Whitehead, for the past two years publicity manager of the West Texas Chamber of Commerce, will be moved to the Fort Worth office of the organization which was vacated when Roy Leeman resigned to become manager of the South Texas Chamber of Commerce. Whitehead will continue to supervise publicity work of the West Texas Chamber of Commerce and will continue to work portions of the western territory.

Munday—The local Chamber of Commerce has resumed activities after remaining inactive for some months. Pledges of support are indicative of big accomplishments for the organization during the present year.

Lampasas—Lampasas county has a fine source of revenue in demands for its noted high grade cedar posts. Orders for Lampasas cedar come from many points. A recent call for three car loads was received here.

Sonora—Machinery has arrived

for a core test for potash to be made in this section immediately. Dr. David Flood, of Chicago, eminent geologist, has been here for several months and located the test.

El Paso—The special El Paso edition of West Texas Today has been released from the press. The number is not as large as originally intended and gives chief space to the city as the Gateway to the North. West Texas Chamber member towns that were to receive publicity in the special edition will be given space in the regular magazine at a later date.

Matador—Motley county recently passed a bond election calling for appropriation of the county of \$250,000 for highway improvement.

Fort Stockton—Contracts on 40,000 acres and 41,000 acres of secondary land of Red Bluff district are signed and in the Pecos Valley Water Users Association ready for arrangement for presentation to the Reclamation Bureau. The remaining contracts on the land for secondary interests will soon be in.

Panhandle—Panhandle is to open an early spring paving program, according to plans being worked out between the Chamber of Commerce and city officials.

Morgan—A big delegation from this town will attend the Oil Belt

District convention of the West Texas Chamber of Commerce at Baird March 23 in the interest of securing the 1928 meeting for Morgan. A big delegation from this town and also the Moran band will attend the annual convention at Wichita Falls.

Trent—The postoffice has been moved into a stucco building on Front street to care for increased business due to oil boom activities. Eighty new boxes have been installed and three windows are now being used.

Crowell—The high line of the West Texas Utilities Company is to be extended to this place. The line will run from Munday to Truscott and from Truscott to Crowell.

CARD OF THANKS.
We wish to express our heartfelt thanks to our kind neighbors and friends who aided us in every possible way during the terrible accident which claimed the life of our dear husband, son and brother, James O. Zion. Words cannot express our appreciation.

THE WIFE, MOTHER AND SISTERS.

CARD OF THANKS.
We wish to take this opportunity to express our appreciation to the many friends for the kindnesses shown, in the recent loss of our loved one, in the way of help, expressions of sympathy, and the

beautiful floral offerings. It is our hope that when sorrow comes, into the homes of each of you that you may likewise be surrounded by hosts of friends who will help to lighten the burden of your loss.
Mr. and Mrs. T. E. Selgier, Gladys Selgier, T. E. Selgier, Jr. and Relatives.

WE DO
Everything
IN
Sheet Metal
Repairing of New Work.
Phone Us for Prompt Service.

Hereford Sheet Metal Works
J. P. McMAHON, Proprietor.
Across Street from the Texas Utilities Company, Old Christian Church Building.

QUICK JOB SERVICE AT THE BR...
DR. J. W. HENDRIX
CHIROPRACTIC MASSEUR
Residence Phone 92
Second Floor Lambert-Buckner Building.
FREE CONSULTATION AND ANALYSIS.

SAT. SPECIALS
KEEN KUTTER SCISSORS AT COST
85c Ice Tea Tumblers, 70c Set
Our garden and flower seeds have arrived. You won't find better seed, or better prices any place. Frost proof cabbage plants are about ready to set. Plenty of Bermuda onion plants on hand. A new supply of harness supplies will arrive this week.
See Us Before You Buy.
DANIEL'S VARIETY STORE
Phone 394 Hereford, Texas

Extra Mileage GAS
Are You Interested?
Most car owners are vitally interested in obtaining increased mileage from their gasoline. Our suggestion, based upon the experience of many, is that you test in your own car the mileage delivered by Gulf Gas.
To insure best results, grind your valves. We have special equipment to do this. Special attention given to Dodge cars and Graham Trucks.
Beavers Bros. Garage

THE
NEW HUDSON
WILL BE ON DISPLAY
FRIDAY, MARCH 11, AT OUR SHOW ROOM.
Also Some Models of the
NEW ESSEX
Come In and Look Them Over.
RENFRO BROS.

A Mighty HANDY KIT

One of the handiest things about the house, for the handy man, is a kit of Tools. Many needed repairs may be made, saving many times the cost of such a kit.

THINGS YOU WILL NEED
NEW PERFECTION, "QUICK MEAL" GASOLINE AIR PRESSURE OIL STOVE
GARDEN TOOLS
Garden Plows, Hose, Hoes, Rakes, Sprinklers.
POULTRY SUPPLIES
Feeders, Waterers, Metal Coops, Buckeye Brooders, both coal and oil burning. Safety Hatch Incubators.
A Good Stock of Harness and Collars.
STREU HARDWARE COMPANY
Home of Service and Quality.

SPROWLS-CRONIN & CO.
WILL HAVE A
HALF-DAY SALE
—OF—
White Broadcloth Shirts
Friday Morning, Mar. 11th

| | | | | | |
|--|-------|---------|--|-------|---------|
| Boys regular \$1.25 value, sale price | ----- | \$.98 | Men's Regular \$1.25 value, sale price | ----- | \$.98 |
| Men's regular \$1.95 value, sale price | ----- | \$ 1.59 | Men's regular \$2.45 value, sale price | ----- | \$ 1.98 |

And on Saturday Morning We Will Have a Sale of
WASH DRESSES
This Sale will include "Nelly Don," "Virginia Hart" and "Sunbeam" dresses.
Regular Prices ----- 89c to \$3.95 Sale Prices ----- 65c to \$2.95

JUST ARRIVED!
—New Stetson Hats in all the new shapes and colors at popular prices.

