

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 3.

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1929.

Seth B. Holman, Publisher.

## HEREFORD SALE BREAKS HIGH AVERAGE FOR NUMBER CATTLE SOLD

### REAL HOTEL LOOMING AS BIDS CLIMB

John Dalrymple and associates of Lubbock, were in conference with the hotel committee Monday night, but definite announcement has not been made as to the results of the meeting.

Mr. Dalrymple is the man who is financing the building of the new five story annex to the Lubbock Hotel at Lubbock, and is also erecting hotels at Littlefield and a number of other West Texas towns. Mr. Dalrymple did state that he and his associates thought very favorably of Hereford as a location for a modern hotel, but it is understood that the committee were not in position to trade with the Lubbock men until a proposition they now have pending with Dallas parties is disposed of.

Secretary Arnold states that a letter was received Wednesday from the Dallas people stating they would be here with complete architect's plans, contract, etc., by February 1.

It is also understood on good authority that reliable financial interests of Amarillo have asked to meet with the committee, and the committee is hopeful of being able to come out with a definite announcement in the near future.

The dire need of this hotel is being emphasized by the many visitors to the Hereford Breeders' Sale, many of whom are being entertained in homes of Hereford citizens.

### Youth of 17 Dies Here; Body Shipped to Home

Don C. Divens, age seventeen, nephew of Mr. and Mrs. F. W. Scovell, of Hereford, died here Friday, January 25. The body was shipped by the E. B. Black Undertaking Co., to Caney, Kansas, for interment. Another uncle and aunt, P. J. Divens and Mrs. Maude Ziegenfuss, who had been with him in his last illness, accompanied the body, as did Mr. and Mrs. Scovell. Herbert Divens, a brother, was also a member of the party which accompanied the body to its last resting place.

### Boy Scouts Will Have Series of Lessons

A Boy Scout Leadership School will be held in Hereford, beginning February 18. The school will be conducted by E. L. Roberts, Scout Executive, Central Plains Council, under auspices of the local council, of which A. O. Thompson is chairman.

The first meeting will be held in the Gardeners rooms at the old First Baptist church, beginning at 7:30 p. m. The school will be held every Monday, Tuesday and Thursday, in the evenings, for two weeks. All those interested, including the older folks, are invited to attend the course of study.

The nucleus of the class will be the present local council, Court of Honor, and prospective Scout Masters and their assistants, and troop committees will also be included.

This course is substantially the same as offered by Columbia University and is a departure from the regular scout work so far given in this city. Heretofore all scouting work has been on the basis of organizations, but now the new training work will tend toward leadership.

This course will take on the aspect of regular field study and those registered in it will be assigned to patrols and troops for training in the new methods of scout activities.

H. S. Barton of Oklahoma City, Jack Foose of St. Joseph, Mo., and Joe R. Morris, manager of the Gardemann-King Co., of Amarillo, were in Hereford Wednesday in the interest of the Geo-Bee Molasses Lumpets, a stock food which they have placed with the West Texas Feed and Seed Co.

### Killed by Auto Bovina Man Is Found Next Day

Oscar Ellison, whose residence about five miles east of Bovina, was killed in an automobile accident near the Bippus ranch, north of Hereford, some time Tuesday night, and the body was not found until next morning. The car had turned over and the body was several yards from it. His neck was broken and his head badly crushed and lacerated.

The unfortunate young man had been plowing all day on the Flanagan Ranch, near the Bippus home and was just starting home in his car. The accident occurred only about 300 yards from the field where he had been working, and the cause is problematical.

Mr. Ellison was twenty-five years of age. Funeral arrangements had been made for Thursday afternoon at Bovina.

### Honor Rolls Release By School Head

Following is a list of those pupils attaining the Honor Roll for the third six weeks of Hereford schools:

**High Honor Roll.**  
Eleventh Grade: Bill Mitchell, Ezell Patterson, Leatrus Walsler  
Tenth: Kathleen Cronin.  
Eighth: Dorothy Fallwood.  
Seventh: Patricia Wederbrook.  
Sixth: Nancy Conkright, Sallie Skelton, Mary Posey.  
Fifth: Barbara Beckner, Bill McLean.

**Honor Roll.**  
Eleventh Grade: Ollidean Arnold, Frank Cogdell, Keith Guthrie, Alton Miller, Duane Orr, Lilian Smith, Georgia Sparkman.

Tenth: Mary Bradley, Hazel Dunn, Genevieve Eberle, David Harrison, Charles Rice, Junio Sherman.  
Ninth: Robert Bell, Henard East, Virginia Bowman, Mary Lee Cloer, Alberta Davis, Opal McMahon, George Mitchell, Mary Elizabeth Ross.

Eighth: Mary McCord, Gladys Stone, W. B. Wilson, J. W. Witherspoon, Spaulding Bartley, James Cloyd, Carl Kropf, Lueta Borden, Imogene Higgins.

Seventh: Bonnie Jean Smith, Wilma Jo Jones, Katherine Miller, Paul Conaway, Rollin Orr, Billie Ross Phillips, Homer Henslee, Peggy Mitchell, Mary E. Stanford, Margaret Tankersley.  
Sixth: O. J. Beene, Irene Buckner, Sallie Gilbreath, Dorothy Sawyer, Weidon Poff, Mary Kate Brotherton.

Fifth: Ruby Casebeer, Jean Morgan, Ruth Smith, Elizabeth Spradley, Frances Thompson, Henry Jewell, Christine Fincher, Blanche Epps, Etta Brunamy.

Fourth: Alva Vernon, Catherine Skelton, Deane Roberson, Xezus Cockerham, Geneva Sue Benton, George Tiesel, Paul Matthews, Elmo Hicks, Herbert Boardman, Joe Edgar Buckner, George Conklin, Palmer Norton, Billie Patton, Howard Williamson.

### Officers Locate Fuqua's Car in Oklahoma Town

About two or three weeks ago the Ford automobile belonging to J. L. Fuqua, Jr., was stolen. Local officers broadcasted the fact, with the engine number, etc. Tuesday word was received from officers at Seminole, Oklahoma, that they had the car and Constable John Cunningham went after it at once. He was expected back Thursday afternoon or Friday. No details concerning the recovery of the car have been obtained here as yet.

William M. Ashbrook and wife of Spikard, Mo., arrived Wednesday and will remain here indefinitely. Mr. Ashbrook is the executor of the estate of the late D. F. Ashbrook and will wind up the affairs of the estate while here. Mrs. Ashbrook's brother, Peter Wols, accompanied the couple.

### Unofficial Average is \$560.00; Bull Tops Sales at \$1625.00; 1150.00 Highest Price Paid for Female; Buyers From Everywhere

With just three minutes until train time as a margin, Colonel Fred Reppert, nationally known Hereford auctioneer, closed the greatest Hereford cattle sale ever held here, Thursday morning, and made a run for the depot. With the clerk of the sale, Johnathan Pitman, swamped with financial settlements, The Brand was unable to secure the detailed list of sales Thursday morning, or official averages and prices in time to go to press. The incomplete data will have to go over until next week.

While there have been sales of smaller lots of Herefords that beat the average established here the past two days, it is the agreed opinion among the breeders that for a sale of 100 high class animals this 1929 sale established a national record. The unofficial general average for the entire sale as compiled by several breeders as the sale progressed, amounts to \$560. The official figures may be better this slightly, but it is approximately correct. More figures on the sale are given in the box on this page.

The feature of the sale, outside of its quality and quantity, was the fact that over 300 bona fide Hereford buyers, from many states registered at the clerk's desk. The thorough advertising given this sale certainly brought the buyers. While some individual breeders sold cattle at lower prices in the sale than they had been offered at private treaty, the sale as a whole evened this up and brought the highest average for this number of cattle in history. The fact that Hereford, Texas, is the center for the fine Anxiety 4th blood lines was thoroughly driven home and demonstrated beyond the shadow of a doubt.

Col. Fred Reppert, most famous of all Hereford criers, handled the event in a masterly fashion. His assistants were G. R. (Rat) Jowell, Hereford; D. L. McDonald, Hereford and Amarillo; Ralph Dawson, of the Kansas City Drivers' Telegram; Hayes Walker, Alton Walker and Frank Farley, of the American Hereford Journal, and R. J. Kinzer, secretary of the American Hereford Breeders' Association.

Through the co-operation of the Hereford Chamber of Commerce, the homes of the citizens of Hereford were thrown open to the visitors and every possible effort made to entertain and receive them with true Texas hospitality.

"We have the smallest number of beef cattle in the United States today that we have had since 1877," said Colonel Reppert in opening the sale. "There is certainly a constantly growing demand for beef products and as prices mount we find a corresponding demand for the better kind of cattle such as we have offered here."

Visitors asserted that they had never seen a better lot of cattle, both in breeding and individuality, offered at any auction.

The first day's detailed results with a total selling of thirty-nine head of cattle, shows the following:

Geo. Burch, Dimmitt, to G. T. Bagwell, Claude, Superior 48-1579272, \$1,000.  
J. W. Pritchard, to W. T. Wom-

#### HERE'S SOME FIGURES

Unofficial average for the entire sale was \$560.00.

Thirty-nine animals were sold the first day at an average of \$671.40.

Sixteen cows and heifers sold the first day for an average of \$640.00, and twenty-three bulls for an average of \$606.50.

Superior Randolph 2nd, a senior yearling son of Superior 48th, consigned by George Burch of Dimmitt, topped the sale at \$1625.00, being bought by Geo. Boles, of Lubbock.

Pretty Maid 4th, by Superior Anxiety, topped the females at \$1150.00. She was owned by D. L. McDonald and bought by John Gist of Odessa.

The first six bulls in the sale brought \$6,350, an average of more than \$1,000. G. T. Bagwell, Claude; L. B. Cumble, Big Spring; W. T. Womble and Jett & Thomas, Elda, N. M., each paid \$1,000 for a bull.

Top cow Wednesday was Gentle Annie 13th, consigned by Bill Adams of Hereford and bought by Rex Stegall of Amarillo for \$1,100. This cow is a daughter of Superior Diamond, and her dam was Gentle Annie 7th.

C. M. Largent and Sons of Merkel paid \$1,075 for Annie Mischief, a 3 year old daughter of Superior Anxiety, consigned by Adams.

Although breeders were present from Colorado, Nebraska, Oklahoma, Wyoming, Iowa, Missouri and Kansas, all of the cattle sold Wednesday went to Texas and New Mexico buyers, breeders of this section declaring as they made their bids that the cattle were "too good to let out of this country."

Beau Diamond 2d 1510878, \$1,000.  
D. L. McDonald, Amarillo, to Jett & Thomas, Elda, N. M., Superior Anxiety 12, 1525254, \$1,000.  
D. L. McDonald to E. S. Shattuck, Super Anxiety 2nd, 1597758, \$600.  
21st 1597757, \$675.

George Burch, Dimmitt, to D. E. Hughes, Mertzon, Texas, Superior Randolph 1st, 1576313, \$625.  
T. C. Ivey, Hereford, to F. B. Cumble, Big Spring, Beau Diamond 15th, 1577370, \$1,000.  
George Burch, Dimmitt, to Geo. M. Boles, Lubbock, Superior Randolph 2nd, 1576313, \$1,025.

D. L. McDonald, Amarillo, to E. S. Shattuck, Carlsbad, N. M., Super Anxiety 2nd, 1597758, \$600.  
Kaiser Estate, Canyon, to G. M. Moody, Sabinal, Texas, Anxiety-Paladin 1572943, \$875.  
D. L. McDonald to E. S. Shattuck, Super Anxiety 4th, 1597730, \$375.

T. C. Ivey to Joe Davidson, Ozona, Texas, Beau Diamond 12th, 1577372, \$775.  
Kaiser Estate to W. T. Womble, Hereford, Beau Blanchard 12th, 1726285, \$825.  
T. C. Ivey to Claude Benton, Hereford, Beau Diamond 1577373, \$600.  
East & Cochell, Hereford, to Hugo Lowenstern, Nara Visa, N.

