

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 8

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MARCH 6, 1930.

FIVE CENTS PER COPY.

COUNTY FREE LIBRARY AND HEALTH CENTER WILL OPEN SATURDAY

BOOKS CATALOGED AND ALL READY FOR INSPECTION BY PEOPLE OF COUNTY AND CITY

Citizens of Deaf Smith County and Hereford will have the pleasure Saturday of getting to inspect the new County Free Library and learn of the possibilities thought by the acquisition of the library.

Miss Lillie Hostetler, librarian, and her efficient corps of workers have been busily engaged the past two weeks in cataloging the new and donated books, and getting everything in readiness for the use of the library by the reading public. Superintendent C. H. Dilley, Mrs. F. T. Rolson and Mrs. George Garrison, members of the governing board of the County Free Library, have been diligent in the organization of the institution, and the county commissioners court has done a great deal in providing the rooms in the northwest corner of the lower floor of the court house, and newly painting, arranging and decorating them for the use of the library. These rooms have been made really beautiful, and undoubtedly will be a source of pride to Deaf Smith County citizens as they make use of the library.

Deaf Smith County's free library is not a new idea recently begun and rushed through to completion. It has been the dream of civic workers here for the past twenty years, and efforts of interested persons has kept a small library in use the greater part of that time. The big free county library was made possible last summer by County Judge Earl W. Wilson and the Deaf Smith County commissioners when they appropriated the necessary funds to make a county-wide free library possible. A petition bearing the names of 1100 voters of the county was presented to the court at that time, as the result of a canvass made by committees and delegates working in the interest of a free library. The Bay View Club of Hereford was instrumental in getting the movement started a year ago.

It is the plan to eventually have sub-libraries at the school houses over Deaf Smith County whose communities will qualify as representatives to properly care for the books loaned them from the central office here in the court house. The formal opening hours of the library next Saturday will be from 2:30 until 4:00 o'clock in the afternoon, but visitors in town may see the library any time during the day to inspect the rooms and see what a beautiful setting the institution has.

Summerfield to Stage Play Friday Evening, March 7
The young people's class of the Summerfield Sunday school will present the play, "Mary's Castle in the Air," at Summerfield tomorrow evening at 8:30. Mrs. Joe Kendall is directing the production, and the proceeds from the 20c and 35c admission will go to pay for the auditorium seats.

Luther Webb Killed in Car Accident Near Dimmitt
J. M. Gilliland, of the Black Funeral Parlors here, was in charge Wednesday afternoon of the funeral of Luther Webb at Dimmitt. Mr. Webb, who lived at Tulsa, was killed Tuesday in a car wreck about a mile east of Dimmitt. He was the son of Mr. and Mrs. William Webb, of Dimmitt.

MARNELL MARKETS BIG HOG ON LOCAL MARKET
We are going to band it to W. M. Marnell, north on 35-Mile Avenue, about eight miles, for raising a monster Duroc stag hog. Last week Marnell & Son bought the hog and shipped it to the Kansas City market. The weight was 1025 pounds and the price Mr. Marnell received was \$71.02. Hogs of this weight are slaughtered and packed and sausage production.

Librarian



MISS LILLIE HOSTETLER

Miss Hostetler comes to Deaf Smith County Free Library with a wealth of experience and training in the art of handling books. Her college and library training was received at Chicago and Wisconsin universities, and she has been associated with the Houston public library. Her home is in Wichita Falls. Miss Hostetler has been assisted in listing and cataloging the books here by Miss Anna Miller, Mrs. Bob Wilson, Miss Emma Jane Donald, Miss Lucille Brand and Mrs. F. T. Rolson.

Hereford Men Purchase Portales, N. M., Theatre

The Green brothers, Emmett and Ross, Hereford business men, have purchased the Portales Theatre equipment and lease located at Portales, New Mexico, one day last week and will install a "talkie" as soon as the main auditorium is remodeled, with the idea of improving the acoustics.

Messrs. Green are in Portales this week attending to business matters concerning their new purchase. The Portales Valley News stated that the new talkie theatre will be ready in about three weeks.

ARIZONA MAN VISITS SISTER, MRS. KESTER, IN HEREFORD

C. L. Fokes returned Friday to his home in Douglas, Arizona, after a week's visit with his sister, Mrs. F. M. Kester and family here. Mr. Fokes has been an employee of the Copper Queen Smelter of Douglas for more than twenty years and has the distinction of being one of the city's aldermen.

CHICK & HAGOOD IMPROVING STORE BUILDING THIS WEEK

Chick & Hagood are making alterations and remodeling the interior of their store this week. Mr. Hagood, a resident of Happy, is here aiding Mr. Chick in the clean-up and remodeling job, and will likely be here several weeks. From all appearances, the new variety store will be up-to-date in every respect.

Grocery Stores to Close At 6:30 Except On Saturday

The grocers of Hereford have this week signed a mutual agreement to close their stores at 6:30 each evening except on Saturdays. The agreement is signed by Piggly Wiggly, "M" System, L. W. Carls, Williams Grocery Company, Mont E. Baker, Happy Selfy, Womack Cash Grocery and Carl's Cash and Carry.

Mrs. J. Frank Potts of Abilene is expected here the latter part of this week. She comes to Hereford on a business trip and to visit old friends.

New Brick Going Up On North Main Street

J. F. Ward, South Hereford, is building a new modern brick veneer residence at the intersection of Main and Sixth streets just across Main Street from the Christian church. Mr. Ward and family will occupy the new house and probably lease his South Hereford farm for this year. The Ward home will consist of five rooms, bath, sun porch, basement of 14x28 feet, and is to be an exceptional addition to the many new residences Hereford has acquired in the past year.

Farmers Asked to Prepare for Census Taker

County Agent E. O. Dunkle and Secretary J. A. Miller of the Chamber of Commerce, are busy this week mailing out sample questionnaires to the farmers and agricultural interests of Deaf Smith County.

These sample schedules of farm activities incorporate the information the census enumerator will want when he visits each Deaf Smith County farm next month, and the sample questions are mailed out that the farmers may familiarize themselves with the information needed and be prepared to furnish it more quickly to the enumerator. The following is taken from the notice being sent out with each set of questions, and a plea is made for the assistance of those interested to have the information in readiness when it is called for:

"Please study this schedule carefully and fill in answers to all questions that apply to the farm you operate. Note that all inventory items are for April 1, 1930, and all production items are for the calendar year of 1929. The information you give the enumerator for your farm is strictly confidential.

"Keep the schedule until the enumerator calls and then give him complete and accurate answers for your farm from your prepared copy. Do not give him your copy and do not mail it to Washington. Your neighbors may obtain copies of this schedule from your county agent, the supervisor of census for your district, or from the Bureau of the Census, Washington, D. C.

"W. M. STEUART, Director of the Census"

Rabbit Poison Available Until March Fifteenth

Rabbit poison will be available and free up to Saturday, March 15, according to County Agent Dunkle, when the poisoned grain left on hand will be shipped to Castro county. According to those who have applied the poison, they have had some wonderful results and it is desirable that those who think they will use some of this poisoned grain that they get it within the next few days.

D. R. Gass & Son Stock Remarkable New Fabric

D. R. Gass & Son are this week announcing the addition of a new line of piece goods to their stock, what is known as the A B C line of fabrics. N. E. Gass, in commenting on the merits of the materials this week, said they surpassed any he had heretofore known in his merchandising experience. So sure are the manufacturers of these materials that they will not fade that they guarantee to not only repay for the goods but will also pay for the cost of making the garment and the trimming on it as well, should the materials fade in any way.

W. A. LONG BUILDING HOME IN NORTH HEREFORD

W. A. Long has under way a new five room stucco residence in North Hereford, just outside the city limits on 25-Mile Avenue. Mr. Long and family are to make their home here, having recently purchased a section of land west of Hereford. The Long residence will be modern with all built-in features and basement. The family formerly lived in Sudan.

LEGION PLANS NEW HOME IN HEREFORD

Hereford Post No. 102, American Legion, will be hosts tonight to members of the Hanson Post No. 54 of Amarillo, in a smoker and good eats at 8:00 o'clock in the court house. All members are expected to attend and those eligible for membership are given an urgent and cordial invitation to be present. The major plans for the evening are the organization of a legion auxiliary, that the wives and lady friends of Legion members may have a part in the program of work and play being planned for the local post.

The Hereford Post has been organized a little over four months and in that time has put over \$500 in its treasury. It is the intention of the boys to erect their own building here, and the proceeds of the Legion play, "Corporal Eagen," given a few weeks ago, amounting to \$183, has been set aside as a nucleus of the building fund. The boys say: "We are not begging, but if any one feels the spirit of '76 and '18 and wishes to make a donation to this fund it can be done at either of the banks as we have a member in each one who will accept the money."

There are 90 members of the Hereford Post, and the boys say that nearly that many more live near here who should join them.

This year the Post is sponsoring a "kids" baseball team for Hereford and has issued a call for all the youngsters between the ages of 12 and 15 who wish to try out for the team to meet with Legion officials at John McLean's Hereford Insurance office at 5:00 o'clock Tuesday afternoon, March 11. Frank Girvan will be coach of the team. At Tuesday's meeting the boys will be told the requirements they will have to meet to be members of the Legion baseball team. They will be given suits and play matched games with similar teams of other towns this summer, under the direction of local Legion boys.

The Hereford Post is buying eight army rifles to be the property of the Post and to be used for ceremonial purposes. Several of the members have also indicated a desire to want rifles for their own use. They cost \$3.00 each.

Miss Marie Fiable, who directed the play given by Hereford Post several weeks ago, was paid a fine tribute by the Post in a letter commending her services here, and praising her ability, versatility, patience, and general good fellowship in directing the promotion of "Corporal Eagen."

District Court a Busy Place Past Few Days

Following are the cases disposed of by the District Court in the past week:

Claude Higgins vs R. W. Engle et al, decision for the plaintiff and granted possession of a certain tract of land.

H. L. Broadwell vs R. H. Beavers; demurrer overruled.

H. L. Broadwell vs R. H. Beavers, motion for new trial overruled.

H. L. Broadwell vs H. R. Beavers, decision for the plaintiff and defendant, cost equally prorated.

J. David Thompson vs J. L. Fuqua, court ruled that Fuqua recover from plaintiff all costs except \$200 and both plaintiff and defendant pay equally the bookkeepers charge for \$200 for auditing books.

H. M. Smith vs First State Bank, court ordered that case be consolidated with case number 1807.

Carl Gilliland vs R. Cardinal, garnishment, Peter Cardinal defendant; case transferred to district court of Floyd county.

Andy Robinson vs First State Bank; special issue No. 1, answer no. Special issue No. 2, answer \$16.00 per acre. Decision for the defendant.

"Jerry of Jericho Road" Here Night of March 28

The operetta entitled "Jerry of Jericho Road," and produced by the boys' and girls' glee club, is to be staged Friday night, March 28, at the high school auditorium at 8:00 o'clock p. m. The principals are Misses Marie Seed, Selma Ruth Shore; T. E. Seigler, Jr., and Edward Roberson, and will be directed by Miss Lucille Hicks, instructor, in music in the high school. Rehearsals of the full ensemble are held each Tuesday and Friday nights and extra rehearsals are held for the principals.

Two Fine Bulls Imported; Circle No. 5 Organized

Bull Circle No. 5 was organized last week. Assisted by County Agent Dunkle, W. R. Scheihagen and H. I. Gillispie, principals of Circle 5, purchased two outstanding Jersey males from W. T. S. T. C. Canyon. The Gillispie male is out of College Rosette and sired by Gamboge Foxes King Sybil. College Rosette led in the January test with 72.6 pounds of butterfat. Both bulls of this new circle are grand sons of the famous Gamboge Knight Foxes King, which is a gold medal bull having produced seven cows out of seven different cows which made records of 700 pounds of butterfat in an official test of 305 days. The Scheihagen bull is out of College Ruth and sired by the same male that sired the Gillispie male.

A male calf was also purchased from W. T. S. T. C. out of College Princess, who is now on test and has a register of merit record of 400 pounds of butterfat at two years old in an official 305 days test. This calf will take the place of one of the original males sent here and purchased from the Dr. Flowers farm.

New Community Church In Northwest Part of County

J. M. Rose, Mrs. H. C. Van Bibber and Mrs. C. O. Dorris were in Hereford last week working in the interest of building a community church in the northwest part of Deaf Smith County. Hereford merchants responded liberally and plans are made to proceed immediately with the construction of the building. Heavy contributions have been made by people who will be served by the building and local interest in that region indicates the project will fill an urgent need.

The church will be situated about forty miles northwest of Hereford. Mr. Rose donating the land and a considerable bit of money as well toward it, as well as supply it with water from a well that will be adjacent to the property.

The building will be something like 30 by 60 feet, of frame and stucco construction. The larger part of it is to be used as an auditorium, but space is provided for a club room where the neighborhood clubs and societies may hold their meetings. While the building is designed for a community church, the plans are that it will serve as a community gathering place as well, to provide a place for entertainments, social events of neighborhood proportions, etc.

The pledge of the builders to the community is that it will be a union church, open to all denominations to be used at intervals, as the various organizations choose.

Cox and Pinckert Import Another New Airplane

C. C. Cox and Ovid Pinckert, dealers in Eagle Rock planes, flew a new OX5 Curtis motored, three place Eagle Rock ship from Wichita Falls to Port Hereford, south of town on 25-Mile Avenue, last Saturday afternoon. Messrs. Cox and Pinckert flew their Canuck two-place ship to Wichita Falls where they disposed of it, and flew the new plane back to Hereford. Mr. Pinckert stated the flight was made to Wichita Falls in two hours and 58 minutes, with a strong tail wind favoring, and made the return against a head wind in three hours. The new Eagle Rock is similar to the one owned by Clyde Renfro, with a few minor improvements.

NURSE ALREADY ACTIVE IN RURAL SCHOOLS OF COUNTY; INVITES VISITORS TO OFFICE



MISS NELL HALL

Miss Nell Hall, county health nurse, will be in her office Saturday and Deaf Smith County folks are expected to visit there and get acquainted, not only next Saturday, but any time there may be occasion for her services in an advisory way.

Big Crowd Attends IHC Demonstration School

The power farming entertainment day sponsored by Buchanan & Rosson Wednesday for the McCormick-Deering line of power farming machinery, was attended by between 300 and 400 Deaf Smith, Castro, Parmer and Oldham county farmers and their families. Starting off with a parade led by the high school band, the day was chock full of interesting things for the spectators.

A notable part of the program was a canning demonstration by Mrs. Bob Wilson for the benefit and instruction of the ladies. The luncheon was served by ladies of Ward community to over 200 guests of the company.

Tri-County Basketball Tournament Last Saturday

A basketball tournament of the rural schools of Deaf Smith, Castro, Oldham and Parmer counties was held at Summerfield last Saturday, with the Adrian senior boys, Summerfield senior girls, Dawn junior girls and Jumbo senior boys taking their respective championships.

A delegation from each community represented was on hand to cheer their teams, and a big basket dinner was spread at noon to add to the enjoyment and pleasant memories of the day.

The greatest competition was furnished by the respective senior boys teams, it taking seven games to bring the champions to the front. Walcott defeated Westway, 12-10; Summerfield defeated Jumbo 20-8; Black eliminated Dawn, 24-10; Adrian beat Ford, 31-6; Summerfield trimmed Walcott, 22-6; Adrian put out Black, 24-10, and in the finals Adrian let down Summerfield 22-8.