Local Cleanings

Smith and wife and Fleet were in Hereford Friday to see a doctor. Number are ill with colds in community. Primes and family of Hereford visited the Guy Smith home Sunday. An Hanfro and family and W. B. Phillips of Hereford Sunday at the W. T. Smith home. Sons and sons were in Hereford Thursday. Sister Gaskley and Guy Smith families were attendants at a literary society Saturday. Greer and family visited Greer home Sunday. Dickey and wife and Mrs. B. Eyster visited the Walter home one day last week. Rev. Ross, of Hereford, is holding a meeting at Askren this week all are invited to attend. W. A. Callaway and family visited the Ed Robts family Sunday. A. Biggs and family of Amarillo visited the El Toro farm Sunday. Fleet Callaway and E. Dora visited the Guy Smith home Sunday afternoon. There was a large crowd at Sunday school and a sermon was delivered by Rev. Ross. Several from our community attended the barbecue at the K-S all Saturday. A number from this community were in Hereford on business Saturday.

Progressive News

Fifty-seven were present at our Sunday school Sunday. Mr. Hershey, superintendent, urges everyone to come each Sunday. He is a faithful worker for a larger and better organization. Next Sunday O. L. Sharp will talk on "Sunday School Work." We had a full house at singing. Lots of visitors, who are always welcome. Marguerite Russell spent the week end with her parents, Mr. and Mrs. W. C. Russell. Wayland Counts had a light case of pneumonia last week, but is improved at this time. Miss Brumley spent the week-end with relatives in Amarillo, and Miss Hastings visited home folks at Canyon. Program for Sunday's singing: Opening song—Mrs. Lewis. Song—Jake Gregory. Quartet—arr Orren Russell. Song—Fred Caldwell. Vocal duet—Mrs. Lewis, Velma Caldwell. Reading—Evel Counts. Song—Garrett family. Paper—Miss Brumley. Song—Mrs. Roberson. Quartet—arr Jess Caldwell. Song—Howard Hershey. Vocal duet—Catherine Ricketts, Eunice Caldwell. Reading—Edgar Russell. Selections—Mr. Reeves. Closing song—Mr. Ricketts. Benediction—Mr. Hershey. Mrs. G. W. Heard's father, Mr.

Ford Doings

Those not at Sunday school last Sunday missed seeing how nicely the house looks since it has been painted ivory inside, with window facings in brown, a new floor put in and hall screens over the windows. You will be surprised to see how much nicer everything looks. Come next Sunday and take a look. We still meet each Sunday at three o'clock. There will be church services. A number were at the birthday dinner given for Andy Thomas at his home Sunday. There were fifty one candles on the cake, but he said someone made a mistake. An excellent dinner was spread. But the day was one of sadness, as well as joy, for Mr. Thomas as he received word that his sister, Mrs. Sam Clegg, of House, N. M., had died. Mr. Thomas and Miss Viola Thomas left immediately for that place, where Mrs. Clegg was buried Monday. T. E. Major went to Amarillo twice last week for medical treatment. Geo. Benson and wife were in Clarendon Tuesday. J. U. Kirkman visited at the Sherm Garrett home Sunday. Floyd Walton and wife of West Way spent Sunday in the R. H. Parker home. Jim Ware and family have purchased a new car.

Years and Their Toll

He—Marie must think quite a bit of her chin. She—How come? He—Well, she's growing another one. Statements, Letter Heads, Envelopes, all Job Work, at The Brand. FOR WINDMILL TOWER BUILDING AND REPAIR WORK SEE J. E. TURNER PHONE 9

Years and Their Toll

Mrs. Floyd Benson and daughters returned home Sunday from Fort Stockton where they have been visiting relatives three weeks. T. E. Major and wife had company from Amarillo Sunday. Miss Velma Lynn spent the week end with Miss Olive Davis. C. H. Barrett and wife were here from Hereford Sunday. Jim Ware and family and Fielding Johnson and wife spent Thursday evening in the Bob Orr home. R. L. Orr spent Wednesday night with Carl Frye. Fred Brunson and wife have 500 baby chicks. Barney McCaskey is on the sick list. Floyd Benson was in Clovis, N. M., Sunday. Luis de Morosco and a remnant of De Soto's band came into Texas about where Texarkana now stands seeking a way to Mexico.

Years and Their Toll

He—Marie must think quite a bit of her chin. She—How come? He—Well, she's growing another one. Statements, Letter Heads, Envelopes, all Job Work, at The Brand. FOR WINDMILL TOWER BUILDING AND REPAIR WORK SEE J. E. TURNER PHONE 9

OYSTERS ALL TIMES
FRESH FISH EVERY THURSDAY AND FRIDAY.

BARBECUE—
EVERY DAY
EXCEPT SUNDAY

The Texas Meat Market
CLOYD & ROBINSON, Proprietors PHONE 308
FREE DELIVERY

FOR QUICK JOB SERVICE SEE THE BRAND.

A Flapper I Know.

Stockings
Eyes
Cigarettes
Words
Dice

She rolls her own, but the last named is really the reason I'm broke.

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

SPECIAL
FOR TWO WEEKS ONLY
PERMANENT WAVE \$10.00
BLANCHE'S
Permanent Wave Shop
The New Frederick Vita Tonic Compound Process.
Ten Years Advanced In
Permanent Waving
All Work Guaranteed. 721 Oliver-Eagle Bldg.
Phone for appointment 3283
Amarillo, Texas.

SMARTER HOSIERY
—A Hosiery That Wears—



—We want to call your especial attention to *Wayne Knit Hosiery*. They give splendid service and come in chiffon and service weights. Colors of: Evenglow, Pearl Blush, Nude, Flesh, Pink, Shell Grey and Grain.

Try a Pair Upon Our Recommendation

—We have just received a shipment of beautiful Organdy Bonnets, for the Tiny Miss, in dainty colors.

—Handkerchiefs—just the right bit of color for that new spring Suit or Coat. In silk and linen in all the lovely shades.