M. M. Mischief 29th, 1598767, \$410.  
Edgar East to D. E. Hughes, Mertzon, Stanway Jr., 1593761, \$460.  
East & Cochell to W. L. Ellwood, Lubbock, Modest Rex, 1571-235, \$450.  
T. C. Ivey to Joe Davidson, Ozona, Beau Diamond 11th, 1577371, \$325.  
D. L. McDonald to C. J. Padlock, Hereford, Prince Paladin 25th, 1655490, \$350.  
Edgar East to W. E. Dameron, Hereford, The Blanchard 1623812, \$700.  
Leo N. Wolfe, Hereford, to Jno. N. Glat, Odessa, Texas, Domino Don 1647911, \$425.  
E. L. Brady, Dawn, to Claude Benton, Hereford, Beau Real 3rd, 1663551, \$350.  
Kaiser Estate, Canyon to Jno. H. Edwards, Midland, Prince-Paladin 30th, 1663551, \$350.  
C. O. Kaiser Estate to C. W. Frye Dawn, Paladin Anxiety 1669058, \$325.  
Bill Adams, Hereford, to C. M. Largent & Sons, Merkel, Annie Mischief 1464118, \$1,075.  
D. L. McDonald to C. M. Largent & Son, Merkel, Gwendoline 52d, 1402781, \$700.  
Bill Adams to J. P. Osborne, Miami, Texas, Mabelle Domino 14-91350, \$950.  
Bill Adams to Rex Stegall, Amarillo, Gentle Annie 13th 1510882, \$1,100.  
C. O. Kaiser Estate to Dr. C. H. Harris, Belle Domino 3d, 1572823, \$750.  
Kaiser Estate to P. R. Dennis, Aspermont, Texas, Belle Blanchard 165th, 1572820, \$675.  
East & Cochell to P. R. Dennis, Hazel M, 1571216, \$400.  
Kaiser Estate to H. A. Talley, Miami, Texas, Miss Gratia 1594158, \$325.  
East & Cochell to Helen Neblett's Sweetwater, Miss Donna, 1571221, \$425.  
George Burch, Dimmitt, to Jett & Thomas, Elda, N. M., Capitola 2nd, 1576306, \$525.  
L. R. Brady Estate to Wade Reed, Fort Davis, Texas, Shirley V, 1582588, \$275.  
L. R. Brady Estate to Reed Bros, Fort Davis, Miss Lena 2nd, 1582578, \$300.  
T. C. Ivey to J. R. Stegall, Gwendoline 64th, 1638761, \$700.  
Leo N. Wolfe to R. P. Neblett's, Sweetwater, Pollanna 2nd, 1513600, \$400.  
Kaiser Estate to Dr. C. H. Davis, Fort Worth, Miss Mischief 1572926, \$575.  
C. O. Kaiser Estate to Ira Cochell, Alice Paladin 1572810, \$400.  
Kaiser Estate to Jett & Thomas, Elda, N. M., Delce Paladin 15-72853, \$365.

**Cowman's Feed.**  
A colorful throng of cattlemen, Hereford breeders, local entertainment committeemen, and their ladies gathered Wednesday morning at the Sales Pavilion, following the first day of the big sale, and partook of the hospitality of the local breeders. The general orders were issued by W. T. Womble and the good ladies of the families of the men behind the sale served the luncheon. As could have been forecasted in advance, the spread was delicious, complete

(Continued on Page Four)

### Many Breeders Visit Hereford Sale Here

Mr. and Mrs. Henry Wilkinson and daughter, Miss Wanda, well known among all Hereford breeders, is attending the sale.

H. Vandenburg of Amarillo, district manager of the sales department of the Parina feeds for the district, is here in the interest of his company.

Eliot Young, formerly of this city but now with Hines & O'Brien ranch at Turkey, is visiting his former friends and taking in the sale.

Dr. I. E. Barr of Lubbock, well known among all Hereford breeders, is attending the sale.

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of the C. O. Kaiser Estate, is here with a string of Herefords consigned to the sale.

P. Moody, of Tucuman, New Mexico, is here taking in the sale.

Evans Williams, of Hope, New Mexico, a breeder of grade Herefords, was among those seen at the pavilion.

(Continued to Page Four)

### Strange Mixup In Identity of An Englishman

An odd and intensely interesting story of mistaken identity, revolving about a Hereford mother, a son who was a war hero, and an Englishman who in some strange way was accepted by the veteran's uncle as his nephew, has just been brought to a close.

On December 28, Mayor E. S. Ireland of Hereford received a wire from Bart L. Stafford, Commander, Argonne Post, Veterans of Foreign Wars, New York City, stating that "R. H. Williams, son of Mrs. E. J. Williams of your city, died at the Lincoln Hospital, New York, Monday," etc.

Mayor Ireland at once communicated with Mrs. Williams. Arrangements were made by wire for the body to be sent here for burial and all members of the family notified.

(Continued On Page Five)

### Basketball Schedule for Week Tough

Three exciting basketball games were played in the new Panhandle High basketball gym last Friday and Saturday night when the Hereford boys and girls teams invaded the Carson county metropolis. On Friday the Hereford teams took both games, but on Saturday night the boys turned the tables and the Whitefaces were beaten. The scores were as follows: Friday, boys, Hereford 25, Panhandle 15; girls, Hereford 16, Panhandle 15. The score between the boys teams Saturday night resulted: Panhandle 21, Hereford 12.

#### Boosters Wanted!

Both the boys and girls basketball teams of Hereford High will play the Canyon Eagles again, this time on Friday afternoon at Canyon. A large delegation of fans and rooters are expected to accompany the Whitefaces. Make your arrangements to go!

On Saturday night of this week another double-header will be offered local basketball enthusiasts. The guests will be the Texico boys' teams and the Tulla girls sextette. The first game begins at 7:30 and the admission is twenty-five and thirty-five cents.

### C. R. Smith, Jr. Is Badly Burned

C. R. Smith, Jr., is in the County Hospital suffering from severe burns about his body, following a peculiar and near fatal accident last Tuesday at Umberger.

C. R. had been helping Elbert Fallwell in hauling gasoline and oil and his work clothes had become saturated. He was warning himself before a fire at Umberger when his clothing ignited. Only fast work of those about him saved his life. He is badly burned on the right hand, one finger of the left hand, and very severely burned about his hips and legs.

His condition is painful and still serious, although he is expected to pull through without permanent injury.

### Masonic Order to Celebrate Washington Day

It is announced that the local Masonic Lodge will celebrate Washington's Birthday with a special program on the night of February 22, beginning at 8:00 o'clock.

Prominent out-of-town speakers will be on hand, and all Masons and their families are invited to be present.

### I. H. C. School to Be At Umberger Feb. 6th

The International Harvester Co. will conduct a free school of instruction at Umberger February 6, to which all interested people are cordially invited, according to A. J. Walker of the Walker Implement Co., of Umberger, and Frank White, of Center, Colorado, who were here Tuesday.

### BREEDERS AT LUNCHEON IN HIGH HUMOR

'Twas a tough spot for a dairyman—that Chamber of Commerce luncheon at the Hereford Hotel last Monday. For the Hereford breeders, just across the street at the bull barn, were sitting in on the feed, and dominated the situation. As Secretary Arnold facetiously put it: "These Hereford breeders class a dairyman and a nester together, and think both ought to be shot at sunrise." Which made everybody grin, even the three or four dairymen who were surrounded and helpless.

President Seigler introduced some visitors, including a Mr. Andreas from Illinois, who have been inspecting and buying Plaines Herefords for twenty-six years. He said the only objection he had found in his experience with cattle from this section was the fact that some losses were usually sustained in shipping north, due to shipping fever. He suggested that all animals shipped north be vaccinated here before leaving.

J. W. Jenness, banker of Janesville, Minn., spoke briefly. Mr. Jenness and wife were in town for a short visit to an old friend, L. Baskin. Mr. Jenness helped to rub it into the dairymen with the statement: "When you marry a woman you have to take care of her, or she gets mad. The same thing applies to a cow, and you have a steady job." Whereupon President Seigler laughed and remarked that "both beef and dairy cattle did remarkably well in the Panhandle and there was lots of room here for both."

Prominent Hereford breeders

(Continued On Page Five)

### Creamery Building Now Seems Assured

After weeks of study, and canvassing and investigation the proposed Hereford Creamery project now assumes definite shape. It was announced Tuesday by officials of the new concern that the obstacles in the way of building for the creamery have been removed. Financial details have been agreed upon and there is nothing now in the way of beginning construction work on the building. The little group of men who have stood shoulder to shoulder through all the difficulties of the past are rejoicing this week that the main puzzle has been solved.

Plans to complete the drive for the sale of the stock to the farmers themselves can now proceed without interruption. Over forty bona fide farmers of this community have already signed on the dotted line. It is the hope and desire of the promoters to make this project strictly a farmers' cooperative business. The stock could have all been placed before this by taking in the business men of Hereford. But experience has proved, state the leaders of the movement, that it is best for such an undertaking to have the ownership vested directly in the farmers' hands.

N. O. Bendickson, who is now shivering up in Iowa, writes that he is ready to come back and help in completing the project. In fact, judging from his letters, he is extremely anxious to get away from the snow and extreme temperatures of Iowa to the sunny and balmy Panhandle of Texas.

The drive for the Creamery is entering the home stretch and it is hoped by the committee to be able to write "Fins" to the undertaking within a few weeks.

#### HOSPITAL NOTES.

Little Winifred Ray Crispin, who was recently run over by a car and badly bruised, was reported as recovering rapidly.

Mrs. J. R. Roden, of Friona, is here under medical observation.

C. R. Smith, Jr., burned in a gasoline accident Tuesday, is suffering severely from burns.

Mr. Hobbs is reported as doing nicely.



# THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher

Also Publisher of

THE FRIONA STAR, FRIONA, PARMER COUNTY, TEXAS.

SETH B. HOLMAN Associate Editor

TELEPHONE 30

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### NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

## Texas & Texans

By WILL H. MAYES

### Texas Railroad Extensions.

The Texas railroads are planning to change the railroad map in many sections of Texas during 1929. All of the principal lines are actively making or considering extensions. Construction activities are especially noticeable in the South Plains section, in West Texas, and in parts of South Texas. Expenditures in the Eastern part of the state will be in the improvement of trackage, yard and station facilities. Railroads will continue to do great things for the state.

### Railroad-Bus Combinations.

Many Texas people who have been watching the development of bus traffic and truck transportation are apprehensive that the railroads have well defined plans to absorb this new competition and they say this is already being evidenced in the efforts to take over bus lines through subsidiary organizations. Should this be done to any large extent highway building in Texas will be largely to the advantage of the railroad corporations rather than the people who build and maintain the roads. Texas needs just the kind of transportation competition that the busses and trucks are now giving. It not only makes for cheaper rates but for greatly improved service.

### Big Spring Growth.

Post office receipts are usually considered pretty accurate barometers of business. Under this way of estimating Big Spring must be making stupendous progress as the post office receipts for the last quarter of 1928 were about 40 per cent larger than for a corresponding period of the previous year. Oil development has had much to do with this growth although Big Spring disclaims being an oil boom town.

### Polo Pony Trade.

West Texas is said to be the best section in the United States for raising and training polo ponies. This is due largely, horsemen say, to the bracing atmosphere in an altitude neither too low nor too high for the best lung development, to the wonderful hard turf of the pasture lands, and to the soil chemicals absorbed through the native grasses. A Menard ranchman who specializes in polo ponies has recently sold a car of the ponies at prices ranging from \$350 to \$1,000 each and has a demand for more trained polo horses than he can supply.

### University Oil Lands.

The quick action of both branches of the legislature in repealing the University oil lease lands by unanimous votes shows the feeling of Texas people in regard to conserving the University revenues. Equally diligent and rapid action should be taken to provide a way for the University to invest its permanent funds in a way to realize a better revenue than can be obtained by investing it in United States bonds. Under the present law the University has to be content with a ridiculously low income from the

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Relieves the congestion, prevents complications, and hastens recovery.

line will carry sufficient gas to provide for the needs of many Central Texas communities and the field from which the gas comes appears to be inexhaustible, new wells being brought in every week by operators searching for oil.

### Poultry Industry Grows.

Calling attention to the fact that the poultry industry in Texas now amounts to more than \$100,000,000 annually, both the East and West Texas chambers of commerce will urge the present legislature to make sufficient appropriations to conduct investigations of poultry disease and other troubles of the industry. With poultry flocks constantly increasing, the necessity for safeguarding against spread of diseases grows.

### Improving Rural Conditions.

A meeting of 175 farmers at Jacksonville to discuss rural improvement gives this columnist occasion for saying that the chambers of commerce and other organizations in East Texas have certainly worked faithfully the last two years for improving farm conditions and rural life in that part of Texas and the results are apparent even to the casual observer. The towns and country have cooperated in every way until East Texas today bears very little resemblance to the East Texas of a few years ago. Most of the big change has been brought about through soil conservation and by upbuilding and diversifying farming.

### Inviting Trouble.

Texas auto owners who defer the payment of their automobile tax until after February 1 in the hope that the legislature will reduce the tax and make it retroactive are probably inviting trouble. A Dallas legislator has announced that he has not paid and will not pay the tax and advises others to follow his example. Perhaps the auto tax will be reduced, but there is hardly a chance that any reduction will apply to the tax collectible the first of January, for such things are not done by legislative bodies. A ten per cent penalty and a fine for driving a car without paying the year's license fee will likely be the cost of delay beyond February 1.

## Summerfield

SUMMERFIELD, January 29.—Mr. and Mrs. J. B. Davis motored to Amarillo Sunday to spend the day with relatives and friends. The Westway school will bring their basketball team to play at this place Wednesday. A very interesting game is looked forward to.

Miss Jewell Owens entertained the Sunday school class to which she belongs with a very pleasant social Friday night.

B. C. Roberson and Mr. and Mrs. Bervard Roberson spent a very pleasant day in Clovis Monday, combining business and pleasure.

A number of young folks of this place went to Amarillo Sunday to

spend the day sight-seeing and otherwise.

Mr. and Mrs. Henry Beckman of Umbarger were Sunday night visitors at the L. Johnson home.

Mr. and Mrs. Hsie of Hereford were Sunday visitors at the B. C. Roberson home.