In the senior girls games Dawn defeated Black 21-20, and Summerfield took the measure of Dawn 21-11.

Dawn defeated Jumbo to win the junior girls title and Jumbo beat Westway to be champions of the junior boys.

J. L. SMITH TO BREAK OUT 500 ACRES NEW LAND

J. L. Smith, who recently purchased a section of land 23 miles west of town, is here making some minor improvements on his land. He expects to break out about 500 acres for next year's wheat crop. Mr. Smith has a family and lives at Rocky, Oklahoma.

It is appropriate that the Deaf Smith County Health Center have the formal opening of its offices in the court house next Saturday along with that of the County Free Library. The health center rooms are in the southeast corner of the lower floor of the building and are fixed up just as nicely as have been those of the library.

Miss Nell Hall, county health nurse, will be in her office Saturday and Deaf Smith County folks are expected to visit there and get acquainted, not only next Saturday, but any time there may be occasion for her services in an advisory way.

Miss Hall is not waiting for invitations to get to work. While the formal opening is set for next Saturday, she has already been busy with the duties she sees ready to be performed. Tuesday evening she attended the Dairy School meeting at Summerfield and addressed the session on the subject of milk as a food. This week, accompanied by County Judge Wilson, she has visited fourteen of the Deaf Smith County rural schools, getting acquainted with the teachers and pupils and outlining a program of health work.

Chairman C. W. Humble of the health program is highly elated with the interest being shown in the work and says he has one of the finest corps of assistants possible to get anywhere. "They are all loyal and ready to do anything they can," he said. He has called a meeting of all committee chairmen to meet at 2:00 p. m. tomorrow, Friday, afternoon in the health center rooms in the court house.

"The way the program is progressing," Mr. Humble says, "it is very evident that great good can and will be accomplished. Everybody should feel free to ask for the service of the health department. It is free, and Miss Hall appreciates the privilege of serving those whom she is able to assist by giving health advice."

The county health nurse and her work is made possible by an appropriation from the commissioners court, independent school district, the rural school districts and the local Red Cross organization, all of whose funds are matched by the state health department dollar for dollar. The bringing of the health program to Deaf Smith County is an outstanding achievement and will mean much to the future welfare of its citizenship.

Miss Hall's work comes under the jurisdiction of the county commissioners court, she being considered a county employe. She is directed in her work by an advisory board of the following members: C. W. Humble, chairman; Mrs. Chas. Donald, vice chairman; Mrs. A. M. Jones, secretary; Dr. Wiltshire, treasurer; with Dr. J. W. Hicks, Judge Earl W. Wilson, Dr. G. W. Heard, Mrs. Grace Guthrie, Superintendent C. H. Dilley, Mrs. R. A. Tyges and Mrs. John McLean as members.

PAUL MATHERS BUILDING NEW HOME ON HIS FARM

Paul Mathers is building a modern stucco farm residence on his recently purchased land about 8 miles northwest of town. The new structure will contain six rooms and bath and will be a real city residence when completed. He owns several sections of land adjoining his home section. Mr. Mathers and family are from the Tulsa country.

HEREFORD FOLKS VISIT IN TULSA LAST SUNDAY

A party of Hereford folks composed of Mr. and Mrs. T. A. Sullens and daughter, Miss Gladys, Mr. and Mrs. Lee Bogie and son Roy, and Lee Phillips, motored to Tulsa on a prospecting trip. Mr. and Mrs. Bogie and son are recent arrivals in Hereford, and formerly lived in Sentinel, Oklahoma. Mr. Bogie is looking for a land location.

The Herford Brand
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HERFORD, DEAF SMITH
COUNTY, TEXAS.

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COMPANY, INC.
PUBLISHERS
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R. E. KESSIE,
Editor and Manager

TELEPHONE 30

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. Entered as second-class matter at the post office at Herford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Zone 1, per year - \$2.00
Zone 1, six months - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1930:

For County Judge and Ex-Officio County School Superintendent:
EARL W. WILSON

For County Attorney:
JOHN A. COFFEY

For Sheriff and Tax Collector:
JOHN B. MILLER
J. T. CUNNINGHAM

For Tax Assessor:
IRA RICKETTS
H. M. (Mack) BEACHE
R. A. (Artis) DANIEL

For County Treasurer:
J. H. HEAD
MRS. BESSIE L. SMITH

For District and County Clerk:
L. H. FOSTER
RAYMOND HAWKINS

For Commissioner, Precinct No. 1:
C. J. PADDOCK
F. J. (Jack) ROSE
W. A. KNOX

For Commissioner, Precinct No. 2:
W. M. COGDELL
J. T. GILBREATH
W. B. PHILLIPS
S. L. WALSER

For Commissioner, Precinct No. 3:
J. T. GUINN
J. K. GRAY

For Commissioner, Precinct No. 4:
W. M. (Mal) STEWART

D. O. WILLIAMS TAKES OVER WESLEY STORE

D. O. Williams recently purchased the C. O. Vernon store on North 25-Mile Avenue about nine miles out and took possession the latter part of last week. Besides conducting a grocery business, he has added the Massey-Harris line of farm implements, tractors and combines with a direct factory contract. He sold this line last year and his brother, D. J. Williams, will assist as a salesman and partner in the business.

W. M. Cogdell and wife returned home the latter part of last week from Abilene.



Mark Every Grave
with an Osgood Memorial. Here you will find a design to exactly suit you—one which will be a source of guide and satisfaction to you throughout the years.

FREE!
Stop in, write, or phone for our new, valuable illustrated folder: "HOW TO SELECT A MEMORIAL."

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Amarillo, Texas

Konjola Makes Good After All Else Failed!

St. Louis Lady Glad to Relate Her Fine Experience With New and Different Medicine!



MRS. DORA BAUER

Konjola is a different medicine simply because it scores victory after victory in cases that have defied and resisted all medicines and treatments tried. This is not a boast. It is a fact established and proved in thousands of cases like that of Mrs. Dora Bauer, 3403 St. Vincent Avenue, St. Louis. Read these grateful words:

"How I wish that every sufferer from neuritis could know what Konjola did for me. For ten years I endured agonies from this awful ailment. I had to keep my arms wrapped tightly to ease the pain. My digestion was bad, too, and this weakened me, making me still easier prey for neuritis. I can not remember how many medicines and treatments I tried, but found nothing to give relief, until I found Konjola. In just five weeks this remarkable medicine restored digestion, rid my system of poisons and impurities, and then the neuritis left as if by magic. What a boon Konjola proved to be to me. No wonder Konjola is known as the medicine, with more than a million friends. It should have a billion."

Konjola is sold in Herford at the Corner Drug Store, and by all the best druggists in all towns throughout this entire section.

Flagg News

BY MRS. F. L. SUMNER

Rev. Fitzgerald filled his regular appointment here Saturday and Sunday when a large crowd heard him.

Mrs. J. B. Sumner is visiting her son O. E. Sumner at Amberst.

Mrs. Horace Ballow entertained the club at her home Thursday afternoon with a work meeting when several members were present.

Mr. and Mrs. Fred F. Helms are the proud parents of a new baby girl born February 28.

Mr. and Mrs. Connor of Cleo attended church here Sunday morning.

Rev. Fitzgerald spent Saturday night with W. T. Sumner and family.

Miss Irene and Morene Ramsey attended the singing convention

at Lasbuddle Sunday. Mrs. Charles Walker visited at Muleshoe last week with her parents.

Mmes. Sheffy and Arms were in Plainview one day last week.

Mrs. Strickland has been on the sick list the past week but is reported to be improving.

Mr. and Mrs. Blessing of near Dimmitt attended church here last Sunday morning.

Mrs. McGown of Erick, Oklahoma, is visiting her daughter, Mrs. Floyd.

Mr. and Mrs. Wes Anthony and little daughter, Miss Helen, spent Sunday in Dimmitt visiting in the home of Mrs. Anthony's mother, Mrs. Rosa McLean. Miss Helen remained with her grandmother and other relatives for the week.

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Correct Abstracts

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Foster Truck Line

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DAILY SERVICE

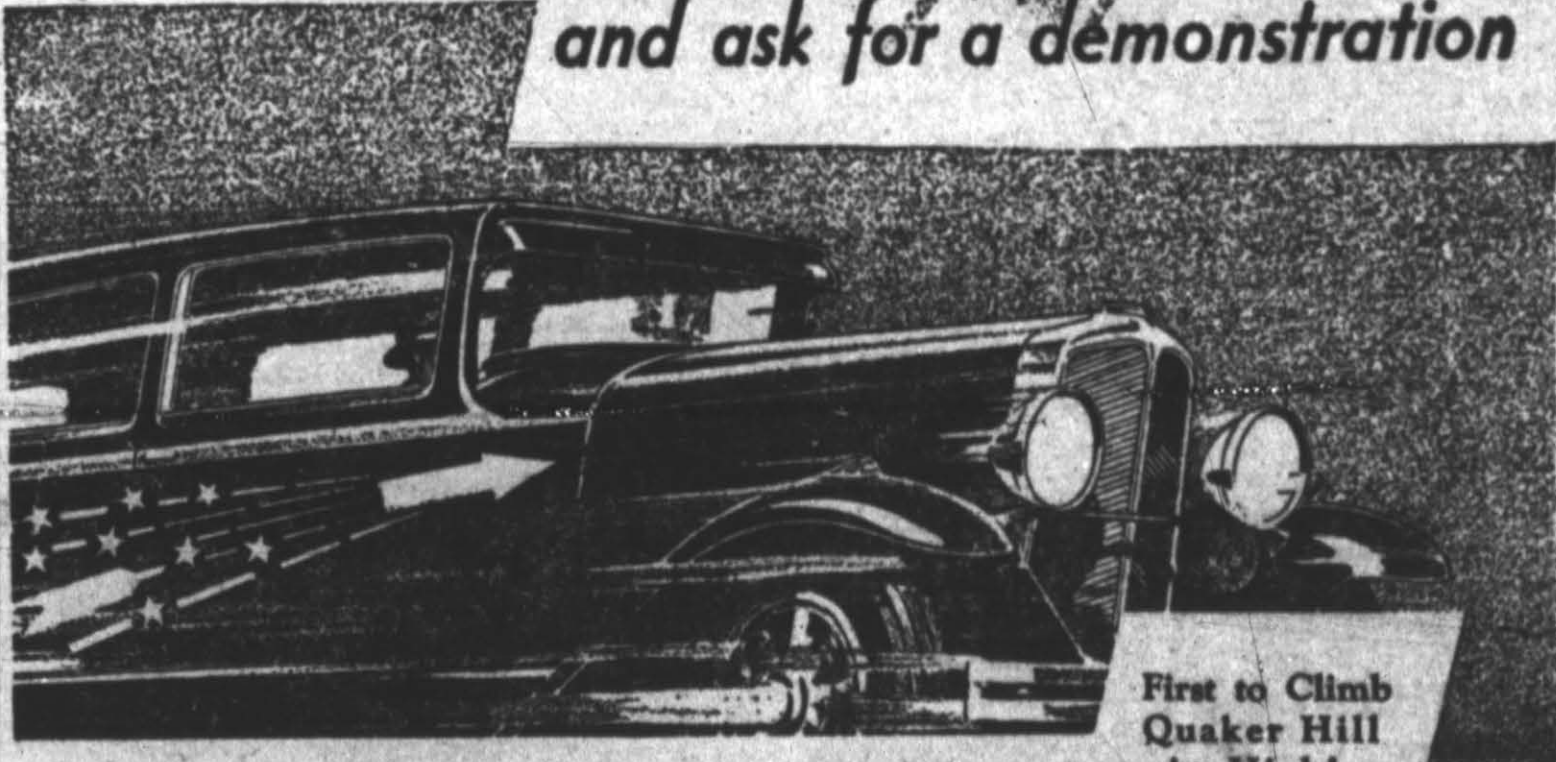
to DAWN, UMBARGER, CANYON, AMARILLO

Just a Phone Call Will Bring Us to You.

Paul Foster Owner

PHONE 399-W

WATCH
for the car with the
GOLDEN ROCKET
and ask for a demonstration



First to Climb Quaker Hill in High!

On the streets of this city today is the Oakland Eight demonstrator, marked on either side by a large GOLDEN ROCKET. The driver is ready to stop and give you a demonstration.

The GOLDEN ROCKET is a symbol of tremendous speed and power. And these are also characteristics of the New Oakland Eight. Its 85-horsepower eight-cylinder engine develops one horsepower to every 37 pounds of car weight. That is why few cars can equal its remarkable speed, pass it on the hills, or match its pick-up in traffic. Weigh it for a few minutes, and you will know why it is called "the car

with superior performance."

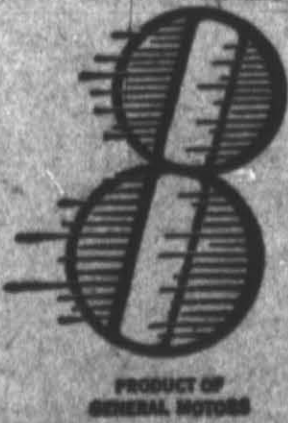
Signal the driver for a demonstration—or come to our showroom. Learn that the New Oakland Eight is not only fast and powerful, but unusually smooth. See its new, smartly styled Fisher bodies. Then you'll know that General Motors' new eight offers a high degree of owner satisfaction at an extremely moderate price!

The New Oakland Eight, \$1045 and up, f.o.b. Pontiac, Michigan, plus delivery charges. Lovejoy Hydraulic Shock Absorbers included in list price. Bumpers, rear fender guards and spring covers extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (f.o.b.) price when comparing automobile values... Oakland-Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

Until December 19th, 1929, Quaker Hill near Baltimore had never been climbed in high gear by any closed car carrying five passengers, according to all available records. On that day a New Oakland Eight accomplished this dramatic feat, presenting additional proof of its right to be called "the car with superior performance."

\$1045
AND UP



The NEW OAKLAND
Dixon Motor Company

Phone 256 Hereford, Texas



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OF

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Qualified and Selected as a Representative of this Syndicate Through a Thorough Knowledge of Diamonds... and an Established Reputation for Honesty and Square Dealing.

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SYSTEM

"Saves for the Nation"

Miss Lucy and H. D. Reed

Owners and Operators

SUGGESTIONS FROM OUR SHELVES TO FILL YOUR PANTRY ECONOMICALLY

Specials for Friday and Saturday

LETTUCE, large, well bleached	6c
BAKING POWDER, K. C., 25 oz	20c
CHIPSO, large pkg	22c
TRIPE, "with milk"	29c
BRAINS, "with gravy"	26c
CORN BEEN HASH	27c
CODFISH CAKES, ready to fry	15c
COFFEE, Peaberry, 3 lb pkg	\$1.00
SOAP, P. and G., 5 bars	19c
SOAP, Lava, 3 for	22c

WE DELIVER

PHONE 249

Cash Specials FOR Friday and Saturday

LETTUCE, per head	6c
PEACHES, evaporated, three pounds	50c
CAKES, bulk, pound	23c
TOMATOES, No. 2 cans, three for	25c
PEACHES, No. 2 1-2 can, two for	35c

SOAP, P. and G., six bars	25c
CRACKERS, two-pound box	33c
SALMON, pink	15c
SHREDDED WHEAT, Kellogg's, 3 pkgs	25c
BEANS, green, No. 2 can, two for	25c
SOAP, Fels Naptha, four cakes	25c

Hereford Wholesale Grocery Company
L. W. CARLYLE

Summerfield

BY MRS. L. JOHNSON

Rev. Brownlow and family of Plainview came Saturday, and he filled his appointment at preaching services morning and evening. The Home Makers Study Club met with Mrs. Geo. Storey last Thursday afternoon. The program was on Hawaiian food and how to prepare. Roll call was a favorite recipe for using pineapple and bananas. The social hour was given over to a little play, put on very successfully by several of the members, which was called Eternity, followed by refreshments served by the hostess assisted by

her sister, Mrs. Brit Clark. One new member, Mrs. J. H. Murdock, was added, and four visitors were present. The next meeting will be at the home of Mrs. Otto Behrends, assisted by Mrs. Andrew Behrends.