J. O. NEWELL
WE GIVE 24 GREEN STAMPS. HEREFORD, TEXAS

19c SKELTON'S **19c**
New Variety Store
OPENS NEXT SATURDAY


We have moved our store from our old location just one-half block north. We have just completed an entirely new set of fixtures and have unpacked several thousand dollars worth of new stock. For our opening next Saturday we are putting on the

19 = CENT SALE

and will continue it for just one week.

We want to make it worth while for you to visit our new place and we will guarantee that you will get some of the most amazing bargains you have ever seen in Hereford. Be on hand early and save money.

19c SKELTON'S **19c**
Hereford VARIETY STORE Texas



The Farming Industry

is not a haphazard one, and should be conducted, in a large measure, as other industries are.

—A bookkeeping system of some sort for the farm is necessary to good business.

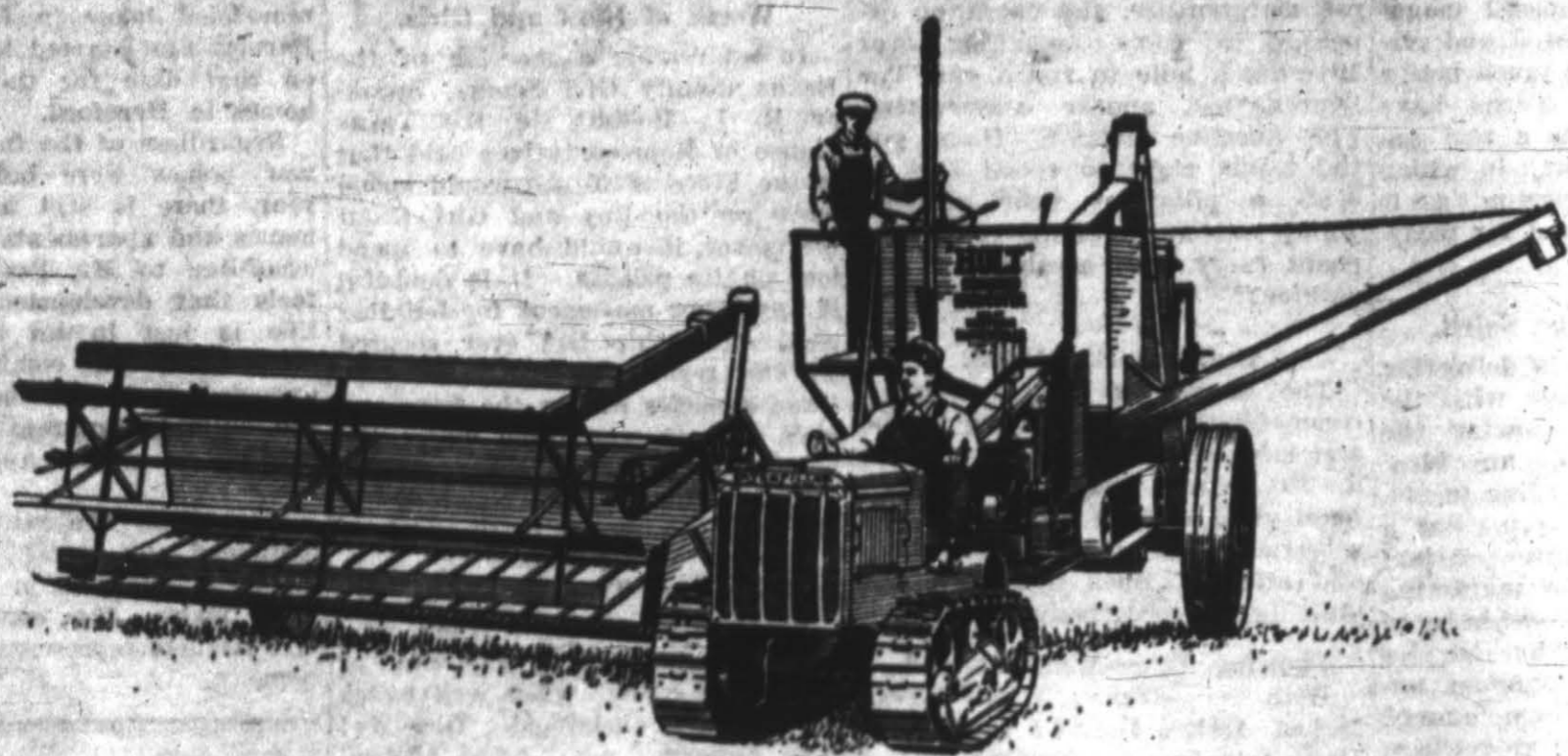
—Start the new season right by keeping a check on your farm transactions. We will be glad to help you.