L. L. Cannon made a business trip to Fort Sumner, New Mexico, last Monday.

Mr. and Mrs. Ky Lawrence and Mr. and Mrs. Joe Kendall spent Sunday in Plainview visiting old friends.

Mr. and Mrs. J. L. Lookingbill went to Tulla Sunday to visit their son and daughter at that place.

## What's Doing IN WEST TEXAS

One of the major projects of the Rock Springs vocational agriculture class is construction of kid boxes for ranchmen. This is done with no expense to the ranchmen provided they supply the desired amount of materials.

The building of a new modern two story brick Masonic Hall at Ralls is under way; the corner stone having recently been laid. The building is to cost \$20,000, the upper story to be used exclusively for lodge activities and to include lodge rooms, banquet space, kitchenette and modern conveniences.

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O. L. RUTHERFORD

## Going Forward With Hereford

It is pleasant to look back for a moment upon the trail which this bank and this community have traveled together through the years; years of steady growth and faithful service, of community progress and mutually helpful association.

## The First National Bank OF HEREFORD



### Webster Mutilated.

"Rastus, who is that solvent-looking gentleman speculatin' up an' down dis aste wid de gold obstacles?"

"Don't you organize him?"

"No, I don't organize him."

"I see franchised yuh don't organize him. He's de most confiscated man in our whole diaphragm. He's de new pasture of our own church."

"Give me a sentence using words detail, defeat, deduct defense."

"Defeat of deduct went defense ahead of detail."

Voice Over the Phone: "Is the lady who washes?"

Society Snob: "Indeed, I shay not!"

Same Voice: "Why, you thing!"—Drexler.

FOR JOB WORK, TRY THE BR

## REAL ESTATE CITY-FARM-RANCHES

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DEAR FRIENDS:

January 31, 1929.

I get kind o' tired of that word "Service". I believe every store in Hereford uses it—which is all right, of course, so long as we haven't invented a better word.

But it's just as the boss says, take the service out of the cleaning business and you wouldn't have anything left. It's all service, every bit of it.

So about the best I can say is that "We're at your service." Old stuff, but it means something here. You can bet your bottom dollar on that.

*Ben J. J.*

Orr's Tailor Shop "That Better Service"

Phone 16

## 5% LAND LOANS

Correct Abstracts

# THOMPSON & IRELAND

Hereford, Texas

# M SYSTEM

"Saves for the Nation"

APPETIZING and DELICIOUS are the foods obtained from the shelves of the "M" SYSTEM STORE. Housewives can always depend on the HIGH QUALITY of FOODSTUFFS from SANITARY "M" SYSTEM STORES.

Specials for Friday and Saturday.

- 10-Pounds Sugar, when bought with \$2.00 purchase or more, not including specials 59c
- Spuds, ten pounds 18c
- Pinto Beans, per pound 5c
- Soap, P. and G, five bars 18c
- Cakes, barrel snaps 29c
- Crackers, Saltine Flakes, 15c size for 10c
- Candy, Peanut Brittle, per lb 20c
- Cookies, assorted, per lb 31c
- Coffee, Cup and Saucer, three pounds \$1.48



## DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 46-J. Hereford, Texas  
Second Floor Lambert-Buckner Building  
FREE CONSULTATION AND ANALYSIS

## SURROUND ONE OF OUR PLATE LUNCHEONS

—Any noon hour, any day, and you'll be surprised how your digestion and disposition brighten up RIGHT NOW!

## THE SUNRISE CAFE

SAM HUTSON, Proprietor



Our delicious table delicacies will strike the heart of every housewife and delight the TASTES of the whole family.

Preparing a dainty luncheon will be easy work if you'll come to our store and buy our already prepared dainty delicacies.

You will save more in LABOR and anxiety by buying these things already prepared than they will cost in MONEY.

### SPECIALS

WATCH OUR WINDOWS FOR SPECIALS FRIDAY AND SATURDAY

## Williams Grocery Company

Phone 128

We Deliver



**SPECIALS FOR FRIDAY AND SATURDAY**

Blackberries, Washington Pack, gallon ----- 50c Spinach, Libby's, No. 2 1/2 can, large size for ----- 15c Prunes, 25 pound box ----- \$2.10  
 Corn, Tender Sweet, No. 2 can, two for ----- 25c Pineapple, Libby's Sliced, No. 2 can for ----- 23c Peaches, 25 pound box ----- \$3.10

**HEREFORD WHOLESALE GROCERY COMPANY**

L. W. CARLYLE



As he looked down upon her, a slight, slender girl with bedraggled hair and disheveled hair, her face pale and quiet, a little stern in expression, and her long, dark lashes lying on her cheeks, he seemed to see her fragility, her prettiness, her femininity as never before. But for him she might at that very moment have been a broken, ruined girl, lying in that cabin of the blande.

Tomorrow she would be gone, among good people with a possibility of finding her relatives. He thanked God for that; nevertheless he felt a pang.

She slept more than half the day. Duane kept guard, always alert, whether he was sitting, or standing, or walking. The rain pattered steadily on the roof and sometimes came in gusty surges through the door. The horses were outside in a shed that afforded poor shelter, and they stamped restlessly. Duane kept them saddled and bridled.

About the middle of the afternoon Jennie awoke. They cooked a meal, and afterward sat beside the little fire. She had never been, in his observation of her, anything but a tragic figure, an unhappy girl, the farthest removed from serenity and poise. That characteristic capacity for agitation struck him as stronger in her this day. He attributed it, however, to the long strain, the suspense, nearing an end. Yet some-

times when her eyes were on him, she did not seem to be thinking of her freedom, of her future.

"This time tomorrow you'll be in Shelbyville," he said.

"Where will you be?" she asked quickly.

"Me? Oh, I'll be making tracks for some lonesome place," he replied.

The girl shuddered.

"I've been brought up in Texas. I remember what a hard lot the men of my family had. But poor as they were, they had a roof over their heads, a hearth with a fire, a warm bed—somebody to love them."

"And you, Duane, oh, my God! What your life must be! You must ride and hide and watch eternally. No decent food, no pillow, no friendly words, no clean clothes, no woman's hand. Horses, guns, trails, rocks, holes—these must be the important things in your life. You must go on riding, hiding, killing, until you meet—"

She ended with a sob and dropped her head on her knees. Duane was amazed, deeply touched.

"My girl, thank you for that thought of me," he said with a tremor in his voice. "You don't know how much that means to me."

She raised her face and it was tear-stained, eloquent, beautiful.

"I've heard tell—the best of men go to the bad out here. You won't promise me you won't. I never knew any man—like you. I—I— we may never see each other again—after today. I'll never forget you. I'll pray for you and I'll never give up trying to—do something."

"Don't despair. It's never too late. It was my hope that kept me alive—out there at the Bland place—before you came. I was only a poor weak girl. But if I could hope—so can you. Stay away from men! Be a lone wolf! Fight for your life! Stick out your exile—and maybe—some day—"

Then she lost her voice. Duane clasped her hand and with feeling so deep as hers he promised to remember her words. In her despair for him, she had spoken wisdom—pointed out the only course.

Duane's vigilance, momentarily broken by emotion, now no longer reassured itself that he discovered the bay horse, the one Jennie rode, had broken his halter and gone off. The soft, wet earth had deadened the sound of his hoofs. His tracks were plain in the mud. There were clumps of mesquite in sight, among which the horse might have strayed. It turned out, however, that he had not done so.

Duane did not want to leave Jennie alone in the cabin so near the road. So he put her upon his horse and bade her follow. The rain had ceased for the time being, though evidently the storm

was not yet over. The tracks led up a wash to a wide flat where mesquite, prickly pear and thornbush grew so thickly that Jennie could not ride into it.

Duane was thoroughly concerned. He must have her horse. Time was flying. It would soon be night. He could not expect her to scramble quickly through that brake on foot. Therefore he decided to risk leaving her at the edge of the thicket and go in alone.

Suddenly there came an unmistakable thump of horse's hoofs off somewhere to the fore.

Then a scream rent the air. It ended abruptly. Duane leaped forward and tore his way through the thorny brake. He heard Jennie cry again—an appealing call quickly hushed. It seemed more to his right and he plunged that way.

He burst into a glade where a smoldering fire and ground covered with footprints and tracks showed that campers had lately been. Rushing across this, he broke his passage out to the open. But he was too late.

His horse had disappeared. Jennie was gone. There was no rider in sight. There was no sound.

It came to him then like a blow that he loved the girl.

For three long and terrible years Buck Duane rode up and down the Texas border.

His fame grew steadily until he was the most noted and most misrepresented outlaw of his day.

Hundreds of men in the border towns claimed friendship with him. Every honest rancher between El Paso and Brownsville would have been glad to shake his hand and hide him. Every outlaw along the river feared him; every crooked gambler in the monte dens played fair when Duane happened to drop in; every imitation bad man in the southwest of Texas wanted to kill him, bragged on his name, hunted him when fired by drink.

The better half of that widely scattered populace especially in localities Duane had visited was

loath to believe him perpetrator of the crimes laid to him. The ignorant and outlawed class fastened on his name all the rustling, hold-ups, robberies, murders, when direct evidence did not point to someone else.

In a sense, the reputation of every famous outlaw developed by these wild years had suffered more or less from this natural exaggeration and misrepresentation. But no outlaw before him had ever had such a host of admirers and partisans who fiercely gave the lie to any accusation of robbery or crime attributed to him.

It was widely known that he had never earned a dollar in his outlaw career. It was sworn by many and reputable men that he had never stolen one. Few towns or villages on that border had no storekeeper who had not a tale to tell about Duane, the Lone Wolf.

One afternoon, from the top of

a long hill, Duane saw the green fields and trees and shing roofs of a town he considered must be Shirley; and at the bottom of a hill he came upon an intersecting road. There was a placard nailed on the cross road sign-post. Duane drew rein near it and leaned close to read the faded print:

**\$1,000 REWARD FOR BUCK DUANE, DEAD OR ALIVE.**

Peering closer to read the finer, more faded print, Duane learned that he was wanted for the murder of Mrs. Jeff Aiken at her ranch near Shirley. The month of September was named, but the date was illegible. The reward was offered by the woman's husband, whose name appeared, with that of a sheriff's, at the bottom of the placard.

Duane read the thing twice. When he straightened he was sick with the horror of his fate, wild with passion at those misguided fools who could believe that he had harmed a woman.

When Duane reached the crossing of the roads the name Fairfield on the sign-post seemed to be the thing that tipped the oscillating balance of decision in favor of that direction. He answered here to unfaithful impulse.

In Duane's state of mind clear reasoning, common sense, or keenness were out of the question. He went because he felt that he was compelled.

Dusk had fallen when he rode into a town which inquiry discov-

ered to be Fairfield. Captain MacNelly's camp was stationed just out of the village limits on the other side.

**A Soft Heart.**  
 Sam: "Is she tender hearted?"  
 Harry: "Well, she thinks it's cruel to dip animal crackers in hot coffee."

(To be continued next week.)

**Building Material**

The best doesn't always cost the most. Not if you buy from us. Our buying power enables us to sell the highest grades of lumber and the best materials for lower prices than you'll pay elsewhere.

**ROCKWELL BROS. & COMPANY**

Lumbermen—Phone 4



**HARDWARE**

**Highest Quality Hardware**

At the Lowest Prices In Town

—Hardware that stands hard wear—the best on the market—on sale here at the lowest prices ever charged. Everything from a nail to a washing machine may be had here at a real saving. Make up a list of your hardware needs and come here and see how efficiently and economically we can fill them.

**KERR-ANTHONY HARDWARE CO.**

**BEAUTY SPECIALISTS**

THE SHOP OF INDIVIDUALIZED BEAUTY SERVICE

**THE MODERN BEAUTY SHOP**

Mrs. Sam Hutson, Proprietor. Phone 95



**High Grade Batteries for Radios and Autos**

WILLARD BATTERIES are guaranteed to outlast ordinary batteries. We also do recharging efficiently. Just try us and be convinced of our superior battery service.

**Willard Battery Station**

**Expert Plumbing and Gas Fitting**

If you want a good, satisfactory job that you will never have to worry about just telephone

**TOM WOOD**  
 Phone 172-J

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

628 Polk Street Amarillo, Texas  
 —Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.  
 OFFICE RAY'S JEWELRY STORE.

**Our Motto**

**Not How Cheap But How Good**

We want your trade solely upon the merits of our goods. If any of our goods should be spoiled or of inferior quality please advise us of the fact at our store and do not discontinue buying without an explanation.

**Texas Meat Market**

Phone 353

**Electric Labor-Savers**

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

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

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

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



**TEXAS UTILITIES COMPANY**

**ATTABOY EDDIE**



Our Eddie's a keen little corner. And also we think him a hummer; He's quick and polite; He tries to do right— He's really our best little drummer.

**Cash Specials**

FRIDAY and SATURDAY

- Gallon Apple ----- 55c
- Large C. W. Soap Chips ----- 21c
- Gallon Pitted Cherries ----- \$1.05
- No. 2 1/2 Can Peaches 19c
- High Grade Broom ----- 50c
- Carton Matches ----- 18c
- Pint W. S. Grape Juice ----- 26c

**HOFFMAN'S GROCERY**

Phone 115

All orders \$1.00 or over delivered free; under \$1.00 charge will be made.