Walter Huntley is moving his general merchandist store building from the present site across the railroad track on the highway, thereby making it more convenient for local and tourist customers.

Several family and friends of J. B. Davis walked in on him last Thursday night and reminded him that another year had been added to his years on earth, and in so doing all had a very enjoyable evening and wished him many

happy returns.

Friday night, March 7, local talent will put on "Mary's Castle in the Air," a play, at the Summerfield school auditorium, beginning at 8:30, and proceeds to go to pay for the seats at the church. Adults 35c, children 20c.

Mr. and Mrs. Morris Nance and family of Lockney spent the weekend with his sister, Mrs. J. A. Noland and family.

The County Basketball Tournament was held here last Saturday. About ten communities were represented. The Adrian boys won first place, and the Summerfield girls won first.

Superintendent A. M. Walker made a business trip to Dimmitt last Friday.

Mrs. Walter Huntley went to Amarillo last Tuesday to visit her mother, returning Wednesday.

Mr. and Mrs. Tom Gibson moved to Hereford last week and will make their home there.

Miss Hall, county health nurse, gave a very interesting talk on milk as a diet at the school auditorium last Tuesday night.

Mr. and Mrs. Ray Johnson and Billy Ray were Sunday visitors at the Carl Frye home in Easter community.

Jim and Elliott Clark were in Friona last Sunday.

Frank Phillips of Canyon gave a lecture at the school auditorium last Tuesday night on the subject of poultry.

Miss Elaine Newell of Hereford spent the week-end with Misses Glen and Mary Lee Curry.

The County Federation of Clubs will meet at the school auditorium March 18, each lady bringing a dish of something to eat to add to the lunch which will be served promptly at noon. The afternoon will be taken up with good talks by our librarian and county health nurse. Business of importance is to be transacted and everybody is invited.

Mr. and Mrs. Lee Curry and daughter went to Amarillo Sunday to visit a sister of Mr. and Mrs. R. A. Baker, and inspect the new baby daughter that arrived at their home, and found all parties doing nicely.

Everything in radio accessories. ORR TAILOR SHOP, Phone 16. 8-tfc

Dawn Items

BY MISS CARROLL CORBETT

J. W. Lovelady of the Chamness place is rapidly recovering from injuries received when he fell from a windmill-tower at his home last Tuesday.

The Dawn boys basketball team played a game with the married men of the community Wednesday afternoon, March 5, and winners will play young men of the community who are not in school. The lineup for the married men, we understand, was H. H. Miller, R. V. Bond, A. L. Frye and Sewart.

A prairie fire broke out on the west side of W. W. Wimberly's pasture and spread north, almost reaching the Wimberly home. People of the community who were on their way to Sunday school hurried to the assistance of Mr. Wimberly before a great deal of damage was done.

Mrs. J. H. Stewart left Friday morning for Byers, Texas, to visit her mother.

The Straub family were guests of relatives in Hereford last Sunday.

Dawn basketball teams went to Westway last Wednesday where both the senior and junior boys played.

Dawn junior girls won the championship of the three counties participating in the tri-county tournament Saturday. Senior boys lost to Black seniors, senior girls won over Black on that day.

Westway News

BY MRS. TOM VAUGHN

Several of the ladies attended a quilting at the home of Mrs. J. O. Roe last Friday. Dinner was served at noon and a good time reported by all.

Some of the boys were sick and unable to attend the basketball tournament at Summerfield Saturday so Westway did not win any games.

The County Nurse and Judge Wilson visited our school Friday. Weldon Roe and wife and Bill Price motored to Plainview Saturday, where Mrs. Roe expects to spend about two months.

J. Riddling of Rocky, Okla., is here seeing after interests. He is the owner of a section of wheat west of the store and is breaking two sections of sod which he expects to summer till for wheat.

Work on the oil well is going on and it is now down about 332 feet.

Mr. and Mrs. Arthur Pierce spent Sunday in the Sikes home.

Westway baseball boys have received new suits and plan some interesting games this season. They have a new diamond north of the school yard and it is in good shape.

The correspondent sent in the official booster song of Westway for publication, but owing to its length and the fact that the Brand is not strong for poetry, it was not used. Later, perhaps, room may be found for it.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Some are sowing oats now and others are preparing land for the coming crop season.

Ed McCaskey and family and Miss Maude Malone were Hereford visitors Saturday.

N. O. Phillips was in Adrian on Tuesday afternoon.

Mr. and Mrs. Stone were shopping in Hereford Saturday afternoon.

Mrs. J. R. Copeland and Miss

Maryann Armstange were Hereford shoppers Saturday.

Phalace Phillips visited with Chapman Saturday night.

Messrs. Mathis and Mays represent Phillips Oil Co., we Simms community Friday.

Willbur Ellison of Crosbyton in this community buying this week. He is shipping carloads from Hereford to Cotton.

Mr. and Mrs. J. M. Ch were in Hereford Saturday.

A Want Ad in The Brand sure, steady worker—try it

FRIDAY and SATURDAY Specials

LETTUCE, two nice heads	13c
SAUSAGE, Vienna, four cans	35c
PEANUT BUTTER, 5-pound bucket	87c
SYRUP, Dunbar, Louisiana cane, quart	18c
PRESERVES, Rose brand, 30-ounce jar	28c
COFFEE, with cup and saucer, 3 lb can	\$1.02
SOAP, Crystal White, 24 bars	99c
CORN, Fancy Country Gentleman, No. 2 can, 2 for	27c
SPINACH, No. 2 1-2 can, two for	35c
RAISINS, four pounds	32c

Carl's Cash and Carry Grocery

Phone 324

"A HEREFORD INSTITUTION"
HELP YOURSELF
Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

RAISINS, 4-pound package	32c
BEANS, string, No. 2 can	12c
CHIPSO, large size	22c
PEACHES, gallon size	59c
COFFEE, Concho, 3 pound can	\$1.10
COMPOUND, 8 pound pail	\$1.18
PEANUT BUTTER, 5 pound pail	83c
MACARONI, Spaghetti, O. B., 3 pkgs	21c
SYRUP, Red Barrel, gallon	98c
BACON, sliced, pound	38c

SPRING FABRICS

IN THE WONDERFUL NEW
A B C Materials



—This new line of fabrics comes in Parisian Prints, Bridgett Prints, Crepe O'Dear and other materials for the home dress maker, in an array of beautiful dark and light back grounds; with colorful designs, multi-colored in pattern. Florals, leaves, modernistic, etc., in an array of everything that is new and modish for 1930.



This Is the Best Guarantee We Ever Knew!

A B C Fabrics are guaranteed by their maker to be absolutely fast to color; they will not fade from washing, exposure to sun, or from any agency that ordinarily dims the bright shades of material until it is no longer near appearing. Should any garment made from A B C Fabrics fade, not only will the price of the material be refunded but also the cost of making the garment and the trimmings on it!

A B C Fabrics Are About 25 Per Cent Cheaper Than Other Materials Similarly Guaranteed!

D. R. GASS & SON

ard News Notes

MRS. WILEY ROBERSON

Harper preached Sunday morning. Next Sunday is Rev. Peak's day.
 and Mrs. Bob Higgins visited the home of Mr. and Mrs. Caraway Friday night.
 and Mrs. D. O. Williams in Amarillo Thursday.
 and Harrison spent Saturday and Sunday in Hereford with Cornett.
 and Mrs. Sonny Ledbetter were Sunday dinner guests and Mrs. Jack Hutson.
 Saultsman and Mrs. Gregg in the Caraway home Wednesday afternoon.
 and Viola Hutson spent with Omah Harrison.
 Bob Higgins and Mrs. G. Higgins attended a birthday dinner in honor of Mrs. S. E. Anderson in Hereford Tuesday.
 and Mrs. Lois Rushing of Hereford spent Saturday night and Sunday in the home of her parents, Mr. and Mrs. W. R. Harrison.

Alphus Fellows, Joe Blythe, Blythe and Mrs. Cleon Lee and sons of Hereford visited the home of Mr. and Mrs. W. Caraway Sunday afternoon.
 and Mrs. Hughes spent the week-end in the home of her parents, Mr. and Mrs. Allen Hughes of Northford.
 Saultsman called on Mrs. Cornett Wednesday afternoon.
 and Jim and Wesley Higgins and Amarillo visitors Wednesday.
 and Mrs. Jimmy Harrison, and Mrs. Lynn Powelson and son spent Sunday afternoon in the home of Mr. and Mrs. W. R. Harrison.
 and Mrs. Garrett spent last week-end with Miss Brunson in the home.

and Mrs. Katherine Matthews of Hereford and Katherine Daugherty Sunday.

and Mrs. Jim Lipscomb were Sunday dinner guests in the G. M. home.

and Mrs. McKinnie, Alfred, Clyde and motored to Lubbock Tuesday to visit in the home of John and other relatives, returning home Thursday.

and Mrs. Lewis returned from the city Friday and is doing nicely this time.

and Mrs. Benny Fulkerson was very pleasantly surprised last Sunday evening when a number of friends and relatives gathered in her home with well filled baskets, a bountiful table was spread and everyone enjoyed the feast. At a late hour they departed, wishing her a happy return of the day.
 attending besides Mr. and Mrs. Fulkerson were Mr. and Mrs. Fulkerson, Mr. and Mrs. and children, Mr. and Mrs. Springer and daughter, Mr. and Mrs. Pink Luck and family, and Mrs. Fremiel, Mr. and Mrs. Hubbard, Mr. and Mrs. and land, Mr. and Mrs. Voth and son, Mr. and Mrs. John Whit-

sett and Effie Lee, Mr. and Mrs. Lee Crawford and two daughters, Mr. and Mrs. Floyd Walton and sons, Mr. and Mrs. John Hacker, Mr. and Mrs. Robert Boyd, Mr. and Mrs. Roy Boyd, Mr. and Mrs. Arlie Dean, Jack and Mary Louise, Clyde Boyd, Perry, Oscar and Erwin Schmidt, Mack Miller, Ivy Ragsdale, Lois Clayton, Jack Hubbard, Miss Garrett and Miss Brunson.

Rev. Harper was a Sunday dinner guest in the W. R. Higgins home.

Allene Caraway spent Thursday night with Francis Hutson.

Mr. and Mrs. Lee Crawford, Miss Garrett, Mr. and Mrs. B. F. Fulkerson and Jack Hubbard were visitors in the home of Mr. and Mrs. Arlie Dean recently.

Mr. and Mrs. W. P. Caraway visited Monday evening in the Bob Higgins home.

Mr. and Mrs. Bill Smith and family, Mr. and Mrs. Frank Richards and Mr. and Mrs. Bob Allison spent Sunday afternoon with George Lewis.

Mary Louise Dean spent Friday night with Gladys Lewis.

Mrs. Malone visited Mrs. Daugherty Monday afternoon.

Bob Higgins is on the sick list this week.

Gladys Lewis spent Wednesday night with Mrs. Carl Jennings of Hereford while her mother was in the hospital.

Mr. and Mrs. Comber of Clovis are visiting in the G. M. Suggs home.

Charlie Vernon went to New Mexico last Thursday and returned Saturday.

Mr. and Mrs. Raming, Jean Ann and Mrs. Raming's sister have been at their ranch for the last week.

Mr. and Mrs. Bob Allison are driving a new car.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

SQUILL KILL

Rats Cost Millions Annually

You can rid your premises of this costly pest without danger to your poultry or domestic animals by using Squill Kill, a Red Squill preparation. Red Squill is recommended by the U. S. Department of Agriculture in farm bulletin No. 1533, as being taken readily by rats and relatively harmless to human beings and domestic animals.

Rats cost the American people \$200,000,000 annually. They distribute their virus of plague of hydrophobia, of trichinosis, of equine influenza. When you can be rid of these pests by using Squill Kill at a cost of 50 cents, can you afford to have them?

Squill Kill carries a positive guarantee. If used according to instructions your money will be refunded if Squill Kill does not kill rats and mice.—Adv.

City Drug Store

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 MRS. O. F. WEST, Proprietor
 "Well Pressed Is Well Dressed"
 Clothes called for and delivered—Phone 385

A Matter of Mileage

You buy Natural Gas for a purpose, for heat.

How much gas does it take in your home to run the things that only gas will run?

Do you get out of the gas you buy the full value of the heat there is in it? If you don't, you're wasting gas and money, that's wrong.

There is only one way to get full mileage out of any fuel: That is to burn it in a clean, properly regulated appliance. Fuel is fuel, whether you use it to run an engine or a home.

West Texas Gas Company

NOTICE

The Chicago, Rock Island and Gulf Railway Company and the Chicago, Rock Island and Pacific Railway Company hereby give notice that on February 18, 1930, they filed with the Interstate Commerce Commission at Washington, D. C. their joint application for a certificate that the present and future public convenience and necessity require.

(a) The construction by the Chicago, Rock Island and Gulf Railway Company of a line of railroad extending from Vega in a general southwesterly direction to a point on the boundary line between the State of Texas and the State of New Mexico, said point being approximately Three (3) miles north of the southwest corner of Deaf Smith County, a distance of approximately Fifty (50) miles, all in Oldham and Deaf Smith Counties, Texas, and

(b) Require the construction

by the Chicago, Rock Island and Pacific Railway Company of a line of railroad extending from a connection with the proposed line above described at a point on the boundary line between the State of Texas and the State of New Mexico in a general southwesterly and westerly direction to a point at or near Forrest, a distance of approximately Twenty-six (26) miles, all in Curry and Quay Counties, New Mexico.

THE CHICAGO, ROCK ISLAND AND GULF RAILWAY COMPANY.
 THE CHICAGO, ROCK ISLAND AND PACIFIC RAILWAY COMPANY. 8-3c

PLEDGE TO THE PUBLIC.

We, the people of Northwest Deaf Smith County, through the columns of the Brand, take this method of thanking the business people of Hereford and those of the resident citizens who so gra-

duously supported us in our recent campaign to build a community church for our people.

This edifice will be situated about forty miles northwest of Hereford on the J. M. Rose farm, adjoining the Van Bibber highway on the west, about one-half mile south of the proposed Canyon-Bellview highway. Mr. Rose has generously offered to donate the ground upon which the church will be built. There are no less than four communities in this area that are interested in this project, and well they should be, as the larger part of our people live too far from Adrian or Hereford to conveniently attend church regularly.

It is agreed that the church shall be strictly non-sectarian. Our community church is an absolute necessity in order that we may create an environment for our young people and ourselves that will reflect credit on our community and lead us toward a more moral and respectable citizenship.

Any minister of the Protestant faith will be welcome who comes among us to hold services or lead in any form of religious activities.