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

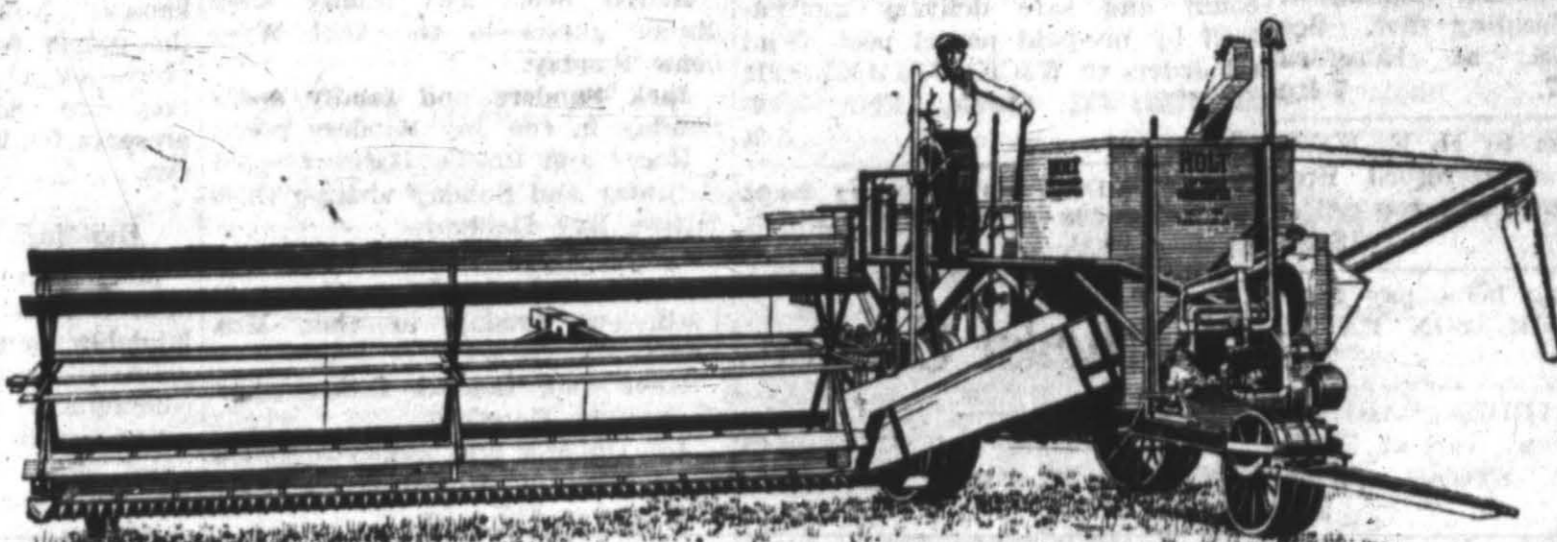
First State Bank & Trust Company

Cut and Thresh With a HOL

PIONEER IN 1886 — LEADER IN 1927



No. 34, built in two sizes—12 and 15 feet. Especially adapted for the small wheat farmer.



No. 36, Built in three sizes, 16½, 18 and 20 feet. Just what the large wheat farmer needs in a 1000 acre field.

CAREFUL INSPECTION OF THIS MACHINE WILL CONVINCING YOU IT IS THE RIGHT KIND!

These machines will handle the row crop in the same easy manner as they handle the wheat. Ask the man who owns one. One of our machines sold last year cut and threshed over 700 acres of row crop. Their ten hour oiling system is a wonderful time saver. Equipped with Hyatt roller bearings throughout. THERE IS A SIZE FOR EVERY FARMER.

THESE MACHINES ARE IN OUR YARD FOR YOUR INSPECTION.

KERR IMPLEMENT CO., Hereford, Texas

Wyche Notes

A number from here went to the 8-K barbecue Saturday.
 Miss Ella Alken spent the week-end in Canyon at the Penrod home.
 J. J. Clayton and family, C. C. Cook and family and Jess Lindsey radioed in the Cox home Saturday night.
 Fred Curtis and family spent Sunday afternoon in the F. J. Axe home.
 L. F. Pitner and family, A. K. Kilgore and family visited in the J. H. Reinhart home Sunday.
 J. L. Hoffner and family visited friends at Happy Sunday.
 L. J. Kuper and family spent Sunday in the H. A. Hoffman home in Hereford.
 I. E. Woolery and family visited the Clayton home Sunday.
 Miss Christeen Bellman spent Saturday night and Sunday with the Misses Hoffman.
 Miss Mildred Taylor spent the week-end in Hereford with the Elliston girls.
 E. B. Jackson and family visited in the G. W. Cox home at Happy Sunday.
 Mrs. W. D. McKinney returned from Dallas Thursday where she visited her daughter who has been ill for the past three weeks.
 C. C. Cook and wife called in the McKinney home Sunday.
 Mrs. Nellie Elliston, W. D. McKinney and Raymond Elliston were school visitors Friday afternoon.
 A. J. Avents and family, of Santa Rosa, N. M., spent Sunday night in the Cook home.
 Mr. Perkins and family called in the Burgie home Saturday.
 Theodore Young visited the Cook home Sunday afternoon.
 Jess Lindsey, Raymond Avents and Miss Montie Cook called in the Jackson home Sunday evening.
 V. C. Burgess and family spent Sunday in the J. L. Coker home at Summerfield.
 C. C. Cook was in Amarillo last week.
 Homer Brunler and Don Mc-

Frio-Easter Items

Sunday school was well attended Sunday.
 Mr. and Mrs. Williams of Floydada spent Monday night in the Henry Allman home.
 Mr. Knox and wife spent Monday night in the E. V. Sullivan home.
 G. W. Frye was in Amarillo on Monday.
 Mr. Berry and wife visited in the Bell home Monday.
 Mr. Knox and wife spent Monday with the Allmans.
 Mrs. Frye spent Tuesday evening in the Bell home.
 W. J. Sullivan and wife spent

Tuesday afternoon in the E. V. Sullivan home.
 E. V. Sullivan and wife visited the Bell home Wednesday.
 Mrs. Walton spent Thursday afternoon with Mrs. Fields.
 Mrs. Henry Allman, E. V. Sullivan and Bob Knox spent Thursday with Mrs. Walter Easter at Hereford.
 E. V. and W. J. Sullivan and wives spent Friday in the V. S. Woolery home.
 Miss Gladys Buchanan spent the week-end with relatives in Amarillo.
 N. C. Dickerson and wife of Canyon spent the week-end here in the Clayton Woolery home.
 Mr. Allen and wife visited the Akerman home in Hereford Sunday.
 H. C. and Bob Doak and wives and Miss Ormal Doak of Canyon spent Sunday in the E. E. Doak home.
 Eighty-two guests gathered at

the Allman home Sunday to help him celebrate his birthday. A fine dinner was spread.
 H. B. Ellison and wife, Mr. Dickerson and wife took Sunday dinner in the Clayton Woolery home.
 Carl Frye and wife attended the dinner given in honor of Mr. and Mrs. Churchill at Summerfield last Sunday.
 R. T. Green and wife spent Sunday with relatives at Dimmitt.
 H. C. and Miss Ormal Doak

spent Monday afternoon in the Clayton Woolery home.
 Bowle-Contract has been let by the state highway commission for the paving with a "high type" of paving for the highway from Alford to the Clay county line on state highway No. 2 and No. 50. Expenditure will be \$205,000 on a stretch of about twenty-five miles in length.
 Quick Job Service at The Brand

FOR QUICK JOB SERVICE SEE THE BRAND.