**WE SELL TWO KINDS OF CARS**

First—New Cars . . . Second—Cars as New as Conscientious Reconditioning Can Make Them. Our Used Cars Are Mechanically Right, Finished Right and Priced Right—Transportation You Can Be Proud of at a Price You Can Afford to Pay.

We welcome comparison with other used cars.

- 2—1927 Chevrolet Cabriolets
- 1927 Chrysler Coupe
- 1928 Chevrolet Coach
- 1927 Chevrolet Coach

**Brumley-Chevrolet Company, Inc.**

A Reliable Institution



**HEREFORD SALE COMMENTS.**

(Continued from Page One)

He recently purchased a male from Ed East. He has a herd of fifty registered and 200 pure-bred Herefords.

E. E. Mead of Miami, stock farmer and breeder of Anxiety 4th line Herefords, is a visitor here.

J. P. Osborne of Miami is an interesting visitor at the sale. He has a herd of seventy-five extra good cows and has a Superior Prince Domino and Stanway Randolph male to head this herd. Mr. Osborne never fails to buy at every sale and reports a recent sale of a bull calf to D. F. Urschell of Strong City, Kansas, for \$2500.

H. A. Talley of Miami, prominent Hereford breeder and exhibitor, is a visitor here. Messrs. Talley and J. P. Osborne expect to exhibit at the Stock Show at Fort Worth and San Antonio this coming spring.

Geo. Burch, Dimmitt, is here with his string of ten fine Anxiety 4th cattle, consigned to this sale. Mr. Burch sold the first male Wednesday for \$1000.

Chas. J. Mapes, strong Anxiety breeder at Dimmitt, is here with three head to sell during the sale.

E. H. Babbitt of Denver, Colorado, is a visitor, representing the Green & Son ranch of Douglas, Arizona.

Messrs. Hayes Walker, president, F. W. Farley, advertising man and editorial writer, and Al-

ton Walker, son of Hayes Walker, advertising manager, all of the Hereford Journal, Kansas City, are here attending the sale.

**SERVICE CAR.**

L. F. (Stats) Dyer, former traffic officer and garage owner here, started a Service Car station service Tuesday of this week. Mr. Dyer's headquarters will be at the Chocolate Shop.

**NOTICE.**

The Parent-Teacher Association will meet at the high school Friday afternoon at 3:30.

The Camp Fire Girls, with Mrs. Dowell's assistance, will give a program and demonstrations. Everyone cordially invited.

**Cattlemen**

(Continued from Page One)

in every detail and overwhelming in quantity and quality.

Long tables were set round the sides ring where the hungry throng lined up with their plates and were helped to generous portions of everything under the sun good to eat. They then scattered to seats in the Pavilion and in groups, singly, and in pairs, chattering and laughing throughout the repast.

Following the banquet a short program of talks was heard. The eminent Henry Ansley, agricultural-livestock specialist for the Amarillo Globe-News, presided as the toastmaster. Mr. Ansley, a born toastmaster if there ever was one, handled the situation in his usual easy, witty and skillful manner. Short talks were made by T. E. Selgler, president of the Hereford Chamber of Commerce; Rat Jowell, dean of all Hereford judges; Hayes Walker, Kansas City, Joe Largent, Henry Mousel, Clyde McFarland, P. C. Bennett, E. E. Hughes, Custer Hutchinson, George Bowles of Lubbock, Judge Davidson, Ozona, Bill O'Brien, Amarillo, G. A. F. Parker, Ralph Dawson of the Drover's Journal, W. E. Dameron, D. L. McDonald and others. Mrs. L. R. Bradley was asked to stand and be introduced to the audience.

The talks were all boosts for the Hereford industry, cordial compliments from the visitors on the local sale, and thankful appreciation on the part of local men for the attendance and spirit of cordial co-operation shown by the out-of-town visitors.

Following the program the top floor of the pavilion was cleared and the Hereford Orchestra furnished some snappy music for the dance which followed.

**DAVIDSON-CARROLL.**

Miss Marie Davidson and Tom Carroll surprised their friends when they announced this week that they were married on January 17, at Farwell. Mrs. Carroll is a graduate of Burnham City Hospital, Champaign, Ill. She is employed as a nurse at the County Hospital here. Mr. Carroll is a son of Mr. and Mrs. Jim Carroll and is with the Carroll Hotel here.

**CARD OF THANKS.**

We take this means of expressing our appreciation to the many kind friends and neighbors for their kindness and care of our father, George Dent, during his illness and death.

JOE T. DENT.  
MRS. J. E. MILBURN.  
C. W. DENT.  
MRS. H. B. KILGORE.

The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good price paid.

**Mrs. Oscar Easley Falls and Breaks Right Arm**

Mrs. Oscar Easley stepped out on her cement front porch Tuesday morning to pick up her newspaper. A heavy mist, freezing as it fell, had coated the porch and walks with a thin ice crust. Mrs. Easley's feet slipped out from under her and she fell heavily on her right arm, breaking a small bone near the elbow.

While very painful, the injury is not considered serious, although Mrs. Easley will be crippled for quite awhile. One fortunate circumstance connected with the injury is that Mrs. Easley is left handed and is therefore not so badly handicapped as she would otherwise have been.

**Dimmitt School Play to be Shown Here Thursday**

"The Eyes of Love," a three-act comedy, will be presented at the high school auditorium Thursday night, January 31, beginning at eight o'clock, under the auspices of the Dimmitt High School. An admission fee of twenty-five and thirty-five cents will be charged.

Last Wednesday night the Hereford High School band and orchestra went to Dimmitt and presented the play, "A Southern Cinderella" to an unusually good crowd. The play here Thursday night is in the nature of a return engagement by the school neighbors to the south, and is being aided and

sponsored by Ralph Smith's band and orchestra.

**Mother of S. E. Estes Dies At Ripe Old Age**

S. E. Estes, who lives about three miles east of Hereford, came back the first of the week from a trip to Hill County, Texas, where he attended the funeral of his mother, Mrs. A. J. Estes. Mrs. Estes, who was past eighty-four years of age, died Sunday, January 27, and funeral services were held the next day. She left eight children, forty-five grand children, forty-two great grand children, and ten great great grand children.



—Courtesy Tom Ivey

**Feed Them  
GEE BEE MOLASSES LUMPETS  
The Easy Way to Feed Molasses**

A good deal of money is being lost by feeders who use too much cottonseed meal and linseed meal in their rations. These are both good feeds and are necessary, but any amount of either in excess of what the animal can digest and assimilate is wasted.

The formula on GEE BEE LUMPETS has been develop-

ed and properly tested so that we know it will furnish the animal all the high concentrates it can use economically, when fed as directed. High concentrates are expensive. Why pay for more than are necessary. Your animals will get all they can profitably assimilate in GEE BEE LUMPETS.

Sold by **West Texas Feed & Seed Co.**  
HEREFORD, TEXAS

**HARDEMAN-KING CO., Amarillo, Texas**  
Distributor Texas and New Mexico

**TO OUR RANCHMEN AND FARMER CUSTOMERS:**

—When confronted with the problem of windmill power, let us show you the merits of

**The Auto-Oiled Aermotor**

—For a quarter of a century the Aermotor has borne the distinction of being the "windmill which runs when all others stand still." It has a perfect system of automatic lubrication. Every bearing is constantly flooded with oil. The mill needs oiling but once a year.

*You Want the Best—We Honestly Believe We Have It.*

**Baby Chick Time Is Drawing Near**

—and careful poultrymen and farmers are beginning to think about their equipment for the coming hatching season.

*You can't go wrong if you hatch 'em in a*

**SAFETY HATCH INCUBATOR  
and then raise 'em with a  
BUCKEYE BROODER**

—Both are time-tested and standard in every way. We have them in all sizes.

—In addition we have a wonderful line of drinking fountains, feeders and all other equipment that goes with successful poultry raising.

*Bring Us Your Poultry Equipment Problems*

**STREU HARDWARE COMPANY**

**PIGGLY WIGGLY**

**FRIDAY & SATURDAY SPECIALS**

Oranges Nice July  
Per Dozen **21c**

Mel'o A Real Water Softener,  
Three Cans for **21c**

Peaches Evaporated, Three  
Pounds for **42c**

Cherries Red Pitted,  
Per Gallon **\$1.10**

CATSUP Van Camp's, Large Size  
Bottle **19c**

Lye Three Cans  
for **25c**

SPINACH Salmon Size Can,  
Two for **25c**

BAKING POWDER K. C., 25c Size  
for **19c**

Soap Toilet Almond Oil, One Sherbet  
Dish Free with each cake, at **9c**

**Announcement**

In order that I may devote all my time to the sale of Hart-Parr tractors and farm implements, I have disposed of my agency for the Texas Company, to become effective February first. I wish to thank my many friends for their liberal patronage and believe that your fuel and lubricating requirements will be well taken care of by Mr. R. J. Richardson, of Dallas, Texas, who will succeed me as agent.

**M. D. Womble**



**Williams Mystery**

(Continued from Page One)

Meanwhile Mrs. Williams, who has a suspicion that something is wrong, wired her son's employer at Austin, Nevada, telling of the circumstances. He replied at once that Ray Williams was alive and well and that there was some mistake. Whereupon, Mr. Ireland wired the news to New York commander, and the man was buried in New York. A number of letters and post cards from England, addressed to the supposed H. H. Williams had been forwarded to Mrs. Williams in New York, and from these she learned that the man who had been mistaken for her son was really William Arthur Williams of England. Mayor Ireland notified a sister in England of the circumstances, and Monday he received a reply from her, wanting more details and stating that his letter was the first intimation she had of her brother's death. Mrs. Williams states that her brother in New York had received William A. Williams as his new name. Ray H. Williams, and she has been unable to convince him the contrary. Ray is famous in the history of the late war through the fact that he was the man who covered Whittlesey's Lost Battalion and guided them safely out of the surrounding German lines. The reason for William Arthur Williams' impersonation of Ray H. Williams is unknown here. The story was carried in New York, Kansas City and other papers, and created quite a puzzle for everyone involved. The letter received from his sister Monday by Mayor Ireland is dated at 59 Springvale Road, Pennington, England, signed by Miss Helen Williams, and reads:

"Sir: In reply to your letter, we were all upset to hear of the death of my dear brother, as we knew nothing about it, and were expecting news from him. But I could thank you kindly, sir, if you could tell us the date of his death, and where he died, and where he is buried. And I would like you if you would return all the letters and a photo he has of me, too. He told us to write to the Mills Hotel in the name of Jack Williams. But his real name is William Arthur Williams, and if you wish for his birth certificate to have it. So if you will oblige, yours truly."

The entire incident has been a fearful strain upon Mrs. E. J. Williams and her entire family, but they are rejoicing in the knowledge that their son and brother is alive and well in Nevada.

**C. of C.**

(Continued from Page One)

present were asked to rise to their feet and be introduced. They included: Tom Duxis, of the Keiser Estate, Canyon; George Burch, Dimmitt; and Messrs. Adams, Ira Cochell, Leo Wolfe, Jim Sanders, Ed East, Tom Ivey and others. But Jowell was introduced as "the walking encyclopedia of Hereford history," and predicted that Wednesday night of this week would see Hereford sale history add another chapter to achievements won. Mr. Ivey said: "Can you remember this time? You boys know I can't talk to this crowd," and sat down amid laughter.

D. L. McDonald, former president of the Chamber of Commerce, a prominent Hereford breeder himself, and one of the outstanding leaders in the foundation work of making Hereford what it is today, was asked to make a short talk. He OK'd Mr. Jowell's prediction that history was in the making and that the coming sale would break some records. "This is an unique situation—this sale," he said. "We have no organization, no officers of any kind, no treasurer, no sales manager. Yet the co-operation is here and in one way there must be an organization, although not named."

Secretary Arnold spoke in his usual light vein and gave an optimistic opinion on the hotel outlook here. County Agent Dunkle and D. L. McDonald made short reports on a recent meeting in Amarillo in which plans for the showing of calves not on feed here at the Amarillo and Fort Worth Fat Stock shows were figured. They urged that local interests see that at least one calf in each bunch bring a suitable price in the bidding. Mr. McDonald called attention to the fact that the Hereford breeders had spent several thousand dollars the past year advertising Hereford, Texas, and were doing their part toward putting this country on the map.

The bunch was dismissed promptly on the hour of one after a cordial good fellowship get-together.

Dr. Chas. H. Scott, of Fort Worth, registered breeder of national reputation, is a visitor here. Mr. Scott bought the Will Womble \$10,000 male.

W. G. Gault, representing Gaulty Bros. Feed and Grain Company, Amarillo, was a sale visitor Tuesday.

**Post Office Grocery Is Latest Business Concern**

The Post Office Grocery is the latest addition to Hereford's list of business concerns. The proprietors are C. L. Hall, from Rankin, Texas, and B. B. Parrish, recently of White Deer, Texas. The location of the new concern is next door south of the post office on Main Street.

Mr. Parrish has just completed his new residence on the old College campus tract and is a former grocery store owner. Mr. Hall is a former newspaper man who recently sold out his interests in the Upton County Journal.