It was our intention to have a list of the names of all those who helped us in the worthy cause, and the amounts contributed printed in the Brand, but there were so many who seemed reluctant of any publicity or notoriety that

because of our high esteem and respect for such enviable modesty, we have withheld from doing so. We believe it would not be fair to have printed but part of the names.

Respectfully,
 EXECUTIVE COMMITTEE.
 R. E. McIntosh and J. H. White returned Sunday from a week's business trip to Oklahoma City.

C. T. KIBBE
 Phone 9018-F4
 Office 207

W. A. ROBINSON
 Phone 194
 Office 207

KIBBE & ROBINSON
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ANALYZE THE ALLOWANCE ON YOUR USED CAR

If a dealer pays you more than the true worth of the car he must make up the difference by extra charges on the new car or re-sell it to some one else at too high a price

PERMANENT value is always better than a temporary bargain in the purchase of an automobile. It pays to look ahead and consider reliability and ultimate up-keep costs, as well as comfort, safety, speed, and beauty of line and color.

Since most automobiles are bought for replacement, the value set on your used car is a factor in almost every purchase. Frequently it is given an importance beyond its true worth.

Used cars have a definite market value and you are justly entitled to an allowance based on that value. It is not fair that you receive less. It is not to your best interests to receive more.

IF a dealer pays you more than the true worth of the car he must either re-sell it to some one else at too high a price or make up the difference on the new car. This he cannot do unless he is allowed an excessive profit on the car or on financing, extra equipment and other charges. In either case, you pay the bill, for no way has yet been found to give something for nothing. The money must come from somewhere.

You may not get the largest used-car allowance from the Ford dealer, but that very fact should give you confidence that you are receiving full value in the new car. Ford charges are not marked up or increased to cover a high trade-in allowance on your old car.

Because there is no waste, extravagance or undue profit in manufacturing, distribution or selling, every dollar you pay for a Ford brings a full dollar in return. In lower first cost, in reliability and long life, in the low cost of operation, service and replacement parts, the Ford will save you much more than the seeming difference in trade allowance.

FURTHERMORE, at least \$75 extra value is given to you in the new Ford in the Triplex shatter-proof glass windshield, the Rustless Steel, the five steel-spoke wheels, and the four Houdaille hydraulic double-acting shock absorbers. The unusually large number of ball and roller bearings, and the extensive use of fine steel forgings instead of castings or stampings, are other features that show the extra quality built into the Ford car.

Roadster, \$435	Phonop, \$440	Tudor Sedan, \$500	Coupe, \$500	Sport Coupe, \$530
Two-window Fordor Sedan, \$600	Three-window Fordor Sedan, \$625	Cabriolet, \$645	Town Sedan, \$670	

All prices f. o. b. Detroit.

FORD MOTOR COMPANY



International Sunday School

Lesson

MARCH 9, 1930.

THE PARABLE OF THE SOWER

Matt. 13:1-9, 18-23

Golden Text. He that hath ears, let him hear.—Matt. 13:9.

Introduction.

Who is the Sower? Obviously, Christ; but because we are his servants, farmers under him the Head Farmer, the seed-sowing task is ours.

What is the seed? Luke tells us, 8:11, "The seed is the word of God." Shall we amplify: every word and every act that promotes the coming of the kingdom of God in Man?

What is the soil? The hearts of men that react variously to the word.

Where is the field? Matt. 13:38, "The field is the world." "This grandest of all farms begins in your parlor and kitchen and thence extends for twelve thousand miles in every direction."—Amos R. Wells.

"Sow in the morn thy seed; At eve hold not thy hand; To doubt and fear give thou no heed; Broadcast it o'er the land."—Montgomery.

Setting Up the Parable.

"To fancy aught this scene, we must remember that the hills of Galilee do not descend right into the lake, nor, coming down steep and rocky, leave but a narrow footpath on the margin of the water. On the contrary, and especially on the western shores, between the foot of these hills and the lake lies a broad belt of land sloping gently down to the beach; and in our Lord's days, when the country teemed with inhabitants, and the shores all around were studded with towns and villages, this was cultivated by busy husbandmen, and rewarded their labor with abundant harvests. Now, it was on one of these fields which rose behind the throng, that our Lord's eye caught the object which suggested the parable. A man, very probably, like Martha, cumbered about many things, with a large family to support, with a heavy rent to meet who thought he had no time and perhaps had no inclination to drop work and join the crowd, comes forth from his home to sow. Jesus seizes the incident as a text for a sermon, a groundwork for instruction."—Thos. Guthrie.

Parable of the Sower.

"Hear ye the parable of the sower." "Christ evidently considered this parable to be fundamental, for he said that if men were not able to understand this one, they could not understand the others."—Rev. G. Campbell Morgan, D. D. "Because of its simplicity, the parable of the sower has not been valued as it should be."—Ellen G. White. Though usually called the Parable of the Sower, it might better be called the Parable of the four kinds of soil, or, better still, the Parable of the four hearers. The sower and the seed are both subordinate in the parable, the interest centers in the different soils, producing different harvests.

This is one of the very few parables which Christ explained—in response to his individual questions. Here, doubtless, as in the next parable Matt. 13:37-38, the field is the world and the sower is Christ himself, aided by his ministers and all Christian teachers. The seed is the word of God (Luke 8:11), the teachings concerning divine things found in the Bible.

The Parable of Christ.

"And he spoke to them many things in parables." "A parable is a little story relating events in common life, for the purpose of illustrating religious truth. A fable, on the other hand, often relates impossible happenings as of animals talking, and teaches moral truths. Parables grade into similitudes or parable germs, brief utterances such as we find in John's Gospel, e. g., I am the true vine, etc. (John 15:1-8). There are about thirty of the developed parables of Christ. Three of these, the Sower, the Mustard Seed, and the Husbandman, are found in the first three Gospels. Christ's parables are crystal clear—and perfectly simple."

Early Impressions.

"In our great museums you see stone slabs with the marks of rain that fell hundreds of years before Adam lived; and the footprints of some wild bird that passed across the beach in those old, old times. The passing shower and the light foot left their prints on the soft sediment, then ages went on and it hardened into stone, and there remain and will remain for evermore. That is like a man's spirit—in the childish days so soft, so susceptible to all impressions, so joyous to receive new ideas, treasuring them all up, gathering all in to itself, retaining them all forever. And then, as years go on,

habit, the growth of the soul into steadiness and power, and many other reasons, beside, gradually make us less and less capable of being profoundly and permanently influenced by any thing outside us, so that the process from childhood to manhood is a process of getting less impressible."—Alexander Maclaren.

Thorn-Choked Hearers.

"And others fell upon the thorns and the thorns grew up and choked them." "He whose heart, receiving the seed sown, offered it a thorn-choked soil." All four classes of men are hearers of the word, regular church-goers, apparently religious people. "And the care of the world." Household cares like Martha's, business cares like those of the men in the parable of the great supper who could not accept the invitation because he had to go and see a piece of ground which he had bought, or the other man who had to test five yoke of oxen which he had bought, social cares, worries over the state of the market, anxiety for the next election, the thousand and one frets and perplexities of our complicated civilization. "And the deceitfulness of riches." We remember the rich young ruler whom Jesus loved for his evident good purposes, but who went away from the Saviour, making what Dante calls "the great refusal," because he had great possessions. Riches are deceitful because they make large promises of happiness and peace which they cannot fulfill.

"Christian men do not often go over to the devil, but, alas, they often go over to the world. They fall from the beautiful life of faith and devotion simply because the cares of this world gradually absorb their best thoughts and energies."

Fruitful Hearers.

"And others fell upon the good ground, and yielded fruit, some a hundredfold, some sixty, some thirty." "A traveler tells us that he saw with his own eyes, not a hundred grains, but a hundred stalks in the Plain of Sidon, all growing from a single root, and, as he expresses it, "bowing gracefully beneath the head of well-formed grains." Strabo and Pliny inform us that the soil in Babylonia never yielded less than 200, sometimes 300-fold. Jesus, at his Nazareth home was not far from the great plains of Euphrates, which has been called the granary of Palestine."—J. R. Macduff.

"Why does the grace of God bear an hundred-fold in the heart

of one man, and nothing at all in the heart of some other man? The same amount of seed has been sown, but the hearts of both are not equally ready to receive the seed given to both. What is the sinner to do if he desires to become a saint? Not to ask God to sow more seed in his heart, but to make his heart unselfishly receptive of it."—Kenneth Sylvan Guthrie, Ph. D.

Special Lesson.
"He that hath ears, let him hear." For the reason given in the preceding paragraph, this sentence is the most fitting and impressive close of the parable.
"Father of mercies, we have need of thy preparing grace; Let the same hand that gives the seed Provide a fruitful place."
—William Cooper.

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Southwestern Stockman-Farmer

A stock-farm magazine now in its 47th year and with a circulation covering West Texas, the Panhandle, South Plains, New Mexico and Arizona like a blanket.

Classified Rates

Five cent a word for one issue; four cents a word for each issue if ordered for insertion in three or more consecutive issues. Count each initial, abbreviation or whole number as one word, including your name and address.

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Southwestern Stockman-Farmer

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DOWNY LITTLE THINGS... not long out of their shells... how much they must depend on you for the things they need to live and get big. They need a feed filled with nourishment. A feed which will build bones quickly... building muscles strong... change fuzz to feathers in a hurry... all this they demand... and yet their little crops can handle only one tiny thimbleful of feed a day! What a job for feed!

Consider Purina Chick Startena (mash) for this job! In every thimbleful are twelve ingredients! Cod-liver oil... dried buttermilk... alfalfa flour... granulated meat... these and eight others are there... each one with a real job to do. Purina Startena is mixed over and over again... 960 times just to be thorough! And you will find the same care taken with Baby Chick Chow (scratch)... to be fed with Startena.

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Federal Blue Pennant

29 by 4.40	\$7.45	31 by 5.25	\$12.30
30 by 5.25	\$11.95	32 by 6.00	\$14.35

Federal Six-Ply

29 x 4.40 Balloon	\$7.85	32 x 6.00 Balloon	\$13.45
30 x 5.25 Balloon	\$11.50	31 x 4 High Pressure	\$8.85
31 x 5.25 Balloon	\$12.10	32 x 4 High Pressure	\$9.55

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29 by 4.40	\$10.35	31 by 5.25	\$14.70
30 by 5.25	\$14.22	32 by 6.00	\$16.95

Special 30 x 3 1-2 \$3.95

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Special 29 x 4.40 \$4.95

Super quality or low price with reliable value— We have just the tire you want to buy—

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GUARANTEED MILEAGE

DeLuxe	30,000 Miles
Double Blue Pennant	20,000 Miles
Defender, 6 ply	15,000 Miles
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"Should the purchaser fail to receive that mileage from a FEDERAL BALLOON TIRE, we will replace it with a brand new FEDERAL TIRE, charging only for the actual mileage received—or we will repair your tire FREE OF CHARGE."

Western Chain Tire Stores

BIRTHDAY DINNER AT THE FULKERSON HOME

A birthday dinner, a house-warming was celebrated last Sunday when about fifty guests brought well filled lunch baskets to the new home of Mr. and Mrs. Bennie Fulkerson, northwest of town about twenty miles. The occasion was also in celebration of the birthday of Mrs. Fulkerson, formerly Miss Bagdale, daughter of C. L. Bagdale of this city. Mr. and Mrs. Fulkerson were very proud to show their new stucco, six-room house to their many friends.

Mrs. J. L. Johnson was called to West Union, Iowa, last Sunday by a message stating the death of her sister, Mrs. Ole Amdahl, who passed away Saturday in Ft. Madison, Iowa. Funeral services and burial were held at West Union, her home, the first of this week. Mrs. Amdahl made her home this winter with her children at Fort Madison.

Mmes. E. F. Chick and T. L. Welch were in Amarillo Thursday of last week.

Sank Ramey was a visitor to the Cattleman's Convention in Amarillo Tuesday.

F. S. Ragdale of Hollis, Oklahoma, visited his father, C. L. Ragdale, of South Hereford last week.

L. J. Bennett was in Dawn on business Tuesday.

Dr. D. K. Robinson was in Amarillo Tuesday attending an American Legion meeting.

Mr. and Mrs. H. H. Miller and family of Dawn spent Sunday afternoon with Mr. and Mrs. L. J. Bennett in Hereford.

Mr. and Mrs. W. L. Howard of Portales, N. M., arrived Tuesday to visit in the home of Mr. and Mrs. R. O. Douglas.

Mrs. H. W. Bythe left Friday for Roswell, N. M., to make a short visit with her parents and sister.

JUNIOR MUSIC CLUB TO MEET SATURDAY

The Junior Music Study Club will meet at 8:00 o'clock Saturday with Maurine Spradley, in the following program:

Sextette from Lucia, Donizetti; Billie Hill and Ardelle Foster. The Cuck-Coo Clock, Grant Schaefer; Bottle Bruce Jones.

Lesson: Gluck and his reforms in opera: Mary Inez Hough.

Minuet Celebre, Boccherini; Willa Jones and Mary Elizabeth Stanford.

The Greek Myth of Iphigenia: Nancy Conkwright.

Gavotte from Iphigenia, Gluck. Mary Broadwell and Mary Ellen Parker.

Story of the Opera Orpheo: Theda Lous Wilson.

Oh! Saviour, Hear Me (arr from Orpheo) Gluck-Buck: Genevieve Eberle and Mary Ellen Parker, with flute obligato by Helen Crawford; Mary Broadwell at piano.

All Through the Night, old Welsh Melody: Maurine Spradley and the club.

ATHLETIC ASSOCIATION TO PRESENT "MYSTERIO"

Hereford people will be privileged to see Mysterio, the greatest magician of modern times, assisted by Princess Estelle, present an evening of Oriental mystery, heretofore unseen by Hereford people, at the high school auditorium Friday evening, March 7, at 8:00 o'clock.

The performance is sponsored by the high school athletic association, which will receive half the receipts of the admission price. This money is to be spent in putting a steel fence around the Whiteface football field. The admission to the program will be 25 and 50 cents.

The coming of Mysterio is an opportunity that may never come again. The mysteries of old European and Oriental artists of magic will be brought by Mysterio. All in all, he presents a bewildering program that will hold his spectators spellbound, with an entertainment of great skill that lingers in the memory for months. Mysterio presents illusions that will tangle the brain in an effort to offer an explanation. He adds to these the modern, original effects he himself has discovered. Mysterio's performances have met with success and favorable comments in the many cities of the Panhandle where his exhibition has been given. —Adv. 1c

"THE GRAND PARADE," COMING TO THE STAR, IS BLACKFACE MINSTREL

Audiences at the Star Theatre tomorrow, Friday, night will find the feature picture, "The Grand Parade," is taken from an old blackface negro minstrel theme, and full of the funny-quip and turns, songs and music of the old-time favorites. The story is about an actor who has fallen low, revives his courage to win again, but meets old friends of former days to fall again. It is a succession of the ups and downs, the joys and sorrows, with the cares and pleasures of the old-time minstrel.

Mrs. Cooker was called to Fort Worth this week by the death of her brother.

F. M. KESTER APPOINTED VIRGIN DIAMOND DEALER

The jewelry firm of F. M. Kester of Hereford has announced its appointment by the Virgin Diamond Syndicate of Amsterdam, Holland, as their representative here. "Virgin Diamonds," Mr. Kester said to a Brand representative, "are diamonds that have never before been individually owned or worn, and come direct from the diamond mines of South Africa. There have always been a supply of second-hand diamonds on the market, of course, but some of them have a none too favorable reputation. Coming through legal channels, it is impossible to distinguish such stones, although many jewelers have attempted to handle only the diamonds whose histories are known. Since the World War, traffic in these questionable stones has greatly increased.