Now is the time to put Frigidaire in your home



Act before hot weather comes

CALL at our display room, a word from you, and tomorrow you can have Frigidaire in your home. And from that time on you can forget about refrigeration. You will be entirely independent of outside ice supply. Come in today. See the Frigidaire frost-coil—how it works—how it preserves the freshness and goodness of all foods—how it freezes ice cubes for table use—how it makes delicious frozen desserts.

F. H. OBERTHIER & CO.
 West Third Street, Phone 300
 HEREFORD, TEXAS

Frigidaire
 PRODUCT OF GENERAL MOTORS

THE ONE THEY TALK ABOUT

Clears Cobwebs!

White Swan COFFEE

THE ONE THEY TALK ABOUT

BUICK

sets a value for the dollar that always is the Standard of Comparison

Norton Motor Company
 Hereford, Texas

When Better Automobiles Are Built Buick Will Build Them

TRANSFER

And light hauls and deliveries done quickly on short notice.
 Phone 116 and try me out.
 Charges Reasonable.
 ARCH CONKLIN.

WHAT EVERY MOTHER KNOWS

By A. B. CHAPIN

THAT UTTERLY HOPELESS FEELING—WHEN YOU'VE BARNED SOCKS AND BARNED AND BARNED AND BARNED VARIOUS AND SUNDRY UNMENTIONABLES AND PATCHED PAJES AND TURNED SHIRT CUFFS AND EVENING AND SEWED ON BUTTONS AND SO ON AND SO ON UNTIL YOUR EARS IN THE FACE — AND THE FAMILY MENDING, INSTEAD OF BECOMING SMALLER, SEEMS TO GET BIGGER AND BIGGER AND BIGGER!



The Branding Iron

(Continued from Page One.)

of pioneering the Panhandle and Plains country has been going forward. Nearly every community in this broad land of fertile acres has its boosters, individually, and in the form of commercial clubs, chambers of commerce, luncheon clubs, etc. Thousands of dollars are spent annually in different ways, telling the world about the advantages and desirable features of such communities. At various times sectional organizations have been formed to work co-operatively, and then languished. Apparently much of this effort, and time and money has been wasted, and many discouragements have resulted.

Like the early road bond campaigns all this work has been but the spring-time of the Panhandle's agricultural year—the planting season. Much of the seed has fallen on poor ground and has been lost. Many dollars invested in preparation of the ground have been thrown away. Mis-directed effort and poor management has caused many failures. But out of it all there has steadily grown an ever-increasing public consciousness of public duty and self necessity, a realization that in community co-operative effort alone can quick and definite results be assured. The ranks of the organized boosters are constantly being augmented by recruits created from the constant educational work in progress everywhere.

It occurs to us that at last the bulk of the preliminary ground work is done, and that the time is about at hand when the grand effort to sell the Plains country to investors, and to the farmers, should be put through in a whirlwind finish. Conditions all point to the fact that Now is the Time. The years of spasmodic community advertising has gradually acquainted the Nation with the merits of this section. The oil activities on the Plains have greatly accelerated the movement to-

ward colonization. Last year's wheat crop directed the eyes of the nation toward the Plains. Present prospects indicate a bumper crop year and prosperity. It seems to us that if there ever was a logical time to Strike—Now is the Time.

But the wrong kind of a move at this critical period of development might be fatal. It is absolutely necessary to pick the right plan and then "stay with it until the cows come home." What's the right plan? Trouble is with most co-operative organizations that a vast enthusiasm will be engendered, money pledged, plans carefully laid. Then everybody interested gets busy with their own private affairs and the movement languishes and dies for lack of CONTINUED and sustained leadership. "What's everybody's business is nobody's business."

Recently a prominent business man of Hereford suggested to us an idea that grows on us. Said this man: "Why not band a few progressive Plains communities together, form a financial pool, and then HIRE A REAL REAL ESTATE MAN TO BRING IN THE FARMERS AND SELL THIS LAND TO THEM. I don't mean just an ordinary real estate man; I mean pick out the biggest, most successful operator in the country, with an adequate organization, past experience and record of success, and pay him in cash as much per farmer actually located. Hire a man who devotes ALL his time to SELLING LAND; keep away from the professional booster, orator, politician. Get a REAL ESTATE man of practical experience, who HAS SOLD LARGE COLONIZATIONS before."

The more we think about this plan the more we like it. There are objections to it, of course. There will be lots of criticism of such a project. But if the plan

The Daily Press Says

The Texas "white" primary is a thing of the past, that negroes have the privilege of voting in the primaries hereafter, and that the Texas primary election law denying this right to negroes is unconstitutional. The Supreme Court of the United States made this decision Monday in the case of an El Paso negro who tested out the matter.

An Italian black hand victim, Raitasaro Santamaria, has a bullet in his heart at Kansas City, but is still alive. The bullet is lodged in such a way that it moves in rhythm with the heart at every beat, and surgeons say that unless a "shock" occurs an operation soon would remove the bullet and the man would have an even chance of recovery.

The Chinese civil war situation is inactive just at present while the contending Southern and Northern factions hurry up reinforcements for the decisive battle in front of the Port of Shanghai, a rich prize that both covet. Meanwhile, the Marines and European forces at Shanghai are ready and nervously awaiting the outcome.

Last Sunday rebellion broke out in Ecuador and President Ayora and some of his cabinet members were seized by the conspirators. The coup failed, however, owing to the loyalty of the federal garrison, who refused to support the revolution.

They are starting the trial of Harry F. Sinclair, oil magnate, at Washington, who is charged with contempt of the Senate in refusing to answer questions in the Teapot Dome inquiry. A jury has been chosen. Substantial increases in the salaries of Judges of the Supreme Court, Court of Criminal Appeals, Court of Civil Appeals and District Judges were voted by the Texas House of Representatives Monday when the Senate bill by Bledsoe raising the salary scale was passed to third reading and finally passed.