**I. O. O. F. Lodge Installs Officers for Year**

Hereford Lodge No. 476, I. O. O. F., held its annual installation of officers Monday night. District Deputy Freeman and his team from Vega Lodge had charge of the ceremonies and conducted all the work. The visitors arrived in time for dinner at the Sunrise Cafe after which the lodge work was conferred. Following this the local lodge served sandwiches and coffee and a social hour was enjoyed.

Officers installed were: M. D. Fincher, Noble Grand; I. I. West, Vice Grand; John Patton, Treasurer; C. O. Lee, Financial Secretary; L. H. Foster, Recording Secretary. The retiring officer is Sam Hutson, past Noble Grand, and Mr. Fincher was promoted from vice to Noble Grand. The other officers elected were reappointments. Other minor officers in the lodge are appointive and will

**be named by the new Noble Grand shortly.**

A feature of the dinner held Monday night was a talk by G. A. F. Parker, who made a most interesting and appreciated address concerning the ideals and daily work of the Odd Fellows. There were several other splendid talks made during the meeting.

**Mack Womble Retires as Texas, Co. Agent Here**

W. D. Womble, for several years local agent of the Texas Company at Hereford, announced Wednesday that he had sold his business to R. J. Richardson, of Dallas, who will take charge in the near future.

Mr. Womble feels that he will need all of his time in pushing the Hart-Parr tractor business in this territory, and retired with good wishes for his successor. Little is known here of Mr. Richardson, but it is understood that he is an experienced oil man.

**New Tailor Shop to Be Opened Here Monday**

Roger Corbett, formerly with the Orr Tailor Shop, and Charlie Carroll have formed a partnership in the tailoring, cleaning and pressing business, and expect to open their place of business in the rear of the Beene & Shaw barber shop next Monday.

A brick and tile structure is being erected on the alley back of the barber shop to house the new machinery and up-to-date equipment being installed by the new firm, and the boys are planning a campaign for service in their line that promises big things for them.

**Twin City Tractor Co. Holds School Instruction**

A Twin City Tractor Farming School was held at the court house Monday, conducted by the Minneapolis Steel and Manufacturing Company. The school was strictly along the line of gas engines, their construction, maintenance and handling, and was strictly educational in nature, without any effort what ever at selling campaign.

J. W. Lusk, local representative of the company, had charge of the school, assisted by a corps of company officials and engineers. Among them were F. B. Bennett, branch manager, Wichita, Kansas, school manager; J. K. Drake and wife, Amarillo; Mr. Drake is territory manager for this district. H. W. Adams and his assistant, Rudolph Fenns, tractor instructor, both from the factory at Minneapolis. Students at the schools from nearby towns included Leslie Humble, Plainview; E. J. Kerns, Nazareth; Al Sharp, Dimmitt; J. Sam Gaines, Bovina; V. E. Weir, of Friona.

The day was spent in showing picture reels of the tractors in action, in lectures, and in practical instruction in handling the machines.

**STORK SPECIALS.**

Born to Mr. and Mrs.—  
V. B. Whitley, January 16, girl.  
Alton Atchley, January 14, girl.  
W. R. Onstead, January 13, girl.  
J. Earl Dyer, January 23, boy.  
Joe Jesko, January 25, girl.

A Want Ad in The Brand is a sure, steady worker—try it out.

**Woodrow Ireland Highly Honored as Musician**

Musical circles of Hereford are all excited over the selection of a native son to attend the National High School Orchestra and Band Camp which will be held this summer at Interlochen, Michigan. This is considered one of the highest honors that may be won by any high school student and it speaks volumes for the efficiency of instruction received in Hereford high school. This school, incidentally, established an enviable reputation in Texas in the matter of student musicians which it has turned out during the past few years. To give an idea of the importance of this selection it is only necessary to call attention to the fact that only one high school student was selected last year from Texas, this student being from Fort Worth.

At this school which lasts for approximately ten weeks, the selected students from various states will be given the advantage of having such men as Sousa, Busch and other world-famed directors as teachers. From this group will be selected a number of sophomores who in 1931 will make a trip to Europe to the International Musical Educational meeting.

The Hereford delegate selected was Woodrow Ireland, son of Mayor and Mrs. E. S. Ireland, who has been prominently identified with musical circles for a number of years. According to Musical Director Ralph Smith, young Ireland has exceptional musical ability and he is delighted in the recognition that has come to this young musician in the matter of his selection.

This camp will open the latter part of June and close about the last of August.

**CARD OF THANKS.**

We wish to thank our friends, the Missionary Society and the Eastern Star for the many kindnesses shown us during the illness and death of our dear baby. We especially thank the doctors and the nurse for their untiring services. We also thank our good friends and the different organizations for the beautiful floral offerings. May God's richest blessings rest upon each and every one.  
Mr. and Mrs. L. W. Carlyle and Children.

**PENN'S Celebrated China Ware**

Our deal on Penn's China closes March 23. '29 At this time three sets of dishes will be given away.

Our Specials do not close at this time or any future date.

Our Friday and Saturday Specials will be on as usual at this store.

**Carl's Cash and Carry Grocery**

Phone 324

**Fox Mercantile Co. Specials**  
Starting Friday, February 1 and Continuing Thru Saturday, February 9

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

Curtain Scrim  
Ecrú and white, regular 20c grade, Special,  
**Eight Yards for \$1.00**  
Regular 45c Grade, your choice,  
**Three Yards for \$1.00**

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

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

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

Cretonnes  
36-inch Cretonnes in beautiful floral designs, regular 25c to 35c quality, your choice  
**Five Yards for \$1.00**

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

Canton Flannel  
Bleached Canton Flannel, 26 inches wide,  
Special One Week,  
**Eight Yards for \$1.00**

Nainsook  
No. 70, a very fine, soft finish Nainsook, 36 inches wide, regular 20c yard. One Week Special  
**Eight Yards for \$1.00**

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

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

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

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

Men's Wool Shirts  
One table of Men's Wool Shirts, clean-up price  
**One-Half of Regular Price**

Fitz Overalls  
Men's Fitz Overalls in high back and suspender back. Every pair guaranteed to give satisfaction in wear. Jumper to match,  
**Your Choice, \$1.50**

Boys' Lumber Jacks  
Boys' Lumber Jacks in both wool and cotton, sizes 6 years to 17 years.  
**Your Choice, One-Half Price**

Men's Unions  
Men's Heavy weight Unions, regular grades, sizes 36 to 46.  
Special for 98c  
Men's Heavy Flat Unions, sizes 38 to 46.  
**Your Choice, 98c**

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

Men's Hose  
Men's Hose in gray, brown and black, regular 20c grade,  
**Seven Pairs for \$1.00**

Trunks, Suit Cases, Handbags and Hat Boxes, 20% Discount

Oil Cloth  
Table Oil Cloth, in both light and dark patterns, including white.  
**Your Choice, Yard, 25c**



Arney News Items

Several from our community attended the song program given by the Stamps Quartet Friday (the 25th) at the Methodist church and which was enjoyed and appreciated by the audience.

School was closed Wednesday for a few days until the ones of the neighborhood who are suffering with influenza are on the road to recovery.

Mrs. M. T. Bailey who has been visiting relatives and friends in Arney for the past week, returned to her home Saturday at Rais.

Mrs. C. E. Burks has been staying with her father, Will Dixon, the last few days as he has been very sick. It was thought he would not recover, but is better at this writing. Mr. Dixon is eighty-seven years of age.

Owing to the bad weather and so much sickness in our community it has been utterly impossible to have Sunday school lately. We regret very much that we were compelled to miss preaching services Sunday. New officers for Sunday school will be elected soon and all are urged to be present.

The program which was broadcast over KGRS, Amarillo, Wednesday night by four well known boys, Bill Knox, Ollie H. Dixon, Herman Galbraith and Elmer Patterson, was enjoyed by lots of the people of our community who tuned in and listened very attentively.

Messrs. Tuque Webb and Floyd Southern both of Canyon spent last Saturday night in the A. W. Fortner home.

Mrs. Laura Cole and baby spent last Monday visiting her brother, Charles Cox.

Due to the high winds the last few days several windmills have been completely demolished, so windmill repairing is the order of the day with many.

Mr. and Mrs. Ed Bailey and baby spent Thursday night with her parents, Mr. and Mrs. Taylor, at Canyon.

Mr. and Mrs. Burnam and family of Putnam, Texas, moved to the old Anthony place last week. We are glad to welcome these people to our community.

The last few days have been real winter days. Thursday was very cold and disagreeable. A heavy fog, sleet and snow mingled with rain fell.

Mr. and Mrs. E. R. Robinson visited in the home of Mr. and Mrs. Marion Davis recently.

Several attended the show last Thursday and Friday night at Happy. The show given those two days was entitled "Wings."

Many of the school children are compelled to miss the last few days of school on account of illness.

Mr. and Mrs. Reuben Bratcher of the Joel community visited his brother and family, Mr. and Mrs. L. Bratcher Wednesday.

Mr. and Mrs. Franklin, our teachers, motored to Hereford Saturday to do some shopping.

Mr. and Mrs. John Cole and children returned last week from points in the eastern part of the state where they spent two weeks visiting relatives and friends.

Mr. and Mrs. Marques Burks spent Saturday night in the home of his parents, Mr. and Mrs. C. E. Burks.

Mrs. Tucker Suttle who has been working for Mrs. J. E. Davis of the Joel community spent a few days in Hereford visiting her parents, Mr. and Mrs. J. E. Boyd.

Mr. and Mrs. Foy Brooks and their grandmother, Mrs. J. P. Hutson, visited in the home of Mr. and Mrs. J. T. Bailey Tuesday afternoon.

Suffered For 15 Years, Then Took Sargon, He Says

"For fifteen years I suffered from a complication of troubles that I believe started from an inactive liver. I was weak, nervous and generally rundown. I frequently had sharp, shooting pains in my side. My sleep was poor and I lost weight, strength and energy. Nearly everything I ate caused indigestion. I took a trip to Hot Springs, but got no relief there, and then I visited several health resorts in the North seemingly without benefit.

"A friend of mine told me about the fine results he had gotten from Sargon and Sargon Soft Mass Pills, so I bought a bottle. I could see a difference for the better from the first few doses. I began to sleep better and to eat anything I wanted.

"I now feel like a new man. My appetite is fine. The pains in my side has disappeared. I am not the least bit nervous, and am full of new energy. I have gained weight and my friends are all commenting upon my wonderful improvement.

"Sargon Soft Mass Pills are wonderful. They ended my constipation and biliousness without griping in the least.

"I wouldn't be without Sargon if it cost twenty dollars a bottle."

The above remarkable statement was made by A. J. Mason, residing at the Colonial Hotel, Ft. Worth, and owner of considerable property, in that city.

Sargon may be obtained in Hereford from Clark's Drug Store.

ESTRAY NOTICE

Taken up June 1, of the undersigned, living about seven miles southeast from the Town of Hereford, in the County of Deaf Smith, the following described animal known to be Estray, viz: One blue roan mare, wire cut on left shoulder. If not legally proven by the owner thereof within Twenty Days from the date hereof, I will proceed to Estray same in accordance with law.

WILL ADKISSON, Taker Up.

Hereford, Texas, this 24th day of January, 1929. 3-3ip

Try a Want Ad in THE BRAND

Dimmitt News

J. H. Flanagan has sold his meat market to O. E. Matthison of Clovis, who will take charge immediately.

Mmes. B. D. Woodlee and Flanagan and Bob Flanagan, Brooks Woodlee and Winnifred Fuller were Amarillo visitors last Tuesday.

Rev. and Mrs. Gilbert, and Mrs. W. T. Gollehon attended the workers' meeting at Canyon Tuesday and report a wonderful meeting.

The Dimmitt town basketball teams are very much pleased with themselves since they defeated the Muleshoe team Saturday evening.

Water has been piped into the building formerly occupied by the bank, and other conveniences added and it is now the home of the City Baker. Mrs. Harris has had a new oven installed and a first class baker is in charge.

Mr. Webb who is employed as a mechanic by Dow Duree, is moving his family to town and will occupy the north side of the Woodlee duplex.

Edgar Ramey has sold out his interest in the R. B. R. Implement Co., and it will be known as the R. B. Co. We have not learned Mr. Ramey's plans for the future.

Rev. and Mrs. Gilbert, Mr. and Mrs. B. D. Woodlee and Mrs. Edna Tate and children enjoyed a friend chicken and duck dinner with all the accessories in the home of Mr. and Mrs. Edwin Ramey Sunday.

Mmes. Umberson and Rankin Reynolds were in Amarillo Tuesday.

Joe Hastings and I. B. Brooks were in Plainview Tuesday.

Mr. Day of Clovis was here on business Wednesday.

The W. M. U. met at the home of Mrs. Clem Maples when an interesting study of the missionary book was enjoyed. Rev. Gilbert makes these studies very interesting.

Mrs. Fay Holland has opened a style shop here.

O. B. Trimble is moving the building used by a barber shop and will begin a brick building in a few days, to be occupied by a barber shop and tailor shop.