"Realizing that discriminating diamond buyers, unless they are interested in a particular stone because of its historic background, much prefer to be the first to own and wear the stones purchased," Mr. Kester continued. "I welcome the opportunity to affiliate my store with the Virgin Syndicate which has for many years specialized exclusively on furnishing selected rough diamonds direct from the mines in a finished condition to their customers. And their prices are standard all over the world."

DR. LITTLE TO TEST COWS HERE THURSDAY, MARCH 13

Dr. E. W. Little of Amarillo, will be here Thursday, March 13, and owners of dairy cows who desire to have their cows TB tested are asked to communicate with County Agent Dunkle. Dr. Little will also lecture on animal diseases for the dairy school that is being held in Summerfield on the night of the 13th, at 8:00 o'clock.

Miss Edah Park was in Amarillo Monday.

Frank P. Lucas left Tuesday for the Cattleman's Convention at Amarillo.

Mr. and Mrs. Charles Glaser of Mulane, Kansas, have arrived in Hereford and will make their home here while he is foreman for the Star Engineering Co., builders of a new elevator at Dawn.

Mr. and Mrs. George H. Maroney, Mr. and Mrs. W. H. Humphrey, Clyde Jacks and Mr. and Mrs. J. H. Wells of Amarillo spent Sunday in the home of Mr. and Mrs. E. E. Fridley.

Gene Kimball of Tulsa visited in Hereford Sunday.

Jeff Chandler, fourteen miles south of Dimmitt, was a business visitor here Tuesday of this week.

OILS and GREASING SERVICE AS YOU LIKE THEM! WEST & SNYDER

Paul Fair left Tuesday with a crew of men for Dawn to unload lumber and gravel for a new elevator of the Dawn Farmers' Elevator Company of that place.

NOTICE OF SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, Texas, on the 3rd day of March, 1930, by the Clerk of said Court, in the case of Temple Lumber Company vs W. N. Robbins, et al, Number 1793, and to me as sheriff directed and delivered, I will proceed to sell, within the hours prescribed by law for sheriff's sales, on the first Tuesday in April, 1930, it being the 1st day of said month, before the court house door of Deaf Smith County in the town of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

The North one-half (N. 1/2) of the Southwest Quarter (S. W. 1/4) of Section Number Thirty-one (31) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company. The West one-half (W. 1/2) of Section Number Forty-nine (49) in Block K-11, original

Grantee, G. C. & S. F. R. R. Company. The Southeast Quarter (S. E. 1/4) of Section Number Twenty-three (23) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company. The West One-half (W. 1/2) of Section Number Thirty (30) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company.

The above mentioned and described property was levied up on the 3rd day of March, 1930, in keeping with the terms of an order of sale to satisfy a judgment in favor of the plaintiff, Temple Lumber Company, together with costs of suit.

Given under my hand at Hereford, Texas, this the 3rd day of March, 1930. J. B. MILLER, Sheriff, Deaf Smith County, Texas.

SPECIALS

Ladies Full Fashioned Hose
\$1.79 Values for \$1.49
\$1.49 Values for \$1.29

Ladies Semi-Fashioned Hose
98c Value for 79c

One Lot of Ladies Rayon Bloomers and French Pants, 98c and 79c values for, each 59c

Try Us First!

Chick & Hagood
Variety

Our Prices Are Always Right.

CASH SPECIALS FRIDAY AND SATURDAY

HONEY	Per Gallon	Comb \$1.75 Extracted ... \$1.95
COOKIES	Extra fancy assorted, Per pound	26c
PEACHES	Whole pickled sweet No. 2 1/2 size	39c
PICKLES	Sour, per Gallon	65c
Loganberries	Gallon size, Per can	73c
Mince Meat	Per Package	11c
COFFEE	Whole Swan 3 lb can	\$1.59
PEACHES	Yellow cling No. 2 1/2 size	21c
HOMINY	Large can, No. 2 1/2 size 3 cans	33c
RAISINS	Sun Maid, pulled, 15-oz pkg, two for	25c

Bakers Cash Grocery
MONT E. BAKER.

Day-Fan Graybar RADIOS AT COST AND BELOW!

Come in and get your pick of the finest radios possible to buy today, at a price away below the regular list selling price.

If you will buy a radio within the next year you will be saving a lot of money to buy it NOW!

Come in and hear these wonderful machines.

Texas Utilities Co.

Just Arrived!

The latest PATTERN HATS in Bakou and all the latest Lace Viscas, and Balibuntals in the new shades and styles that you have been looking for.

Special Friday and Saturday on \$5.00 Hats



Vogele Millinery Parlor
PHONE 201

Print Crepe

We will have on display for Friday and Saturday new PRINT CREPE DRESSES in large sizes.

\$10.00 Specials

The best bargains on dresses of the season is here.

Dresses
Many going at \$7.50

DON'T FORGET OUR HOSE DEPARTMENT
Country Club and Better Silk

Fashion Dress Shoppe

New Spring Frocks

Dresses for every occasion including Flat Crepe, plain colored Flat Crepe, Printed Chiffon and Georgette.



Featuring the new Crepes, longer skirts, with even hemlines, flares, higher waist lines and fitted effects.

Models for the miss, the young matron, and the more mature in years and taste.

Sprolws-Cronin & Company

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim copies of Obituaries, Legal Publications of all kinds, Announcements, etc. as well as Reading Books scattered about thru personal mention columns.

All of the above styled advertisements, with the exception of Cards of Thanks, short Announcements and Reading Books cost 1.2-3 cents per word for the first insertion, and 3-4 cent per word for each subsequent insertion thereafter without change. Reading Books and short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is the same as for reading books. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising. Word ads intelligently do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

Wanted

WANTED—General house work or practical nursing. 204 B. Street. 8-1p

WANTED—Salesman for Curtis Combines. See or write H. H. TOWNSEND, Happy, Texas. 8-1c

WANTED—To rent farm on half and half shares, good reference; want to work part time. Box 462, Hereford. 7-3p

WANTED—A good cow to milk for its feed. See MRS. E. C. FORD, south of Beavers' Garage.

WANTED—To do plowing; have 15-30 International tractor and a Sanders plow; customary price. Apply to O. E. Easley. L. F. GREEN. 5-4p

WILL YOU LEASE YOUR LAND? I have good farmers who want to lease land for wheat; raw or improved; prefer 5 to 10 year leases. Write if interested. D. P. CARTER, Floydada, Texas. 2-3p

WANT TO TRADE

WANT TO TRADE—100 acre farm near good town in Missouri, 70 acres bottom land in cultivation; 5 acre orchard; 80 acre hog tight pasture; good improvements. Will trade for Texas land, 1/2 section or 1 section, and pay or take difference. J. W. OAVIN, Mutual, Oklahoma.

FOR SALE—Modern four - room residence, block west and half a block west of Central school. Phone 179-J. J. H. NIX. 8-4p

FOR SALE—On account of other mill business I will sell my custom mill and buildings and lots. One building 20 x 40 with addition 22 x 30; one building 20 x 40, cement floor. All machinery and six lots, or twelve lots. One-half cash, balance easy terms. STANDFORD MILLS, Friona, Texas. 88-4c

FOR SALE—Eggs from pure bred White and Barred Rocks, \$1.00 per setting. Prize winners at Tri-State Poultry Show, Amarillo, in 1928, 1929. Phone 211. JAMES CLOYD, Hereford. 8-1c

FOR SALE

FOR SALE—New six room house, modern, close in, good terms. A. C. THOMPSON. 8-tfc

FOR SALE—Good used 15-30 International tractor, just worked over. BUCHANAN - ROSSON. 8-tfc

FOR SALE—Seed oats at HEREFORD GIN. 6-tfc

FOR SALE—20,000 acre ranch for \$50,000 (half deeded, half leased, not sandy); well grained; water, and fenced. Owner wants to sell this and buy good 640 near Hereford as actual value; no inflation goes. O. E. SHAMBAUGH, Clovis, New Mexico. 6-3p

FOR SALE OR TRADE—One good model AA Ford truck in first class running order. WELCH MACHINERY CO., Hereford, Phone 33. 6-tfc

FOR SALE—Edison Console phonograph and 70 records in good condition. RICE DRUG STORE. 6-tfc

FOR SALE—Cheap, 210 egg Buckeye incubator. Has been set only three times. One oil, one cold wooder. Box 82, Wildorado, Texas. 6-3p

FOR SALE—Land on crop payment plan. See J. L. FUQUA. 6-4p

WINDMILL FOR SALE—10 foot steel mill in good repair; soft oiler. Also 8-inch galvanized piping, pump outfit, and 60-barrel galvanized iron tank. Address BOX 473. 8-tfc

FOR SALE—1926 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-tfc

FOR SALE OR TRADE—By owner, choice chicken ranch, close in, terms if desired; or would trade for 100 acres raw land if well located. Address P. O. Box 473, Hereford, Texas. 61-tfc

FOR SALE, WITH POSSESSION \$3,500 for improved 20, edge of town. \$7,000 for improved 140, only 3 miles from town. \$4,000 for quarter, with 120 in wheat, wheat goes with land. \$7,200 for fine 320 northwest 21 miles. \$2,250 for close in home, modern. \$2,500 for improved 5 acre place. Two sections raw land to lease for wheat, 5 years. L. BASKIN, or Phone 138. 4-tfc

FOR SALE OR TRADE—Three pure bred, full blood German Police puppies; some used guns and a few well located city lots that I own. Everything priced to sell or will trade for anything. JOWELL MURCHISON. 6-tfc

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

FOR SALE—A few young Duroc boars. If interested inquire at once. MRS. D. E. TURBENTINE. 8-2c

FOR SALE OR TRADE—A Nash Sedan or coupe, also '26 model Pontiac coupe, for a desirable city lot. GEORGE McMEHAN or E. B. HANLEY. 6-3c

R. W. Ellston, breeder of registered Hereford, delivered 24 head of yearling bulls to L. B. Haggood of Henrietta Thursday of last week.

Why Pay Rent On a Vacant Lot?

That vacant lot is a dead loss as long as it brings no returns on its valuation. Residences are now and probably will be at a premium for a considerable time in Hereford.

Why not build on your vacant property and have it bring in substantial revenue either as a desirable rent house or as a home for yourself?

Ask us for plans and specifications of dwellings suitable for your location. Our years of experience in helping the home builders of Deaf Smith County is at your service.

ROCKWELL BROS. & COMPANY

Lumbermen
IN HEREFORD 32 YEARS.
Phone Four—The Lumber Number..

Lost and Found

LOST—30 x 5.50 Dunlop tire on Buick rim, Sunday somewhere between Hereford and Canyon; \$5 reward for return to Walker Implement Company, Umbarger, Texas. 8-1c

FOUND—A bunch of keys. Owner out at Brand office. 7-2c

LOST—Spare tire and rim from my Graham truck, 5425, probably lost east of town. Finder return to Hoffman's Grocery. L. J. KUPER. 7-2p

LOST—Diamond bar pin, two small and one large diamond setting in white gold and platinum setting. Reward. MRS. J. C. RICKETTS. 6-4c

TRUSTEE'S SALE

I will offer for sale, at public or private sale, to the highest bidder for cash, subject to all liens and encumbrances, the following property which is a part of the Bankrupt estate of P. W. Price, bankrupt, to-wit: Lots 12 and 14, in Block 31 1/2, Renfro & Price Subdivision of Block 31, Evans Addition, Hereford, Texas, and the South one-half of Lot 29, Block 5, Evans Addition, Hereford, in Deaf Smith County, Texas. Such sale to be held at the office of the Referee in Bankruptcy in the City of Lubbock, Texas, between the hours of 10:00 a. m. and 4:00 p. m. o'clock on the 12th day of March, 1930. BENJAMIN KUOEBIA, Trustee. 8-1c

CONSIDER THE QUALITY! WHEN BUYING BABY CHICKS

You can buy cheaper chicks, but do they have the quality?—Leghorn flocks, headed by Brown & Mann 300-egg strain cockerels. Book your orders for chicks or make reservations for custom hatching now, as we are rapidly booking orders ahead.

POULTRY SUPPLIES AND FEED.
JONESWAY PRODUCTS

Hillside Hatchery and Poultry Farm

Phone 73. R. P. CONEWAY, Owner and Manager
Visit the most modern hatchery and poultry farm in the Panhandle.
'On Main Street, Just Across the Creek South of Town'

For Rent

FOR RENT—Rooms for light house keeping; first door east of Presbyterian church. MRS. ROSA SPREER. 8-1c

FOR RENT—Light house keeping rooms for adults only. Telephone 42. 8-1c

FOR RENT—One furnished bedroom, also residence lot for sale. MRS. J. M. BOONE, Phone 424-J. 8-1p

FOR RENT—Light house keeping rooms for man and wife; no children. R. B. PARRISH, North of high school. 8-1p

FOR SALE

FOR SALE—One tom and three Gold Bank Bond turkeys from the Bird strain. See MRS. J. B. PHILLIPS, or Phone 197. 8-1p

FOR TRADE—10, 18, 20, 24, 44, 120, 240 and 400 acre improved farms southeast Missouri, to deal for improved land in Western Texas or New Mexico. TAYLOR, Box 72, Carthage, Mo. 8-2p

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F.
meets Monday 8:00 p. m.
Visiting Brothers welcome
J. T. HARRIS, N. G.
L. H. Foster, Secretary.

HEREFORD POST NO. 192
AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

For Sale or Trade

FLOWERS—Cut flowers, pot plants. Funeral flowers a specialty. NETTIE PRICE SLATON. 6-4p

FOR SALE—Low price on carrots and parsnips, fresh pulled and the sweetest you ever tasted. Box 285, Hereford, Texas, or phone 188. 5-4c

FOR SALE—A 600 egg Candler incubator with oil heater; A-1 condition. Would sell on installment plan with small cash payment to reliable party. MRS. J. M. CHEAPMAN, Adrian, Texas. 7-3c

FOR SALE—Some well located resident city lots on the pavement for sale or trade. Also have two residences and a 30-acre block for sale or trade. FRED MILLARD. 7-4c

FOR SALE—Barley seed for mtlc. BHUMLEY & SON. 7-2c

FOR SALE—Choice single comb Rhode Island Red eggs for \$3.00 and \$5.00 per setting. CEHARIANS GURON, Jr. Phone 194. 7-3c

FOR SALE—One Safety Hatch in top, good condition. J. F. H. 8-2c

ANY KIND OF WORK

Done in wood.
REPAIR OR NEW WORK
See Me at My Home
at North Hereford.
Phone 313 After 5 p. m.
J. J. (Sooty) BUCKNER

MONEY TALKS BY YOUR CASH

Extra Value
CHALK UP
Your hard-earned money rings true at E. B. Black's. Every time E. B. Black rings up your money you chalk up an extra good value, says Your Cash.

NATIONAL WASH DRESS WEEK

A Nation-wide Selling of the World Famous WIRTHMOR TUB FROCKS

Just received! A fresh assortment of new WIRTHMOR FROCKS in exquisite PRINTS... DIAMINES... GOLF CLOTH... Colorful bold patterns... Dainty small patterns... Styles particularly flattering to the smaller figure... smart and graceful for the latest fashions... distinctive for the season...
Copyrighted to Wash and City Entire Satisfaction...