Johnny Mostil, centerfielder of the Chicago White Sox, was reported in a dying condition in a Shreveport, La., hospital Wednesday as the result of self-inflicted knife wounds. Mostil cut his throat, wrists and stabbed himself in the left side while alone in a room in the hotel where the Chicago American league baseball team is quartered.

At the sanitarium where Mostil was taken little hope was held out for his recovery. Despondency over ill health is believed to have been responsible

for Mostil's attempt at suicide.

Changing the name of the College of Industrial Arts at Denton to the Texas State College for Women was voted by the House of Representatives Monday, the House bill by Brown being engrossed by a vote of 62 to 51.

The change has been recommended by the Texas Educational Survey Commission and sought by friends of the school in order to prevent the Denton school from being confused with reformatory institutions which generally use the word "industrial" and particularly to avoid confusion with the girls' training school at Gainesville, advocates of the bill explained.

PUNKIN HOLLOW HAPPENINGS

It rained so much the past month that the neighbors can't decide whether it was on account of Parson Joshua Tuffshell preaching such a big sermon on baptism or the ground hog seeing his shadow.

Grandma Grunter saw one of Buck Hinshaw's boys getting her eggs the other day, but the boy talked himself out of it so gracefully that Buck says he is going to educate the boy to be a lawyer.

J. Grasshopper Potrack of Pewter Crossing, passed through here the other day and waved and hollered at so many people that it set everybody to wondering what office he is going to run for next year.

Jug Whittlebone says the smoothing iron is the only thing his wife ever hit him with that did not break.

Every hog in the neighborhood congregates under the school house on bad days and the scholars

Have Opened Shop

AT MY HOME

Marcell 50c

Hair Cut 35c

PHONE 114

MRS. J. C. BURTON

2-Day Specials

SATURDAY AND MONDAY ONLY—MARCH 12-14.

Some Real RUG Bargains!

Fifty Rag Rugs, for the first fifty buyers, for only 39c Each

Linoleum Rugs, 18 x 36 inches for only 19c Each

Grass Rugs, 6 x 9 feet, for only \$3.10 Each

Grass Rugs, 9 x 12 feet, for only \$4.95 Each

DON'T FORGET THAT ON NEXT WEDNESDAY, A DR. SCHOLL FOOT SPECIALIST WILL GIVE FREE DEMONSTRATIONS AT OUR STORE. BRING US YOUR FOOT TROUBLES SATURDAY.

D. R. GASS & SON

Dunlap & Son Hardware



Best Stock of Leather Goods in Town

Chick Supplies

can't study their lessons unless they make enough racket to drown out the noise the hogs make under the floor.

Caspar Jospans says this is the hardest time of the year to go courting as his hickory nuts are all gone, the mice ate up his goobers and it is too early for plums to be ripe and there is nothing to take his girl unless he goes by the store and buys something.

Uncle Shug Stagers says his fear of catching on fire is the reason he keeps his whiskers saturated with tobacco juice, though he had never thought of it until he read the other day where a man's whiskers caught on fire and burnt him up.

Gus Hoolan says he has eaten

so much hog meat this winter that he wants to squeal every time he hears anybody snucking corn.

Grandpa Grunter lost his front tooth the other day but that does not bother him at all he had used it for was to corn off roasting ears and his and chin got so close together several years ago that he can't get the ears to his mouth.

He Meant Well.

Clerk: Well, sir, what can I do for you?

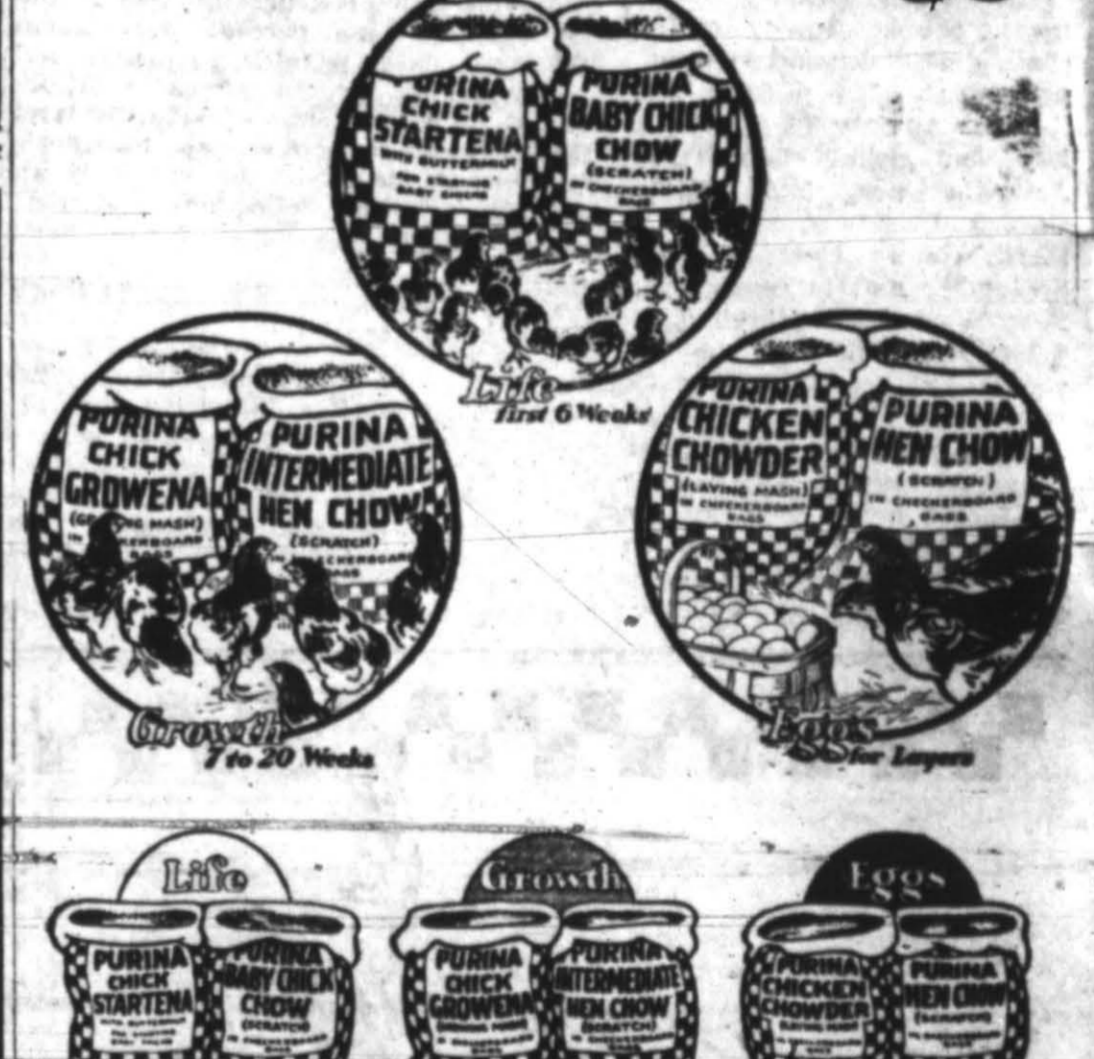
Bastus (hunting for a new coat): Well, I done wants a dem long black coats—ah dey calls 'em English ulcers.