Dirt has been broken for the basement for an \$18,000 Methodist church. The building will have ten rooms and a main auditorium. R. E. Lane, Waco, is architect and Maynard & Keele are contractors. It is planned to build only the basement then to proceed

as soon as possible. The Dimmitt band, under direction of Chas. Dean, gave a free concert Sunday at the auditorium, which was very much enjoyed by the people present.

Word has been received announcing the birth of a baby girl, Mary Jasquillene in the home of Mr. and Mrs. Eschol Wright of Hereford. Mrs. Wright was formerly Miss Gladys Hastings of this city.

Misses Christine Fuller and Maurine Smith and Messrs. Wade Park and T. F. Bice motored to Slaton and visited in the home of Mr. and Mrs. Dozier, cousins of Mr. Bice.

Cards are out announcing the marriage of Miss Ethel Sparks and Howard Morris of Hereford, which took place last Sunday. Mrs. Morris attended school at this place and was later employed at the R. B. R. Implement Co.

Dr. Mayes Miller and Miss Ola Kimball were in Amarillo Tuesday selecting furniture for the office of Dr. Miller.

Mr. Cox and son of Plainview were transacting business in Dimmitt Friday.

Dr. Mayes Miller has let the contract for a new building on the north side of the square, a brick 25 by 75 feet.

Mr. Woods was here from Hereford Friday to move the C. F. Kerr building to a lot on the south side of the square; also the B. D. Woodlee building to a lot of the light plant for use as a dwelling.

Messrs. Malone of Amarillo and French of Dallas were visitors in

Dimmitt Friday. Messrs. Lester Cowan of Petersburg and G. W. Cordova of Floydada were here Thursday looking for a location. The Burns Mercantile Co. moved to the building formerly occupied by the variety store.

Mr. and Mrs. Yancy, of south of Farwell were through here last Thursday enroute to Amarillo.

A baby boy was born to Mr. and Mrs. Ansley of Amarillo. Mrs. Ansley was formerly Miss Jewel Watson of Dimmitt.

Adrian Sims Notes

Lige Ellison of Crosbyton was at his farm Wednesday, returning home Thursday.

Mr. Phillips and family of Petersburg, Texas, arrived here last Monday and plans to break out a section of land in this community.

Frank Bill of Hereford was in the Sims community Tuesday.

Mr. and Mrs. Pete Hutchinson went to Hereford Monday night to attend the show.

Mmes. Copeland and Annie Copeland went home for the week end. Ray Chapman was in Adrian Saturday afternoon.

Pete Hutchinson and wife motored to Amarillo Tuesday. Mrs. Copeland and Miss Annie Copeland, together with Ray, Elizabeth and Virginia Chapman, attended the show at Hereford Tuesday night.

MISSION THEATRE AMARILLO. STARTS SATURDAY FEB. 2. SPEND YOUR SUNDAYS IN AMARILLO. HEAR! SEE! ABIE'S IRISH ROSE. BETTER THAN STAGE VERSION. VITAPHONE VAUDEVILLE MOVIE-TONE NEWS.

Just a Couple of Months More! AND THEN SPRING! Doesn't seem possible, but it will soon be time to get that building and those repairs you have been thinking about. Why not complete your plans now, then? Be all ready to start off with a "bang." Select your plan, get your estimates and, if you wish, order your materials now for spring delivery. Then there'll be no lost time when the weather breaks, and no "putting it off" because you haven't "got it all figured out." "The early bird gets the worm." Let's get together and go over your requirements. Kemp Lumber Company

day night. Mrs. Josh Renfro and aunt, Mrs. McLeod went to Hereford Saturday. Mrs. Renfro stayed at the hospital to be with her sister, Miss Jessie Malone, who is recovering, and Mrs. McLeod returned to her home at Elida, New Mexico, after visiting her sister, Mrs. Malone.

INSURANCE. Hardly a day passes that we do not hear of some property owner who has suffered an irreparable loss because he didn't carry enough Fire Insurance. Possibly you too have noticed how often the newspaper account of a fire concludes with these pitiful words: "the loss was only partially covered by insurance." We are equipped to give you the best both in service and in Fire Insurance protection. RALPH BARNETT, MANAGER. Hereford Insurance Agency. PHONE 273. INSURANCE LOANS.

Leading the New Trend... in power and getaway... in style, luxury and beauty. COUPES... \$1195 to \$1875. SEDANS... \$1220 to \$2145. SPORT CARS... \$1225 to \$1550. These prices f. o. b. Buick Factory. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan. The New BUICK. Norton Motor Co. Hereford, Texas.

Great Favor.

We've heard of the height of this and that, but the height of politeness, we insist, is the following sign:

KINDLY KEEP YOUR HANDS OFF THIS WIRE IT CARRIES 20,000 VOLTS THANK YOU!

Reserve Red Cat.

Are You Certain

That you are starting 1929 with your home and all your possessions fully covered by insurance?

See us and get the protection that you should have.

Why Wait? Do It NOW.

The Plains Insurance Agency. JOHN PATTON, Manager.



St. Valentine's Day CANDY

We offer a splendid variety of delicious sweets, distinctively boxed in special Valentine boxes. Candy is one of the most appropriate Valentines you could send her.

Corner Drug Store. REX TYNES. Registered Pharmacist, Manager. We Fill Any Doctor's Prescriptions.

Change Your Oil. SINCLAIR OILS. What kind of oil are you using? Car manufacturers recommend crankcase drain every 500 miles in summer and 300 miles in the winter. Have yours drained today and filled with Sinclair oil. It's dependable and good and you will be surprised at the results. Federal Tires and Tubes. Are the Best. Abo Filling Station. We Give Gold Bond Stamps.

Chickens. The Market Is Good On Fat Hens. Now is the time to cull your hens for spring breeding. We have an experienced man to cull your chickens without cost to you. Just another service we give our customers. Get in touch with us at once. Get our prices before you sell. Jones & McLean.



## CLASSIFIED ADS

### For Sale or Trade

**FOR SALE**—Western Electric Range, coal water heater, Round Oak double burner heater, oak library table, Hoosier kitchen cabinet, art square rug. MRS. CHAS. DONALD. 2-2tp

**FOR SALE**—Higeria bundles, good grain. Also want to do trucking for the public. Phone 303. FRED MILLARD. 44-tfc

**FOR SALE**—New DeLaval cream separator, five good cows, fresh in February, and one Fordson tractor with three disc plow attached. All articles priced to sell and are really bargains. H. P. SINDT, Phone 15. 52-4tp

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

**FOR SALE**—Four extra good registered Duroc gilts; also registered Duroc boar age 2½ years, for sale or exchange. MRS. D. E. TURNTINE. 45-tfc

**FOR SALE**—Some real good Rhode Island Red Cockerels, take your pick for \$1.00 each. MRS. ARLIE DEAN, Rt. B. 3-2tp

**WANT** to trade White Leghorn hens for registered Jersey bull calf. Write Box 131, Dimmitt. 3-1tp

**FOR SALE**—100 acres unimproved land, 3 miles of Canyon. Price, \$25.00 per acre. Will take car or Farmall as part payment, if in good repair. Write Box 131, Dimmitt, Texas. 3-2tp

**FOR SALE**—Sod plows, milk cows and used lumber. Will rent my farm to party buying farm equipment. W. G. HARRIS, Summerfield, Texas. 3-1tp

**FOR SALE**—About 25 hives of bees, and 13 at Canyon. Apply at W. G. Dent residence or write J. T. DENT, 408 Tennessee Street, Amarillo. 3-1tp

**FOR SALE**—10,000 bundles of kafir-corn and sorghum. Phone 179-J. 1-3tc

Have modern residence, seven rooms, good residence district, Kansas City, value \$6,500; \$1,700 first loan, at five and one-fourth per cent; also four room house on half acre adjoining city limits on south; has oak floor, full basement, city water, lights, oiled road, value \$4,000; loan \$1200, due three years. Will trade for small farm or implements near Hereford or Vega and assume. Might buy a quarter or a half section on crop payments. Write F. M. LIVENGOOD, R. R. 7, Kansas City, Mo. 2-tp

**FOR SALE OR TRADE**—One Quick Meal coal range, 15 D Coles hot blast heater, four burner Perfection oil stove, with new large size oven. Will trade for bundle feed or shoats. C. O. LEE. 2-2tp

**FOR SALE**—Or trade, 9-room stucco home, completely modern; one block north of Central school, on the Avenue. Highly adaptable for rooming house. JOWELL-MURCHISON. 40-tfc

**FOR SALE**—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-tfc

### For Rent

**FOR RENT**—Bed room for gentleman. Modern conveniences. Apply at IKE'S LUNCH ROOM. 3-1tc

For light house keeping rooms see MRS. W. B. PHILLIPS, 510 Lee Avenue. 3-1tc

**FOR RENT**—Furnished apartment, gas and lights, one block north of High school. Also five acres land. MRS. E. J. WILLIAMS. 3-1tp

**FOR RENT**—Light housekeeping rooms, first door east of Presbyterian church. MRS. SPEER. 3-1tc

**FOR RENT**—Year 1929, southwest quarter, Survey 21, Block 7, certificate No. 1-703, Deaf Smith county. Write Mrs. BERT HALL, 712 West 13th Street, Grand Island, Nebraska. 3-2tc

**CREAM HIGHER**  
We pay transportation charges. The butter market is higher and our cream price is here quoted accordingly. The average paying price at cream buying stations is from 40c to 42c. We need more cream to take care of our butter orders. Surely would appreciate it if you would ship. We guarantee to satisfy our shippers.  
Reference: Richardson County Bank.  
**FALLS CITY CREAMERY CO.**  
Falls City, Nebr. 1-1tc

**FURNISHED ROOM** with board for adults. Phone 163. 2-2tp

One of the best business buildings in Hereford will be for rent March 1. For particulars see or write MRS. GRACE GUTHRIE. 2-4tp

**FOR RENT**—Next building south of city hall, frontage 34 feet, 80 feet deep. H. T. WEDEL. 1-2tp

**FOR RENT**—Three room apartment, unfurnished, bath, garage and on pavement. Phone 297. F. L. LUCAS. 52-tfc

### Wanted

**WANTED**—Sewing of all kinds. Coats a specialty. Second door east of nursery. 3-1tp

### CUSTOM HATCHING

**WANTED**—We want your custom hatching this season. Our Big Smith Incubator is in the best of running order and we can hatch you chicks that will live and grow. **HILLSIDE HATCHERY AND POULTRY FARM.** 3-2tc

**WANTED**—Water well drilled about 35 miles north of Hereford. Will pay for same with two residence lots in Haskell, Texas. The lots are worth about \$300. Will give all the crop for two years on half section of land 35 miles north of Hereford to have fence put on one side and one end. Raw land. J. B. JORDAN, Monohans, Texas. 3-3tp

**WANT** to rent farm of about 100 to 200 acres. A couple would like work on a farm. Inquire at the Brand office. 3-1tp

San Jacinto Mattress Factory, 2506 W Sixth Street, Amarillo, Texas. Best Quality, Best Service, Best Prices. Phone 111. 2-4tp

**WANTED**—Windmill work. I am now doing any and all kinds of well and windmill work. All work guaranteed. Phone 224-J. ROY THOMPSON. 1-tfc

**WANTED**—Work, any kind; have wife and child. M. HDUNGAN, Rt. A, Care R. B. Caldwell. 1-4tp

### Notice

**NOTICE**  
**LOST**—15 miles west of Hereford, one bay saddle horse, with star on forehead, weight 950 pounds. If found notify C. T. GUSEMAN, City. 3-4tc

**FREE MARCELLING**—Phone 119-W. 1-1tc

# FREE!

FOR

## Saturday, February 2

Having leased the Brumley Chevrolet Filling Station, and wanting to get acquainted with all, I will give

### Free Tickets For Two Quarts of Opaline-Sinclair Motor Oil

to each car owner buying five gallons or more of gasoline. You may use these tickets Saturday, or as your car needs the oil.

I am endeavoring to handle the highest test gas in town, also Ethyl gasoline, recommended by General Motors, Ford and others. Try this and let it help you avoid trouble these cold mornings. Our oil you will find to be of the best Quaker State Mobiloil and Opaline-Sinclair.

Arch is back and will be on the job from now on to help render you service.

We handle Kelly and Buckeye Tires and Patch your tubes. Phone 216. Will be on the jump. Thank you.

## Southwest Trail Garage

LEE CONKLIN, Manager.

## START NOW!

—planning for—

### Poultry Profits

WE SELL—

**CHICKS FULL OF VITALITY  
CHICKS THAT ARE EASY TO LIVE  
CHICKS FROM HIGH PRODUCING  
FLOCKS.**

Custom Hatching a Specialty.

## Hillside Hatchery and Poultry Farm

Hereford, Texas

Phone 79 P. O. Box H-218  
—“Smith Equipped, of Course”

## Come Come Come Farmer's Meeting and Tractor School

Lectures and Demonstration

### Wednesday, Feb. 6 ALL DAY!

Free Dinner and Moving Pictures.

J. W. Turner will make an old-fashioned Cowboy Sun-of-a-Gun

Stew for dinner—Everybody invited.