A sale that brings hundreds of the newest WIRTHMOR TUB FROCKS presented for the first time this week. And at a price that every woman will acknowledge as unprecedented for VALUE... STYLE... QUALITY... VARIETY

STOUT SIZES 48-50-52
ALSO TUB FROCKS at \$1.99
GIRLS' WASH DRESSES at \$1.00

Remainable Values for National Wash Dress Week Only!

FOX MERCANTILE COMPANY

Could Have Avoided Years of Suffering



MRS. G. W. HUPP

"If this wonderful new Sargon had only been on the market earlier I could have avoided years of suffering. For seven years I suffered almost constantly with a dull, aching pain in my side and finally these troubles broke down my whole nervous system.

"Thanks to Sargon and Sargon Soft Mass Pills—all my troubles have disappeared and I haven't had a headache since taking the treatment."—Mrs. G. W. Hupp, 3508 South 20th St., Omaha, Nebr.

Thousands upon thousands of cases like the above can be cited where Sargon has triumphed after all other medicines had failed. Rice Drug Store, Agents.

CHEVROLET COMPANY TO STAGE BIG USED CAR SALE

The greatest ten-ray sale of used cars ever staged locally is announced for tomorrow by W. F. Ball, used car manager with the Brumley Chevrolet Co., Inc., when about 25 automobiles of all makes, each completely reconditioned, will be offered.

"Unused Transportation" is the key-word of the sale, according to Mr. Ball. "This is what these cars really mean, service that has not been used," he stated.

"Too many persons have the wrong impression of used cars and the values that lie in them. This results from the unfortunate employment of the 'used' which im-

W. T. S. T. C. Cow Takes High Place In Tests for Butterfat and Production; Others Rank High

The Deaf Smith-Randall County Cow Testing Association report for January is given below. All cows on the score sheet given here produced forty pounds or more of butter fat for the 31 days in January. The most pounds of milk and the highest test and highest per cent of fat was Gambo College Rosette of the W. T. S. T. C., Canyon, which gave 1023 pounds of milk, 72.6 pounds of butterfat, the test being 7.1 for the month. The complete record:

Owner	Name	Breed	Lbs. Milk	Butter Fat
W. T. S. T. C.	Gam. Col. Rosette	Jersey	1023	72.6
Fred Pittner	Augusta Pioneer	Guernsey	909	56.5
Lester Galley	Gambo College Rosette	Jersey	1005	56.2
T. W. Duffel	Gaults Model Mary	Jersey	1131	55.4
L. A. Smith	Snoop	Jersey, grade	837	53.4
W. T. S. T. C.	Pide	Jersey, grade	945	52.8
L. A. Smith	Bobbin	Jersey, grade	793	53.2
T. W. Duffel	B. Lads Elizabeth	Jersey	777	52.8
L. A. Smith	Betty Joe	Jersey	840	47.8
L. A. Smith	Dell	Jersey, grade	789	47.3
Richardson-Hunt	Beauty D's Gam.	Jersey	795	46.9
F. W. Watson	Baldy	Holstein, grade	990	45.5
R. I. Gillespie	Sidney	Jersey, grade	963	44.2
L. A. Smith	Spot	Jersey, grade	807	44.1
Lester Galley	No. 16	Jersey, grade	822	43.5
Fred Pittner	Maiden of F'dell.	Guernsey	990	43.4
Lester Galley	No. 1	Holstein, grade	1208	43.3
J. W. Watson	Sunshine	Jersey, grade	790	41.3
Lester Galley	No. 14	Jersey, grade	738	41.3
L. A. Smith	Winnie	Jersey, grade	774	41.0
L. A. Smith	Peggy	Jersey, grade	774	42.5
W. R. Schelhaugen	Midget	Jersey, grade	753	40.6

piles a previous ownership and a reduced worth.

"Today cars are built with years of life and limitless thousands of miles in them. Drivers are more efficient today. Cars are serviced more often than formerly. Better roads reduce abuse of travel. Cars are traded in when the bulk of their lives still is ahead of them.

Electrical Wiring

Call Phone No. 333-W for those

EXTRA SWITCHES AND PLUGS

you've been wanting—Special rates until March 1

Geo. S. McConnell

LICENSED—BONDED
ELECTRICAL CONTRACTOR

Some have been driven only a little longer than is necessary to break them in. Thousands of used automobiles being offered today at prices far below their actual value are better than cars of like age still being run by their original owners.

"Backing our policy of careful trade-ins is the national Chevrolet policy of completely reconditioning a car before we offer it for sale. Every part of such car is carefully checked, and if not up to our rigid standards is repaired or replaced. The result is a car in more nearly perfect condition and with more service in it than if it was still in its first owner's hands," Mr. Ball concludes.

Mrs. W. F. Gillis left Saturday for Wichita Falls where she was called by the serious illness of her mother-in-law, Mrs. A. W. Gillis.

Easter News

BL MISS EMERALD SMITH
Mr. and Mrs. McAllen visited with Mr. and Mrs. Carter Sunday. Miss Boyd went to Amarillo Saturday.

Mr. and Mrs. Ray Johnson and Mrs. C. D. Betts visited Mr. and Mrs. Carl Frye recently.

Miss Boyd and Hollis Brannan visited Mr. and Mrs. T. A. Mobley Sunday.

Anne Mae Smith and Hazel Chambliss spent Sunday with Caroline and Louise Frye.

Sunday school continues to grow, there having been 44 present last Sunday. Rev. White preached at eleven o'clock, also at the evening hour.

There will be singing in the H. B. Medley home next Sunday evening, and everyone is invited to be there.

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

Phone 241

Hereford, Texas

DEAF SMITH COUNTY ABSTRACT CO., Inc.

110 West Third Street

C. F. McCOLLOUGH, Manager
ABSTRACTS LOANS

Brand Want Ads Pay Good Dividends!



FARMS AND RANCHES
City Lots and Residences

We have LARGE and SMALL TRACTS suitable for ranches and the small farmer.

FOR QUICK SALE, LIST YOUR LAND WITH US

Hill - Ricketts

Clark Building

Phone 358

BIG DISPERSAL DAIRY Stock Sale



As I am disposing of my entire dairy herd, I will sell them at public auction at my farm, one and one-half miles southeast of Dawn, beginning at 1:30 p. m.

Tuesday, March 11th

This is an exceptionally clean, high class bunch of heavy milk-producing dairy cattle; good ages, and a good investment for any one needing extra good dairy stock.

40—Head Dairy Cattle—40

- 1—Holstein, fresh soon, 6 years old, a 6-gallon cow.
- 1—Spotted Jersey, fresh now, 7 years old, a 5-gallon cow.
- 1—Spotted Jersey, 4 years old, fresh soon.
- 2—Jerseys, 5 years old, 5-gallon cows.
- 2—Jerseys, 6 years old, 4 gallon cows.
- 2—Jerseys, 5 years old, giving milk now.
- 1—Jersey, 5 years old, fresh soon.
- 2—Jerseys, 7 years old, fresh soon.
- 3—Jerseys, coming 3 years old.
- 2—Jerseys, 3 years old, bred.
- 1—Jersey, 2 years old, bred.
- 1—Jersey, 3 years old, fresh, a 5-gallon cow.
- 1—Jersey, 2 years old, fresh soon.
- 3—Jersey heifers, 2 years old, bred.
- 3—Yearling Jersey heifers.
- 1—Whiteface heifer, 7 months old.
- 3—Steer calves.
- 3—Bull calves.
- 3—Heifer calves, weaned.
- 4—Bull calves, weaned.

TERMS OF SALE: All sums of \$25.00 and under are cash in hand; on sums over \$25.00 a credit of six months will be given when secured by note bearing ten per cent interest from date of sale; 5 per cent discount for cash on all sums over \$25.00.

JOHN STRAUB, Owner

E. C. EUBANKS, Clerk.

RAY BARBER, Hereford, Auctioneer.

ACT TODAY...DON'T MISS THESE BARGAINS!



BIG REDUCTIONS ON USED CARS WITH AN OK THAT COUNTS

If you haven't attended Chevrolet's Great Spring Clearance Sale, come in today! To make it the biggest of its kind ever held in this community we offer big reductions on popular cars that set a new record of value for your dollar!

trade-ins. Now you can secure a handsome, dependable used car bearing the red tag "with an OK that counts". This signifies that the car has been thoroughly reconditioned by expert mechanics to top-notch appearance and performance.

The big reception given the 1930 Chevrolet has filled our showrooms with late model, low mileage cars that must be sold this week to make room for more

See our big selection of makes and models carrying the famous red "OK that counts" tag. Buy today and save!

THE MOST EXTRAORDINARY VALUES IN LOW PRICED 4 AND 6 CYLINDER CARS

1928 CHEVROLET COACH
—Thoroughly reconditioned, and ready to give you thousands of miles of real car service. In this great sale, priced at \$375

1927 DODGE COUPE
—This is a real value in a good coupe, with almost new tires all around. Price \$275

1929 CHEVROLET SEDAN
—Completely overhauled, with new pistons and everything. Looks and runs like a new car. Price for quick sale \$487.50

1929 Chevrolet Coach
\$475

MODEL A FORD SPORT COUPE
—Reconditioned and runs pretty as new. Priced in this sale at \$390.

We Have Many **MODEL A FORDS** in excellent running condition and they look as well as new cars. The price is as attractive as anything found in any city, anywhere.

1929 CHEVROLET COUPE
—Practically a new car, only 8000 miles. One of those kind you seldom see in a used car stock. Price \$510

SMALL DOWN PAYMENTS—EASY G. M. A. C. TERMS

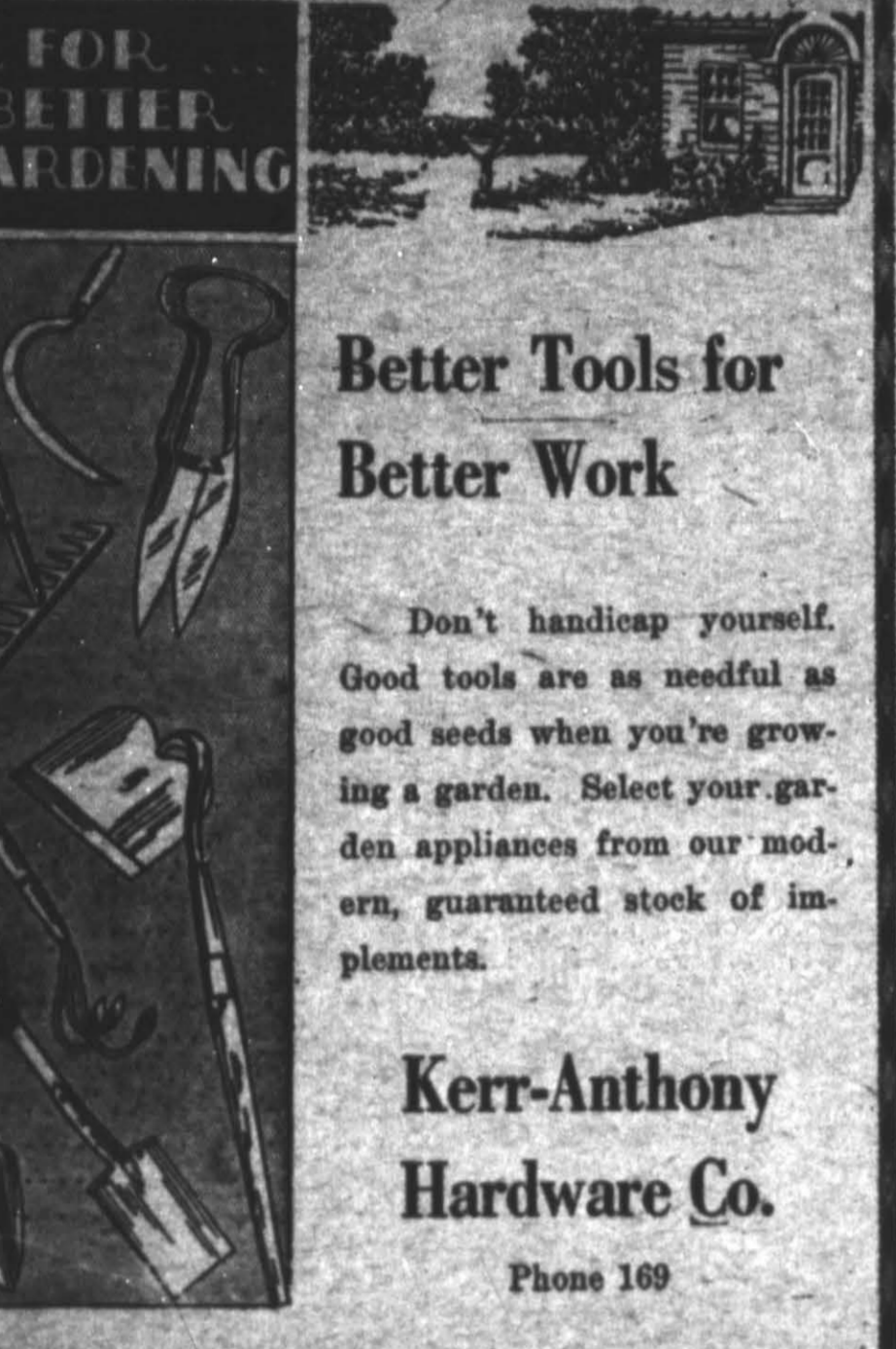
Brumley Chevrolet Co.

Hereford, Texas

BUY "OK" USED CARS FROM A CHEVROLET DEALER

Ford Doings
 MISS EDITH MANN
 attended singing at night.
 The social was a big success Friday night, and the program was greatly enjoyed and the eats were delicious.
 High winds prevented the teams from played on the open court at Ford and they went to Vega and played off the matched basketball games there. Both games were won by Vega, 4-20 for the boys and 10-11 for the girls.
 Ford boys basketball team went to Summerfield Saturday and played against Adrian and were beaten 8-24.
 Miss Marie Brunley spent the week end with Miss Oleta Reeves.
 Mr. and Mrs. Amos Grider of Hobart, Oklahoma, spent Monday night at the D. B. Mann home, going to Otton Tuesday, accompanied by O. H. Grider and family, to visit relatives.
 Mr. and Mrs. F. W. Brunson are the proud parents of a new baby daughter, born February 22.
 Howard Morel and Mr. McGee called in the Mann home Monday night.
 Mr. and Mrs. Walter Tice visited Mr. and Mrs. C. E. Tice Saturday night and Sunday.
 Nancy Anne Garrett spent Saturday night with La. Verne Bell Good.
 Mrs. Shirley Sandage returned to her home in Amarillo last Friday.
 Mr. and Mrs. O. D. Frazier spent Monday at the D. B. Mann home.
 Mr. and Mrs. Mal Stewart were Amarillo visitors Monday.
 Several from Ford attended the Cattlemen's Convention in Amarillo Tuesday.
 Honor roll for the fifth month was as follows: first grade, Evelyn Benson, Mabel Rempel, Euna Mann; second grade, Adelia Benson, Glenn Simpson, Clarence Taylor; third grade, Leona Rempel, Melvina Stewart; sixth grade, Mildred Stewart; eighth grade, Thomas Simpson.
 Honor roll for the sixth month: first grade, Evelyn Benson, Mabel Rempel, Euna Mann; second grade, Adelia Benson; third grade, Melvina Stewart; sixth grade, Mildred Stewart; eighth grade, Thomas Simpson.
 Mr. and Mrs. Harold Wilson returned Tuesday night from a long visit with relatives in Iowa.