For Quick Service In the Printing Line, See THE BRA



AL CHRISTIE'S SUPER COMEDY The NERVOUS WRECK STAR THEATRE Fri.-Sat., March 18-19

Life Growth Eggs



Feed a Balanced Ration for Year Round Profits PURINA POULTRY CHOWS at the Store with the Checkerboard Sign

JONES & M'LEAN

Phone No. 1 Hereford, Texas

Ray Barber

Pure Bred Live Stock and Farm Sales

AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

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

Marian Sims Notes

Golden weather changes are responsible for many bad colds here. Mrs. Rachel Burks visited Mr. and Mrs. Marquis Burks Sunday. Mrs. Wilson and daughter spent Sunday in the Hammon home. Norman spent the week-end home folks at Canyon. Persons and wife transacted business in Happy Saturday. Fox called in the Breacher one day last week. Ott and wife were Hereford one day last week. Cole and wife visited in the Cox home Sunday. Huff and family motored to Lubbock Friday to spend the week-end. Morris and family spent Tuesday with her brother and Mr. and Mrs. White, of Happy. Ford and wife, of Tulsa, have moved to the Burks place. We are glad to have them with us.

Summerfield

Helen Story and brother, Story, spent the week end at home. They attended the golden wedding of their grand parents, and Mrs. Churchill. Messrs. L. Baskin, John Mosely and Mr. and Mrs. J. L. Johnson, Hereford, were present at the golden wedding celebration of Mr. and Mrs. Churchill. Mr. and Mrs. Jack McBroom spent the week end at Umbarger. Messrs. W. A. Odell and H. K. Garroe, of Lubbock, spent the week-end with Mrs. J. A. Noland last Sunday. John Heiseiman of Vega was a guest at the Louis Huckert home Sunday. Min Florey and family of Amarillo spent the week end with Mrs. Florey's parents, Mr. and Mrs. Churchill. Mrs. Lee Curry will spend this week end with her daughters who are in school at Clarendon. Rev. H. Monroe of Lubbock is holding a meeting at the Rance school. There will be a basket luncheon Sunday and everyone is cordially invited. Mrs. B. C. Roberson and Mrs. Johnson drove to Canyon Tuesday to visit their sons, Bernard and Elton. Mrs. Bob Rowan and daughter of Lake Arthur, N. M., are guests this week in the home of Mrs. Rowan's parents, Mr. and Mrs. Churchill. Jack McBroom and wife went

to House, N. M., Monday to attend the funeral of his aunt, Mrs. N. A. Laughlin of Hereford was a visitor in the community Tuesday. Messrs. B. T. Johnson, J. L. Lookingbill and L. L. Cannon and Harry Lookingbill radioed Sunday evening at the home of Mr. and Mrs. Ray Johnson.

OBITUARY.

Saturday morning all Hereford and surrounding country was shocked and saddened by the passing out of one of our most sterling young men.

Saturday morning when James (or Bud, as we all called him) Zion arose from his bed, strong and well, full of life and ambition, he stepped into his living room to start the morning fire. After placing his kindling and pouring on the oil he struck the match and in some mysterious way, no one can understand, the can exploded, completely enveloping him in flames. He was clad in an outing night shirt which burned entirely away. His wife heard the explosion, jumped from the bed and ran to his rescue. She tore his burning clothes from him and in

doing so she burned her hands very severely. An uncle of Mrs. Zion, who was there, heard the explosion and he too rushed to their aid. Had it not been for his timely assistance Mr. and Mrs. Zion would have completely perished in the flames. He dragged them from the room and extinguished the fire before much damage was done to the house.

Mr. and Mrs. Zion were rushed to the hospital as quickly as possible and every thing known was done for them. But Mr. Zion's burns were so deep all over his body that life for him was soon over, and at one p. m. word went out that our dear neighbor and friend had passed on.

Few young men were loved and respected like Bud Zion, and our hearts are saddened beyond expression by his passing.

Funeral services were held Sunday afternoon at the home of his mother, Rev. Davidson officiating. The longest funeral train that Hereford has ever seen followed the remains to the cemetery where he was laid away tenderly and reverently beneath a bank of most beautiful flowers.

We extend our deepest sympathy to the bereaved young wife, the

heart-broken mother and sorrowing sisters. May God bless them and comfort them as only a Heavenly Father can. A FRIEND.

Goldthwaite—Six communities of Mills county have organized to promote community interests and to entertain speakers on farm topics

who come here. Each club has designated a community leader or leaders on various activities that pertain to the general welfare.

Eastland—A \$250,000 Council Hotel, a five story structure with a roof garden, is to built in Eastland.

"Full Value" Sale

Specials For Saturday and Monday

March 12th and 14th

BROWN SHEETING
40-inch Brown Sheeting, Sea Island Cloth, Special for Two Days, 8 yards for \$1.00.