## Walker Implement Co.

International Dealers

Umbarger, Texas

# Closed!

MONDAY and TUESDAY

To Prepare For Our Vast

## 16 Day Selling Drive for 1000 New Customers

Watch for the BIG 4 Page Ad

# Wait!

We're Getting Ready Now  
Watch for further details



**Lodge Directory**

**HEREFORD LODGE**  
No. 476, E. O. O. F.  
meets Monday 8:00 p. m.  
Visiting Brothers welcome.  
Sam Hutson, NG. L. H. Foster, Sec.

**MASONIC LODGE**

Meeting Every  
Second Monday in  
each month,  
7:30 p. m.



**Progressive News**

Miss Olive Davis, who teaches at Ford, spent the week-end in the Russell home.  
Mr. Sawyer and family visited in the Frank Corn home Sunday.  
Mr. and Mrs. Blagg and family and Mr. and Mrs. Cockrell and family attended a birthday dinner at the home of Mr. Miles in Hereford, given in honor of Mrs. Miles. Oleta Reeves spent Saturday

night with Winona Blagg.  
Rev. V. M. Cloyd preached at Progressive Sunday afternoon. The Sunday school was glad to welcome Rev. Cloyd once more.  
Miss Lois Parks, who has been attending business school at Amarillo, is visiting home-folks for a short time before she accepts a position.  
Mr. Caldwell and family are enjoying a neg. radio.  
Mrs. Ricketts attended a quilting at the Christian church Wednesday.  
Mrs. Baker called on Mrs. Hershey Sunday evening.  
Several of the young people of this community surprised Ova Vernon Sunday evening.  
Ira Jean Ricketts spent Sunday night with Billa Mae Baker.  
Mrs. George Conklin visited one day last week with Mrs. Hershey.  
Misses Lois and Gusta Samuelson were supper guests in the Caldwell home Sunday evening.  
Mrs. Carroll is visiting her daughter, Mrs. Sawyer.  
Leota and Arlie Counts were week end visitors with their sister, Mrs. Orlen Russell.  
Dick Kimmons of Amarillo was here Tuesday visiting in the Cockrell home.  
Mr. and Mrs. Ray Hershey and Arnold visited in the Caldwell home Wednesday evening and listened to the Mut and Jeff quartet who broadcast from Amarillo.  
Mr. and Mrs. Henry and daughter were dinner guests Sunday with her parents, Mr. and Mrs. Jim Parks.  
Mr. and Mrs. Adam Flowers spent Sunday with her parents, Mr. and Mrs. Ratcliff.  
Mr. and Mrs. Oren Bennett visited Sunday evening in the Cockrell home.  
J. W. Cockrell spent Friday night with Weldon Gregory.  
Mrs. McKenzie called Sunday afternoon on Mrs. Hershey.  
Mrs. Ricketts called Monday evening on Mrs. Hughes and her mother Mrs. Wilson.  
Mr. Sawyer attended a tractor school in Amarillo Saturday.  
Mrs. Russell visited Mrs. Cockrell Thursday.  
Mr. and Mrs. Fred Oberthier,

called in the Perkins home Sunday afternoon.  
The community is glad to hear that Della McKenzie who went to Portales for an operation, is getting along as well as can be expected, and hope that she will soon be able to return home.  
Odessa Cockrell spent Saturday night with Leota Reeves.  
Friday night the Senior class of Progressive Sunday school was entertained by the rest of the school. Over fifty guests enjoyed a fine musical program, consisting of songs by the different classes and a quartet by Mrs. Ramsey, Miss Lois Samuelson and Messrs. Ramsey and Caldwell. Games were enjoyed by all and refreshments of sandwiches and cocoa were served.

days because of so much sickness.  
Little Irene Newell Campbell, aged two years, died on Thursday, January 17. She had been ill three weeks with whooping cough and influenza. The entire community extends sympathy to the bereaved ones.  
Mr. and Mrs. Otts and children were called here by the illness and death of Mrs. Otts' little sister. They are visiting Mrs. Otts' mother and father, Mr. and Mrs. Campbell. A son reached home too late to attend the funeral.  
Mrs. D. E. Turrentine is recovering from a strained ankle, caused by falling over a fence getting away from an enraged bull.  
Mr. and Mrs. Kesse and daughter and Miss Thelma Myers enjoyed the radio at the Hartman home Saturday night.  
Misses Thelma Myers and Mura Hartman and Etha Short visited in the Grady Wilson home one night last week.  
Mr. and Mrs. Bill Denny moved

to their new home last week.  
Mr. and Mrs. George Storey and children of Summerfield visited in the Nicks home Sunday afternoon.  
Several children in the neighborhood have whooping cough which makes quite a break in the school.  
Mr. and Mrs. George Storey and children and Mrs. Ray Roberson of Summerfield visited in the Ira Storey home Sunday.

Mr. and Mrs. Franklin of Arney spent Saturday night in the Hartman home.  
Mr. and Mrs. G. C. Hartman and family, Mr. and Mrs. Gleaves Owen of Summerfield and Mr. and Mrs. Franklin spent Sunday with Mr. and Mrs. Hobser.  
Mrs. John Estes and daughters and Mrs. Carl Gilliland visited Mrs. Nicks Monday.

**LAUNDRY WORK NEATLY DONE**  
**MRS. HAZEL SPARKS**  
Phone 119-W

**NOW IS THE TIME**

To Get Your Harness Repaired and Oiled

—This is the season of the year that all repairs should be made before the spring plowing comes on. Look over your harness and see what it needs. We are equipped to do your work right and we won't be long at it, either.

**COPELAND SHOE SHOP**

**West-Way Items**

Sunday school met last Sunday for the first time since the holl-

**SPECIALS**

Friday and Saturday,

- Sugar, 25 pound sack for ----- \$1.58
- Spuds, 12 pounds for ----- 20c
- Oranges, one dozen for ----- 21c
- Raisins, two pound package ----- 18c

All \$2.50 and \$3.00 Wool Shirts for -- \$1.75

Women's and Children's Shoes at a Close-Out Price—Look them over—they are all bargains

**Warren's Cash Store**

**Baby Chicks**

—Hatching season has opened and you will soon have lots of Baby Chicks to feed.

—You will want Merit Baby Chick Feed, the best baby chick feed on the market. It is properly mixed and balanced, insuring rapid growth and early maturity.

Our Feed Is Fresh and Dependable

**West Texas Feed & Seed Co.**

Phone 265

We Buy Produce.

**NEW TAILOR SHOP**

—We expect to be ready for business on next Monday, and hope that all our friends will send us their cleaning and pressing. We are equipped to take care of all work and a call from you will be appreciated.

Order Your Next Suit From Us.

**Carroll & Corbett**  
TAILORS

In Rear of Beene and Shaw Barber Shop

**STUDY**

The Remarkable Value Offered In a

**Studebaker**

—Never before has a car been manufactured so nearly perfect. The Studebaker has everything any other car has mechanically and in appearance.

—ask for a demonstration

**H. M. BISHOP**

AGENT

Studebaker Erskine  
Sales and Service

**Dependable Used Cars**

—We have a few good used cars on hand and of course they are for sale.

- Essex Coach, 1925 model, new tires.
- Dodge Special Touring, 1925 model, good shape.
- Chevrolet Coupe, 1927 model, good rubber, good shape mechanically.
- Chevrolet coupe, 1926 model, new tires and in good shape.

- 1926 Chevrolet Coupe, new tires.
- 1925 Dodge Sedan, good tires, good shape mechanically.
- 1925 Dodge Special Touring.
- 1925 Essex Coach, new tires, good mechanical condition.

—We invite you to see and try these cars out to your satisfaction.

General Repairing—U. S. Tires—Gas and Oil

**Beavers Bros.**

Phone 383

**SMART NEW MATERIALS**

FOR THE NEW  
**SPRING FROCKS**  
HAVE JUST ARRIVED

The Ensemble will be very good this spring and summer, both in the Short-Jacket style and the Seven-Eighths length.

We have a lovely and durable, heavy quality Flat Crepe in colors that is especially good for Coats or Jacket and Skirt.

And Printed Crepes, beautiful in colors and texture, that will make up into dresses and blouses to go with the coats or jackets of plain Flat Crepe.

You will have to see these lovely silks to appreciate their beauty in coloring and texture.

We have the new printed and plain colored Piques and Linens—just the thing for suits or dresses for morning and informal afternoon wear. They come in beautiful new colors and designs.

Peter Pan and English prints that will make up into adorable frocks for the kiddies, house dresses and smocks.

**SOMETHING NEW IN HOSIERY**

Sheer, cob-webby hose in the new light colors, with shadow design knee and heel. A beautiful quality hose, very sheer and full fashioned in shades to harmonize with your new Spring costume.

**J. O. Newell**

WE GIVE 25¢ GREEN STAMPS.

**CASH SPECIALS FRIDAY AND SATURDAY**

- HAMS** Country Cured 28c
- PEACHES** No. 2 1/2 Size, Wapeo Brand 22c
- SMAX** Breakfast Food 22c
- PICKLES** Gallon Sour 65c
- PRUNES** Gallon Pack 55c
- PRESERVES** 4 Pound Size, Glenn Rose Brand 78c
- LEMONS** Per Dozen 25c
- ORANGES** Nice Size, Full of Juice, Dozen 22c

**Bakers Cash Grocery**

MONT E. BAKER, Proprietor



Close Race

By Albert T. Reid



Flagg News.

Mr. and Mrs. Stator of Blair, Oklahoma, visited in the Cates home last week-end.

Several new families have moved to our community the past week which has caused a great increase in school attendance.

Mr. Billow and family from near Plainview have moved to the place formerly occupied by Mr. Armstrong.

Mr. Meeks from Springlake has purchased a tract of land west of Flagg and moved there.

Mr. Tisdale and family from Oton have purchased land and moved to Flagg.

Mr. and Mrs. Dodson and Mr. and Mrs. Bratcher and son Mason were dinner guests of Mr. and Mrs. McGee Sunday.

Miss Esther Horton and Hershel Dodson took supper with Mrs. C. Walker Saturday night.

Mrs. Cliff Ramsey had as dinner guests Sunday Mr. and Mrs. W. T. Sumner and Mr. and Mrs. Fletcher Ramsey.

Mrs. James spent Tuesday afternoon with Mrs. McGee.

Mrs. Scellbert who has been taking a course in nursing at Plainview, visited Mr. and Mrs. Fildmore last week.

Mr. and Mrs. Williams of Bethel attended church here Sunday night.

Arch Johnson made a business trip to Plainview last week.

Miss Artis Cryer and Harry Rothwell of Dimmitt were married at the home of the bride's parents, Saturday, January 19. They left immediately for their home in Amarillo. Mrs. Rothwell was a sweet and accomplished daughter of J. H. Cryer. She will be missed by her many friends here.

Attendance at Sunday school last Sunday was very good.

Rev. Coe filled his regular appointment here Sunday and was a dinner guest of Mr. and Mrs. Teague.

Mr. and Mrs. Lloyd Smith of Earth and Mr. and Mrs. Floyd of Springlake visited Mr. and Mrs. J. B. Sumner Sunday.

How She Put It.

The grocer's little daughter had been punished by her mother for breaking her toys and she spent the rest of the afternoon crying. When her father came home he asked:

"What's the matter, Lucy?" "Nuffin, nuffin," replied his daughter, sorrowfully.

"But you wouldn't cry for nothing," persisted her father. "It

must be something." "Oh, all right. If you must know, I've been having a scrap with your wife."

More Apple Sauce.

An Irishman who had just arrived in London was taking his first walk under escort of his brother, who had been there several years. In the window of a shop he saw a great amount of fresh cranberries.

"What are thim?" he asked. "Thim is cranberries," said his brother.

"Are they fit to eat?" "Are they fit to eat?" repeated his brother. "Why, whin thim cranberries is stewed they make better apple sauce than prunes does."

**An  
Announcement**

We have secured the services of C. A. Kriese, expert tailor, who specializes in Clean and Pressing Ladies' Garments.

Call and Give Us a Trial.

**West Tailor Shop**  
121 West Third Street.

**Sunday  
School Lesson**

International Sunday School Lesson for February 3.

**THE HOLY SCRIPTURES**  
Lam 19:7-14; 2 Timothy 3:14-17.

Rev. Samuel D. Price, D. D.

The Christian Sacred Book is descriptive statement of the Bible. In fact it is a library consisting of sixty-six books, divided into the Old and New Testaments. "How We Got Our English Bible," by J. Patterson Smith answers many questions in the mind of every investigator. Beyond all human source this Book comes from God. Rev. F. B. Meyer, D. D., says, "Inspiration consists in the divine quality that enters in the Bible." It is certainly different and superior to every other book and is well called the Book of Books. One cannot claim to be well educated who is not conversant with the general content thereof. Dr. Meyer also states, "The best argument for the Bible is the character it creates," and William E. Gladstone declared, "The Sunday school is the world's greatest institution for popularizing the world's greatest book."