FOR BETTER GARDENING



Better Tools for Better Work

Don't handicap yourself. Good tools are as needful as good seeds when you're growing a garden. Select your garden appliances from our modern, guaranteed stock of implements.

Kerr-Anthony Hardware Co.
 Phone 169

house on land he recently bought.
 Hickman Price, Amarillo, was in Bippus community Thursday looking after business.
 Bill and Walter Tanek of Plainview were here Friday and Saturday moving machinery home.
 Mrs. Z. J. Steen went to Hereford Monday.
 J. C. Blackham was in Hereford Saturday.
 C. S. Perry returned Friday from a visit with relatives in Haskell, accompanied by a brother who will spend a few days here.
 Mrs. Z. J. Steen and daughter shopped in Hereford Saturday.
 Mrs. S. M. Ferguson spent Sunday afternoon with Mrs. J. G. Fortenberry.
 Ed Mecaskey is driving a new car.
 Lavel Phillips spent Tuesday night with William Mecaskey.
 Miss Mary Fortenberry was an overnight guest of Miss Lois Phillips Sunday night.
 Mrs. Hugh Fortenberry and her children visited the J. G. Fortenberry home Friday evening.
 Roxie Blasingame was on the sick list Friday.
 Mozella Phillips spent Sunday night with Stella Lee Fortenberry.
 N. O. Phillips and family and Doris Blasingame enjoyed an outing in the Mohair Canyon Sunday.
 Mrs. J. B. Copeland and Miss Maryann Armitage drove to Vega Wednesday afternoon.
 Austin Tact was a Vega visitor Wednesday.
 J. G. and Hugh Fortenberry marketed a load of hogs in Hereford Friday.
 Mrs. C. T. Reece spent Thursday evening with Mrs. J. G. Fortenberry.
 F. D. Ferguson, J. G. Fortenberry and C. T. Reece made a business trip to Vega Saturday.
 Miss Maryann Armitage and Mrs. J. B. Copeland spent the week end with home folks in Hereford.
 Mr. and Mrs. J. D. Ferguson celebrated their fourth wedding anniversary last Sunday when Mr. and Mrs. J. G. Fortenberry and children were present as guests.
 Mr. and Mrs. H. O. Dorris, J.

G. Lewis and J. M. Rose were dinner guests Sunday of Mr. and Mrs. H. C. Van Biber.
 F. D. Ferguson was absent from Sunday school on account of a severe cold.
 H. O. Dorris returned from Kansas City Thursday where he had marketed a car of cattle.
 Our Sunday school has ordered two dozen new song books.
 While hunting in the Landigan pasture last week Emmett Dorris shot an eagle which measured 7 feet, 3 inches.
 It has been announced that everybody will meet with Mrs. H. O. Dorris Sunday evening at 7:30 to practice singing church hymns and it is hoped there will be a good attendance.

Atwater Kent radios have wonderful tone, stably constructed so that troubles are almost nothing. Get an Atwater Kent if you want real radio happiness. ORR TAILOR SHOP Phone 16. 1-tfe

Lynn Kester, son of Mr. and Mrs. F. M. Kester, has returned from Douglas, Arizona, where he has been in the employ of the Nash Motor Co. and has accepted the agency for Nash cars in Hereford.

DR. T. M. MONTGOMERY
 EYESIGHT SPECIALIST
 626 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.
 Telephone 188 for Appointment.

Northwest News

BY MRS. H. O. DORRIS
 Rev. Boultinghouse of Hereford will conduct services at the Bippus school house at 2 o'clock on March 15. Everybody is cordially invited to be present.
 Mrs. Geo. Bippus is at home after a stay of several days in the Hereford hospital and her health is much improved.
 Elmer Burns is building a new

PLENTY MONEY FOR YOU

—With which to Build a Home, Refinance into a loan to suit you, or rebuild your present home. Monthly pay, low rate interest.
RALPH BARNETT

To increase the pleasure of motoring, let us put your car in ideal condition. We do all kinds of auto mechanical repair work on trucks and autos. Located in rear of Service-U-Like Filling Station.

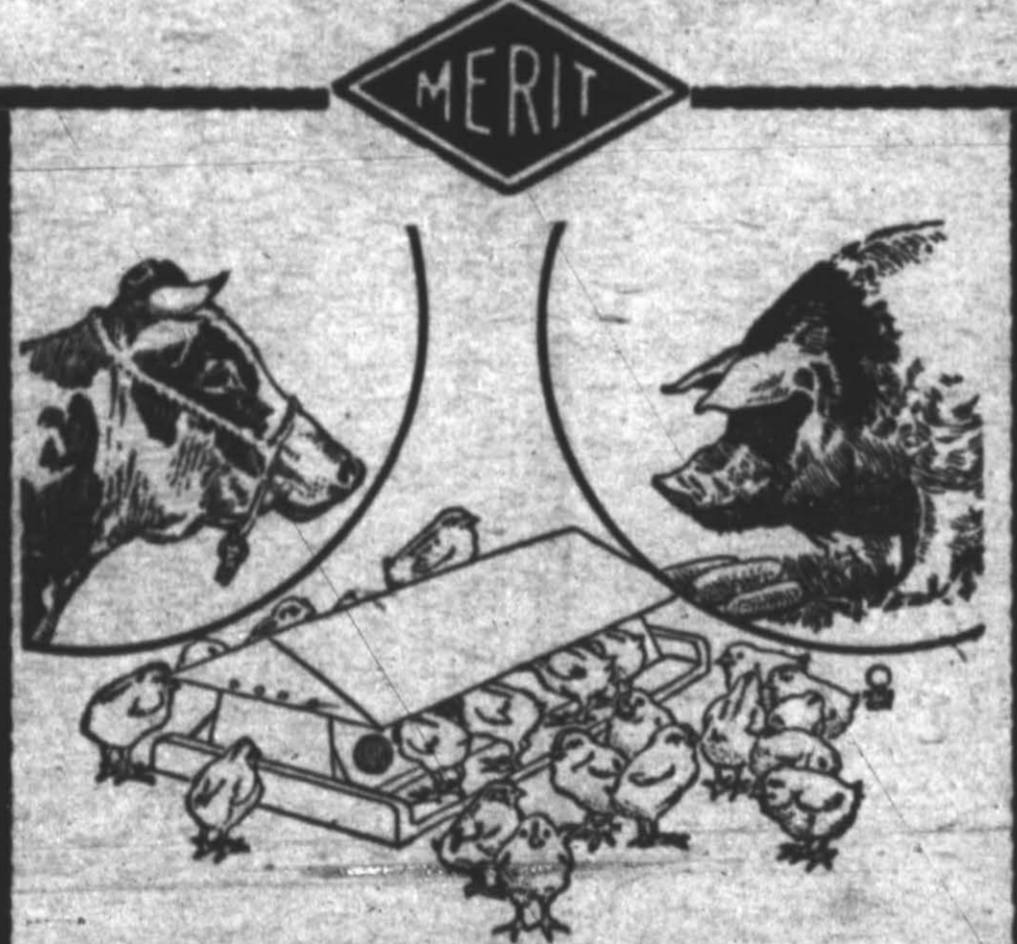


H. C. ANGELO



Be Safe—Rent A Safety Deposit Box

Start Saving Regularly NOW
 Have your money SAFE in our Bank.
THE FIRST NATIONAL BANK OF HEREFORD
 —a strong bank thoughtfully managed
 HEREFORD, TEXAS



Merit

Baby Chick Time
 —Is here and you will want the best starter on the market. Why not try

Merit Baby Chick Starter
 —This Season! It has been wisely said that you make or break a chick's opportunity in life during the first week. Too much care cannot be exercised in the chick's behalf. A few simple rules for breeding and feeding, closely followed, often form the basis of a prize flock.

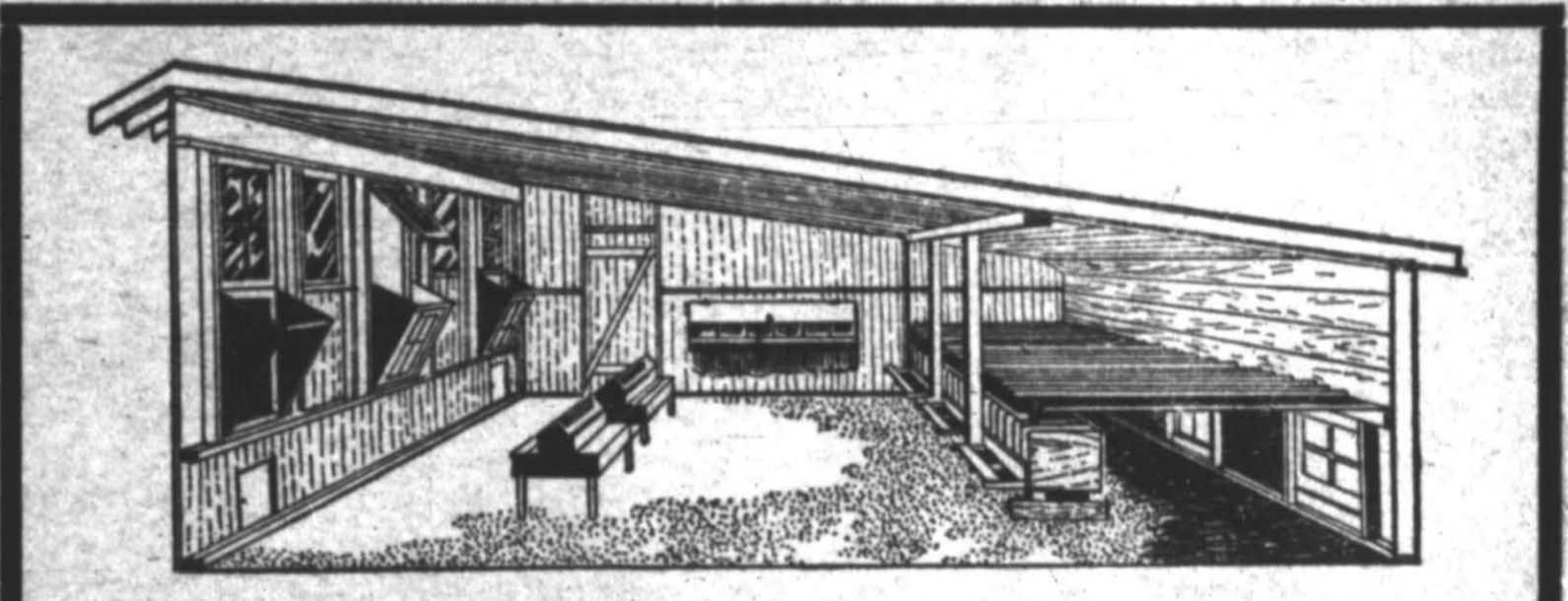
Merit Milk Maker
 MERIT MILK MAKER will increase milk production at a lower cost per gallon. Let the results of others guarantee your selection.

Merit Pig and Hog Meal
 —Will produce a better grade of pork for less per pound. Read the ingredients: Wheat gray shorts, digester tankage, linseed oil meal, alfalfa meal, corn oil cake, meal, hominy feed, one per cent charcoal, one per cent salt.

West Texas Feed & Seed Co.
 PHONE 265

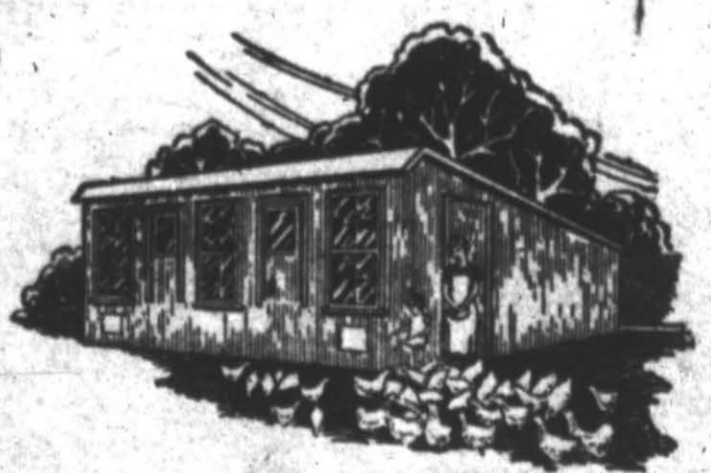


IN THE OFFING!
 All signs point toward full speed ahead for American business. Leaders are confident, backing their words by activities. The time has come to step forward.
 This Bank fully concurs in the idea that business is gathering momentum. We are eager to participate in any business development which will make for prosperity of the community. Confer with us today.
THE FIRST STATE BANK



More Eggs All Year
 With this New Panhandle—Plains LAYING HOUSE

Especially designed for this section of the Southwest by our Extension Service Department—meets the exact requirements of the climate and altitude, and assures the ample sunlight, scientific ventilation, and cold protection necessary for the health and high egg production of your hens. Cleans quickly—practical—economical and easy to build. Accommodates 125 to 150 birds, with provision for 30 nests. Here is a laying house that will quickly pay for itself in added eggs and the improved health of your flock.



Stop In, Phone Or Write For CONSTRUCTOR No. 1
 This new four-page illustrated folder completely describes the specifications and advantages of the Panhandle-Plains Laying House. It is yours free on request. Also valuable additional information, cost estimates and construction details, if desired.

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.
 Courtesy • Quality • Service



Progressive News

BY MISS OLIVE PERKINS

Mrs. Blakemore called on Mrs. Hershey Monday afternoon. Mrs. Arch Daugherty and daughter visited her mother last Thursday.

Mmes. Wagner and Albert Higgins visited school Monday afternoon.

The literary society will meet at Progressive Friday night when a program consisting of music, recitations, a short play and a debate on The Chain Store will be given. The public is cordially invited to attend these meetings, which begin at 7:45.

The County Health Nurse and Judge Wilson visited Progressive school Monday afternoon. The nurse gave a very interesting talk to the children.

Mrs. Samuelson and Otto Samuelson of Canyon spent Sunday with Misses Gusta and Lois Samuelson here.

Estelle and Arlie Counts visited in the Hershey home Sunday.

Mrs. Mabel Henry and daughter spent the week-end with home folks Mr. and Mrs. Jim Parks.

Mrs. Jim Ricketts visited her mother Monday.

Mrs. Owen Neal called on Mrs. Blakemore Friday.

Mrs. Howard Hershey of Hereford visited Friday with Mrs. Ray Hershey.

Mr. and Mrs. Counts and children spent Sunday with Mr. and Mrs. Orin Russell.

Catherine Ricketts spent Sunday with Wilma Arthur of Hereford. Mr. and Mrs. Jim Ricketts spent last week-end with Mr. and Mrs. Malcolm Castle at Hereford.

Mrs. Hershey called on Mrs. Blakemore Tuesday.

The Progressive Community Club met with Mrs. Walter Russell last Wednesday with all but two members present, and the following visitors: Mmes. Tom Baker, Green and Chamblee. The afternoon was spent in piecing quilt blocks, while a short Washington program was given. The ladies voted to give a book to the public library and to cooperate with the county health nurse in her work in this community. The next day meeting will be held in one month on March 12, the ladies and families will be entertained at the home of Mrs. Botts for a social evening. Mrs. Botts will be assisted by Mmes. Galley, Roberson, Weathered and Greer. Mrs. Russell and Mrs. Ricketts served cake and peaches to the ladies.