KHAKI CLOTH
30-inch Khaki Cloth, guaranteed fast color, Two Days Special, 29c yard

FEATHER TICKING
8-ounce Feather Ticking, guaranteed to hold feathers, blue stripe only, special for 25c yard

Bath Rugs, size 18 x 36, special for 50c each
Blue Shirting Cheviots, special for two days, 15c yard.

CURTAIN SCRIM
36-inch Curtain Scrim, in white and ecru only, Special for 14c yard.

CRETONNE
36-inch Cretonnes, in beautiful floral designs, Special for Two Days, 19c yard.

INDIAN HEAD.
Indian Head in both plain and figured design, Ideal cloth for sport dresses. Saturday and Monday, 44c yard.

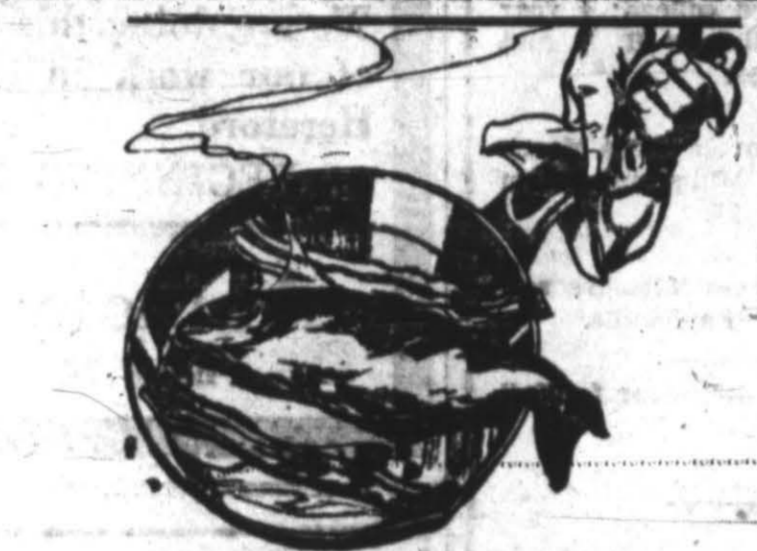
DRESS LINEN
Fancy striped dress linen, in gold and blue combination striped, guaranteed all linen. For Two Days Only, 42c yard.

Plain colored Linen, in all the new spring colors, Special for 72c yard.

RAYON SILK
36-Inch Rayon, in all the new shades for spring, Regular 65c grade, special for 52c.

MEN'S WORK SHOES
Work Shoe No. 441, solid leather shoes. Saturday and Monday, \$1.95.

Fox Mercantile Company



Fish For Lent

Of course you are planning to serve fish often during Lent. Let us supply this important article of diet for your table.

You can also get CORN FED BABY BEEF every day—Phone 293.

NOTICE—The Groceria takes Meat orders from our market—Phone 31.

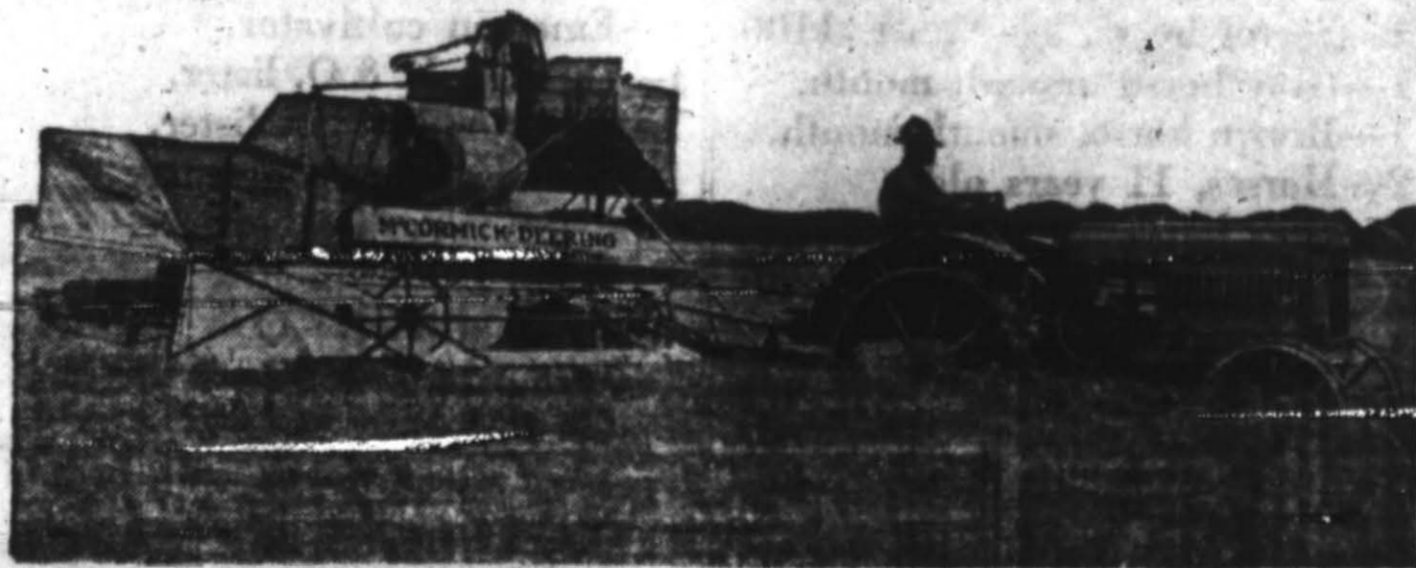
PALACE MEAT MARKET

We Deliver.

For Wheat Farmers With 200 to 400 Acres

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.



Here is the NO. 8 McCORMICK-DEERING HARVESTER THRESHER, operated by power drive from McCormick-Deering Tractor; 10-foot cut, separator capacity 25 square feet. Other sizes are No. 3, with 15-foot cut, separator capacity 28 square feet; No. 9, 16 foot cut, separator capacity 31 square feet.

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

INTERNATIONAL HARVESTER CO.

McCORMICK-DEERING DEALERS