Read this book through and do so as often as possible. Then commit many chosen passages to memory. One of these will be the ninth Psalm, from which the first scripture portion is taken today. If you wish to note many terms for the Scriptures read Psalm 119, where there is some mention in verse 107: "In your word O Lord, my hope is set." In these days, the Bible is still the best seller each year in all literature, both modern and ancient. A simple and yet most comprehensive statement is: "The Word will keep you from this

19-7-8. Take the other descriptions in that Psalm, "pure, clean, true and righteous altogether." As is stated in Psalm 119:105: "Thy word is a lamp unto my feet, and light unto my path." Paul in charging Timothy refers him to the "sacred writings" in which he had been instructed from his youth. Thereby "the man of God may be complete, furnished completely unto every good work."

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

**CATTLE**

—I am in the market for any kind of cattle. See me or call 439-J.

**W. A. HUNTER**  
52-84p

**Announcing**

That we have moved into our new building on West Second Street, where we are fully equipped to do any kind of work in our line, such as General Blacksmithing, Plumbing, both gas and water, Tin Work and Welding.

See us first—we are ready to handle all kinds of work in our line.

**Barnhart@Shreve**  
Phone 33

**Attention Hog Raisers**

—I want to make you a better hog market in Hereford in 1929 than ever before, but to do this I must have your co-operation.

—If you will bring me your hogs on Fridays I can pay you closer to the Kansas City market than if you bring them the fore part of the week.

—However, I will buy them any day and treat you right.

—Yours for a good market each week in the year, honest weights and a prosperous 1929.

**G. W. Brumley**

**Plumbing Headquarters**

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

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

**Delco Light and Frigidaire**

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

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

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

LET US SERVE YOU—WE APPRECIATE YOUR BUSINESS

**J. C. Cummins**

**By Mail**

⋮

—If it is not convenient for you to come to the bank during banking hours, or you are called away, do not let that interfere with your banking. Just mail us your deposits or write us relative to the business you wish attended to.

⋮

**The First State Bank**  
Hereford, Texas

**Wash  
Day  
Is  
Less  
Irksome  
If  
West Texas Gas  
Co.**

**Natural  
Gas  
Heats  
the  
Water**

**West  
Texas  
Gas  
Co.**

Phone 410



# VALENTINE DAY



DRUG SUNDRIES  
PHONE 300

## The City Drug Store

DEPENDABLE  
DRUGGISTS

## Greeting Cards

We carry the most complete stock in town—Greeting Cards, Favors, novelties, Valentines Gifts—Everything for the St. Valentine Party. The famous PANGBURNS Chocolates, in beautiful, heart-shaped Gift Boxes.

### LOCAL HAPPENINGS

Use Trickle Chargers, they save the expense of having your batteries recharged. ORR'S TAILOR SHOP sells them.

We must make room for Spring Merchandise. POPULAR STORE.

Dr. and Mrs. T. I. Mitchell and children of Wharton, Texas, arrived Sunday to visit in the home of Mr. and Mrs. George Garrison.

### STAR THEATRE

HEREFORD, TEXAS

FRIDAY ONLY  
FEBRUARY 1

RICHARD DIX

in

"Shanghai Bound"

Saturday Afternoon and Night  
FEBRUARY 2

HOOT GIBSON

in

"The Danger Rider"

MONDAY - TUESDAY  
FEBRUARY 4-5

THOMAS MEIGHAN

in

"The Racket"

Wednesday - Thursday  
FEBRUARY 6-7

"A Single Man"

with

LEW CODY AND AILEEN PRINGLE

Friday Night Only  
FEBRUARY 8

BEBE DANIELS

in

"What a Night"

TIME OF SHOWS:

Evenings 7:00-8:45

Saturday Matinee 2:00-3:30

WANTED—100 old hats to clean and block. CARROLL & COBETT.

I buy my Drugs at CLARK'S.

Mrs. Turrentine and children visited their grandfather in Wilfordo Sunday.

Special dinner every Sunday at IKE'S LUNCH ROOM.

J. H. Williams of Fort Sumner, New Mexico, was here last week.

Feed Merit Chick Starter.

Tell the story with pictures—it will be most interesting. Use Eastman Kodak and Films. Buy them at CLARK'S DRUG STORE.

Mrs. John L. Williams and children of Los Angeles, arrived last Sunday to make their home with Mrs. Williams' mother, Mrs. E. J. Williams.

Better go to THE POPULAR STORE SATURDAY. Everything goes at Cost, and less.

Mmes. C. A. Skelton, Dow Mercer and S. P. Rosson were Amarillo visitors Monday. Mrs. P. W. Price returned with them. Mr. Price and Mrs. Julia Roberts joined Mrs. Price Wednesday and they expect to return to Amarillo Thursday.

We have just received a swell line of pattern and sport hats from Gage Bros. and D. B. Fisk. California Class and Sport Models. It will pay you to see them. VOGELIE MILLINERY PARLOR.

Used cars. Everett, Buick Station.

Mrs. Hal Bruner left last week for Dallas where she will visit relatives.

Elizabeth Arden Toiletries for sale at CLARK'S DRUG STORE.

One of the greatest health-giving remedies of the age is Sargon. Try a bottle from CLARK'S DRUG STORE.

Feed Merit Chick Starter.

Mrs. H. H. Hawkins left Monday for Borger where she was called by the illness of her daughter, Miss Kathleen Hawkins.

Used cars. Everett, Buick Station.

Mr. and Mrs. D. L. McDonald and daughter, Miss Mary, and son, Bill, of Amarillo, were here last visitors Sunday.

Used cars. Everett, Buick Station.

See the Electric Atwater Kent Radios. ORR'S TAILOR SHOP.

Miss Eloise Pitman returned to Friona Monday night after spending the week-end here with her parents, Mr. and Mrs. J. H. Pitman.

Don't forget to call at the VOGELIE MILLINERY PARLOR and see the new hats.

Ball aeriels, lightning arrestors, batteries, tubes, everything in the line of accessories for your radio. ORR'S TAILOR SHOP.

Used cars. Everett, Buick Station.

Have cash buyer for 100 or 320 acres land in Deaf Smith or Castro county. H. C. BOWSER, Phone 137. 3-2tc

Use Trickle Chargers, they save the expense of having your batteries recharged. ORR'S TAILOR SHOP sells them.

Used cars. Everett, Buick Station.

Starting Saturday, heavy overcoats half off. Men's and boys' suits at cost and less than cost. POPULAR STORE.

When the big snow comes you'll need tire chains. RICE has a good stock.

Have you seen that new all-Electric combination Radio and Phonograph? ORR'S TAILOR SHOP.

Elizabeth Arden Toiletries for sale at CLARK'S DRUG STORE.

Play your favorite records on your radio with the Phono-Link. See them at ORR'S TAILOR SHOP.

J. N. Benson and family, recently of Wellington, Texas, have leased a farm ten miles northeast of Hereford and will make that their future home.

Used cars. Everett, Buick Station.

Mr. and Mrs. F. S. Gray of Sau Saba, Texas, who have been here since the holidays, left this week for their home. They are the parents of Mrs. C. C. Slaughter.

Parker Fountain Pens make gifts for the mid-term graduate. CLARK'S DRUG STORE has them.

Parker Fountain Pens make gifts for the mid-term graduate. CLARK'S DRUG STORE has them.

H. Wier and wife of Muleshoe, Texas, were here Saturday and Sunday visiting in the home of Mrs. Wier's parents, Mr. and Mrs. Cooper Morgan.

I buy my Drugs at CLARK'S.

John B. Davis and family were here Saturday. Mr. Davis is the manager of the Great West Mill and Elevator at Summerfield. He reports grain shipments from that station as good.

Used cars. Everett, Buick Station.

C. A. Kriese of Amarillo has been placed in charge of the cleaning and pressing work of the West Tailor Shop. Mr. Kriese is a tailor of ten years experience and is a former resident of Houston, Texas.

See the Electric Atwater Kent Radios. ORR'S TAILOR SHOP.

Mr. and Mrs. Walter Denny and sons of Panhandle, visited in the Roy Arnold home Sunday. F. M. Stevenson and daughter, of Dodge City, Kansas, and F. J. Harper and wife, city manager of Panhandle, were also visitors in the Arnold home.

WANTED—100 old hats to clean and block. CARROLL & COBETT.

T. D. Moss, former secretary of the Hereford Chamber of Commerce, came in Monday night and is spending a few days in Hereford attending to business interest.

Absolutely everything at cost, and less than cost, at THE POPULAR STORE.

Used cars. Everett, Buick Station.

R. J. Richardson of Dallas is here this week looking after business.

Mr. Holman, can you buy a carload of print paper at a better price than a ton at a time? Of course you can, and the same idea applies to tires. That is the reason we can sell Brunswick tires at about the price other dealers pay. AT RICE'S.

C. S. Jones made a business trip to Amarillo Tuesday.

Have you seen that new all-Electric combination Radio and Phonograph? ORR'S TAILOR SHOP.

Judge L. Gough of Amarillo was here Tuesday visiting old friends and transacting business.

Tell the story with pictures—it will be most interesting. Use Eastman Kodak and Films. Buy them at CLARK'S DRUG STORE.

Mr. and Mrs. Arch Conklin and children, formerly of Hereford, but recently of Oklahoma City, arrived here Tuesday night to make their home.

T. E. Majors and Glenn Saydor were in Amarillo Monday and Tuesday and attended the Vacuum Oil School that was held there.

When better home-cooked cooking is cooked, we will cook it. IKE'S LUNCH ROOM.

Mrs. B. M. Rosson of Plainview, who has been visiting in the home of her son, S. P. Rosson, for several weeks, left Friday for Amarillo to visit her daughter.

Used cars. Everett, Buick Station.

Mrs. Braden Vetesk and daughter, Miss Mozelle, of Amarillo, are visiting Mrs. Vetesk's sister-in-law, Mrs. Paul Foster this week.

Joe Mitchell and son left Wednesday for Muleshoe on a business trip.

Play your favorite records on your radio with the Phono-Link. See them at ORR'S TAILOR SHOP.

Mr. and Mrs. Douglas Connell spent Monday in Amarillo.

Fried Pies like Mother used to make. IKE'S LUNCH ROOM.

Used cars. Everett, Buick Station.

Our stock of car jacks is getting low, but more are on the way. At RICE'S.

A competitor is claiming Brunswick tires are not high grade, we have challenged him to a test. We will put our tire beside and guarantee equal if not better service. H. L. RICE.

I buy my Drugs at CLARK'S.

WANTED—100 old hats to clean and block. CARROLL & COBETT.

B. A. Fuller, registered Hereford breeder of Dimmitt, is a visitor.

### Specials for Friday and Saturday

- Walnuts, per pound ----- 33c
- Apples, gallon ----- 55c
- Soap, Toilet, Hard Water, 3 bars ----- 22c
- Sugar, 25 pounds ----- \$1.60

### THE GROCETERIA

WE GIVE GOLD BOND STAMPS.

## Anything You Want In LUMBER

Isn't it an advantage to deal where you can find just what you want, just when you want it? We carry a full line of Lumber and Building Materials of all kinds. We study our customers' wants and we keep ourselves prepared to meet them at any time. Try us.

### PANHANDLE LUMBER COMPANY

## FURNITURE Selling Special

We have planned a heavy campaign of Furniture selling for the next two months. We have the largest stock of furniture we have ever owned at this season. You are invited to help us carry out our program. Every item in our Big Store has been scaled in price since the first of January.

- \$ 85.00 value Bed Room Suites for ----- \$ 65.00
- \$115.00 value Dining Room Suites for ----- \$ 85.00
- \$ 85.00 Wilton Art Rugs for ----- \$ 57.50
- \$175.00 value Living Room Suites for ----- \$135.00
- \$ 32.50 value Breakfast Suites for ----- \$ 25.00

All gas ranges and heaters are sold by us—"the good kind". We have some good values in used oil cook stoves, coal burner ranges and heaters. See us for real bargains in this line. New stock of wall paper—big line, just in. We handle a full line of Singer Sewing Machines.

Let us all join hands in making 1929 just what it should be for Hereford and Deaf Smith county. Pull together is the way.

## E. B. BLACK CO.

We Are Satisfied With Small Profits

## Roller Skating

OPENING DAY  
SATURDAY, FEBRUARY 2

2:30 P. M.

Second street, across from Panhandle Lbr. Co.

### DAILY SKATING SESSIONS

- Morning ----- 10:00 to 11:30
- Afternoons ----- 2:30 to 4:00
- Evenings ----- 4:00 to 5:30
- Evenings ----- 7:00 to 8:30
- Evenings ----- 8:30 to 10:00

You Bring the Feet, We'll Furnish the Skates

SPECIAL PRICES to school children. Polite and courteous instructors on the floor at all times. This is not only an Amusement, but the exercise that goes with it, is well worth the price alone.

OUR SLOGAN: "CLEAN AMUSEMENT"  
FREE instruction given ladies morning and afternoon.

We furnished Hereford clean amusement two years ago—Come and see us again!

LOOK FOR THE LIGHTS

You'll never make your mark, marking time



### Keep Your Money In Town!

Everyone has pride in his own home town, if it is only the suburb of the city wherein he earns his bread and cheese. This town cannot grow without his support.

In our opinion the man who lives in one place and banks in another is only fooling himself. Lack of co-operation will not increase the value of his home-town property.

### Western National Bank

"There Is No Substitute for Safety"