B. W. Bents of Tucson, Arizona, was a caller at the Brand office Tuesday of this week. He is a newspaper man.

NOGGLER-KOELZER

John Nogler of Muenster, and Miss Marie Koelzer, daughter of Mr. and Mrs. John Koelzer of this city, were united in marriage last Monday morning at the local Catholic church by Rev. Father Salvator.

The bride was dressed in a beautiful ivory wedding gown and a white bridal veil with silver slippers to match. The bridesmaid, Miss Theresa, a sister of the bride, wore a beautiful orchid-printed chiffon dress. The wedding ceremony was very impressive and performed under the divine solemnities of the Catholic church, the bride and groom being escorted to the altar by John Hofbauer, best man, and the bridesmaid.

Mr. and Mrs. Nogler will make their home on the LeGrand farm about six miles northwest of town. The Brand and the many friends of the Noggler extend their best wishes.

NOTICE OF SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, Texas, on the 3rd day of March, 1930, by the clerk thereof in the case of Temple Lumber Company vs H. H. Brunson, et al, Number 1762, and to me, as sheriff, directed and delivered, I will proceed to sell within the hours prescribed by law at sheriff's sale on the first Tuesday in April, 1930, it being the 1st day of said month, before the court house door of Deaf Smith County, Texas, in the town of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

Section Number Forty-seven (47) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company.

To satisfy a judgment amounting to \$1169.41 in favor of the plaintiff, Temple Lumber Company, against A. E. Hofues, Daisy Adams, H. H. Brunson and W. G.

Brunson, and to satisfy a judgment in favor of the plaintiff, Temple Lumber Company, against H. H. Brunson and W. G. Brunson for the sum of \$5472.50, with interest thereon at ten per cent from February 4th, 1930, and costs of suit.

Section Number Fifty-seven (57) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company.

To satisfy a judgment in favor of the plaintiff, Temple Lumber Company, against A. E. Hofues, Daisy Adams, H. H. Brunson and W. G. Brunson for the sum of \$1144.74, and to satisfy a judgment in favor of the plaintiff against H. H. Brunson and W. G. Brunson for the sum of \$4966.27, together with interest thereon from February 4th, 1930, at ten per cent.

Section Number Fifty-six (56) in Block K-11, Original Grantee, G. C. & S. F. R. R. Company.

To satisfy a judgment in favor of the plaintiff, the Temple Lumber Company, against A. E. Hofues, Daisy Adams, H. H. Brunson and W. G. Brunson, for the sum of \$1144.79, and a judgment in favor of the plaintiff against H. H. Brunson and W. G. Brunson for the sum of \$5472.50, together with

interest thereon at the rate of ten per cent from February 4th, 1930. The South One-half (S. 1/2) of Section Number Fifty-eight (58) in Block K-11, Original Grantee G. C. & S. F. R. R. Company.

To satisfy a judgment in favor of the plaintiff, Temple Lumber Company, against A. E. Hofues, Daisy Adams, H. H. Brunson and W. G. Brunson for the sum of \$572.37, and a judgment in favor of the plaintiff against the defendants, H. H. Brunson and W. G. Brunson, for the sum of \$2192.75, together with interest thereon from February 4th, 1930, at the rate of ten per cent per annum and costs of suit.

That under the judgment and order of sale each of the above mentioned tracts of land will be sold separately to satisfy the respective amounts due thereon. Given under my hand at Hereford, Texas, this 3rd day of March, 1930.

J. B. MILLER, Sheriff of Deaf Smith County, Texas.

Mr. and Mrs. Ed Neer of Portales were week-end visitors in the home of Mr. and Mrs. C. A. Skelton.

CARD OF THANKS

We desire to thank the good people of Hereford and surrounding community for the many deeds of kindness extended to us during the illness of both of us this winter. Your kind expressions of sympathy are deeply appreciated and gratefully acknowledged. Itp Mr. and Mrs. W. B. Phillips.

TRY A WANT AD IN THE BRAND.

DR. D. E. ROBISON
Residence Phone 18-J

DR. E. F. W.
Residence Phone

DRS. ROBISON & WILLS
CLARK BUILDING
Phone 222

Brand Want Ads Pay Good Divid

for Spring!

A succession of Spring days that coax you to outdoor activity. At the same time protect your skin from wind and sun with these pleasant, intensive aids at enticing prices. Read our list below for gains you need every day in the home:

- Armand's Cleansing Cream, 50c value, and Kleenex 25c size, both for Du Berry Face Powder, \$2.00 size, and Du Berry Perfume, \$1.00 value, both for
- Gainsborough Powder Puffs, each
- Wash Rags, each
- New Gillette Razor
- Shaving brushes, value 75c to \$1.25 at
- Pocket Knives, your choice
- Three Flower Face Powder, value 75c, and Three Flower Perfume, both for
- Djerks Talcum Powder, two cans for
- Silique Hand Lotion, 50c size, for
- Soap, Almond Cocoa Cream and Cocoa Lemon Cream, 3 bars

LARGE ASSORTMENT OF STATIONERY AT A SPECIAL PRICE

City Drug Store

PHONE 300

Delicious Fresh Meats



Our choice cuts are the delight of discerning housewives. You are assured that any meats from our shop will make the center attraction of any meal.

Texas Meat Market

Rice's Anniversary TIRE SALE

THE ANNUAL EVENT HUNDREDS OF CAR OWNERS LOOK AND WAIT FOR!

Do you remember when we began business in our present location, and the small stock of Tires we were able to put in?

Barely enough for one tire display rack. And the business grew so that we were compelled to build an addition to our building, with storage space for a car load of tires. You helped us do it, and we are showing our appreciation by this sale.

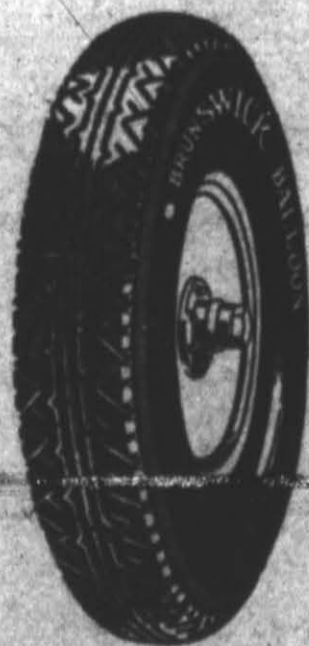
Just a Few Sample Prices:

- 30 x 3 1-2, Guaranteed \$ 4.10
- 29 x 4.40, 20,000 Miles Guaranteed \$ 8.95
- 30 x 5, Heavy Duty, 8-ply \$20.75
- \$2.50 Double Screw Jacks \$ 2.15
- \$2.00-Running Board Luggage Carriers .. \$1.25
- 25-Cent Cold Patch \$.15

Of Course Trade-Ins Cannot Be Accepted at These Prices.

Sale Begins Bright and Early Saturday, March 6, and Ends Saturday Night, March 15th.

BRUNSWICKS ARE "FAMOUS FOR QUALITY"



H. L. RICE



Wanted

EAR CORN

JONES & McLEAN

Phone 1



The World Over FIRE is a GREAT DESTROYER Nothing can withstand it.

But SOUND FIRE INSURANCE provides against it financially.

Therefore:

"Insure In Sure Insurance"

with the

Plains Insurance

Agency

Phone 50

SPECIALS For Friday, Saturday and Monday



Ladies' New

Spring Hats

The newest straws and latest shapes—

- \$2.50 Values \$1.95
- \$5.95 Values \$4.95

Ladies' Newest

Spring Dresses

In a variety of materials, colors and patterns you would like. Silk dresses, printed chiffons, solid colors and figured patterns, newest models—

- \$9.85 \$12.85 \$19.85

Also the New

Spring Footwear

The very latest patterns, styles and leathers. Just the thing to match your smart frock, and priced appropriately.

TEXAS HOME OWNED CHAIN STORES

C. E. STONE CO.

1911—ONE STORE OPEN AT WELLINGTON, TEXAS
1930—FORTY-TWO STORES OPEN AND OPERATING IN TEXAS, EIGHT STORES OPEN AND OPERATING IN OKLAHOMA, ONE OPERATING IN NEW MEXICO.

City, School, State and County Taxes Paid Locally. Offices and Distributing House Located in Dallas, Texas. Officers of C. E. Stone Company are Texas People. C. E. Stone, President, Born and Reared in Texas. Employees and Managers Are Our Partners and Stockholders. Members of Local Chambers of Commerce. Contributors to Local Welfare. Money Deposited in Local Banks.

Texas-Manufactured Merchandise Bought in 1929 \$350,000.00

Salaries paid to Texas, Oklahoma and New Mexico employees in 1929 \$312,241.00

Rents Paid to Texas, Oklahoma and New Mexico Landlords in 1929 \$ 69,006.00

Advertising Paid to Texas, Oklahoma and New Mexico Newspapers in 1929 \$ 37,000.00

OUR MONEY DOES NOT GO TO WALL STREET!

A. C. Thompson Lumber

Phone 456

"Dependable Lumber"

East Third and McKinley

Where
213,914
 Citizens Seek
 Their News
 and
 Information



SERVICE

IN TOWNS AND SMALL CITIES OF America, such are served by the Nunn-Warren newspapers, the circulations of the local dailies and weeklies exceed by a considerable margin that of all other types of publications combined—general monthly and weekly magazines, women's publications, farm papers, and magazines of all other kinds. To get the local news, as well as that of the outside world, it is evident that practically every one in a community must read the local daily or weekly.

THE CIRCULATION OF THE FOURteen Nunn-Warren publications—thirteen newspapers and one farm journal—total 53,485 subscribers. A conservative estimate of four readers to

each copy means 213,914 wide-awake, prosperous people look first to these publications for their news and information. It follows that advertisers find them the best available mediums to get their messages before their potential patrons.

THIS SERVICE OF GENUINELY HIGH merit and worth to both readers and advertisers, is the solid basis upon which this diversified group of publications is being built into one of the largest and most substantial organizations of its kind in the entire Southwest. And, hand in hand with the constant betterment of facilities and service to communities served, there is being made a gratifying record of financial progress for the stockholders in the corporation.

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

1926 Year

Hereford, Deaf Smith County, Texas

R. E. Kettie, Manager

MAIL ROOMS IN

AMERICAN NEWS PAPER CO.

NUNN-WARREN PUBLICATIONS

To Our Friends and Customers---

We have been unusually fortunate in securing the agency for the ACME INSECTICIDES. In this we offer a complete line of sprays and dusts, which may be used for tree or plant diseases and for insects.

Paris Green
Garden Guard
All-Round Spray

Bordeaux Mixture
Dry Lime and Sulphur
Arsenate of Lead

Two-Way Spray
London Purple
Spray Soap

Save your fruit trees, grape vines, vegetables and grain crops with the ACME LINE. Listen in on McKesson Radio Hour every Sunday afternoon at four o'clock, KFH, Wichita, Kansas.

Corner Drug Store

The Rexall Store

Day Phone 105

Night Phone 238 or 403-W

"We Fill Any Doctor's Prescription."

Messrs. F. G. Winfrey and W. F. Tiesjen of Norman, Oklahoma, arrived here the first of the week with two Wallis tractors on trucks. They came here with the intention of breaking out two sections of their land.

A party composed of Mr. and Mrs. Joe Huckert, Dr. Florence Miller, Miss Evelyn Van Swearingen, Mrs. R. O. Sears and Mrs. Ralph Sears spent Tuesday in Amarillo attending the Cattlemen's Convention.

Mr. and Mrs. H. P. Sindt, Miss Eva Owenby and Cecil Ledbetter motored to Amarillo last Saturday night to visit Miss Elsie Owenby who is connected with one of the hospitals there.

New Spring Slippers for children at the POPULAR STORE. 1c

Mr. and Mrs. I. S. Hamilton and daughter were in Amarillo Tuesday of this week attending the Texas Cattlemen's Convention. Mr. Hamilton attended the old fiddlers' convention at the City Auditorium Tuesday night.

Garden seed in bulk and onion sets. WEST TEXAS FEED & SEED CO., Phone 265. 1c

H. R. Patterson reached home the latter part of last week from Corsicans, Texas, where he has been visiting in the home of his father, W. N. Patterson, who has been bedfast for the past three months.

FOR RENT—Two unfurnished rooms on Kibbe street, west part of town. MRS. BRITAIN ROBINSON. 8-1c

Mmes. J. K. Drake, C. H. Ball and L. N. Teed, all of Amarillo, were here shopping last Friday afternoon.

J. F. Snyder, father of Glenn Snyder, came Sunday from his home in Lawrenceville, Illinois, for a visit here.

Mr. and Mrs. Bob Allison, Mrs. J. L. Fuqua, Sr., George Muse, Egbert Brady and W. M. Stovall attended the Cattlemen's Convention this week.

Special, Men's Oxforas, \$3.50, with pair of silk Sox, Saturday only. POPULAR STORE. 1c

J. W. Farr, real estate dealer and builder of Friona, was transacting business in Hereford Monday. Mr. Farr says Friona is growing right along and is surely going to make a fine town.

Mr. and Mrs. W. J. Patton of Clovis were visiting in the G. A. Payne home Sunday. Mr. Patton is manager of the Western Chain Tire Store at Clovis, and Mr. Payne was assistant to him before coming to the management of the Hereford store.

Bolled oats in bulk. WEST TEXAS FEED AND SEED COMPANY, Phone 265. 1c

Fresh A and B batteries in stock at all times. ORR TAILOR SHOP, Phone 16. 8-1c

Miss Virginia Stovall of W. T. S. T. C., Canyon, spent the weekend here visiting her parents.

The high school athletic assembled Hereford, delivered 24 head of "Mysterio," magician, in a program at the high school auditorium tomorrow, Friday, evening.

Atwater Kent radios have wonderful tone and are simply constructed, do not get out of order. It's real radio happiness to own an Atwater Kent. ORR TAILOR SHOP, Phone 16. 8-1c

BAKE SALE
The Juniors of the Methodist Sunday school will hold a bake sale in the Texas Meat Market, Saturday of this week. 1c

Prof. C. H. Dillehay reached home Wednesday from Atlantic City, New Jersey, where he attended the National Teachers' Association.

Miss Mabel Gass is visiting her sister, Mrs. Earl Bennett, in Amarillo this week.

Mr. and Mrs. Raymond Come spent the week end in Lubbock with relatives.

Bolled oats in bulk. WEST TEXAS FEED AND SEED COMPANY, Phone 265. 1c

Mr. and Mrs. Hubert McEntire spent Sunday in Dimmitt with his parents.

Fins Owen left Wednesday of this week for Murfreesboro, Tennessee, to visit several weeks in the home of his mother.

Misses Zoe and Gladys Beavers and Lama Beavers visited last Sunday with their parents in Plainview.

Garden seed in bulk and onion sets. WEST TEXAS FEED & SEED CO., Phone 265. 1c

Mmes. J. L. Wilson, H. G. Conkright and Mrs. J. W. Hicks left Wednesday for Waco to visit their daughters, Misses Vida Hicks, Ruth Conkright and Imogene Wilson who are students at Baylor.

Mrs. Vernon Day of Rush Springs Oklahoma, is visiting here this week with Mr. and Mrs. Jack Ross.

Mr. and Mrs. N. E. Gass visited friends and relatives in Canyon and Amarillo last Sunday.

Mr. and Mrs. I. O. Crosthwaite were called to Byars, Oklahoma, Tuesday by the illness of Mrs. Crosthwaite's mother.

Roy Ashbrook of Spickard, Missouri, arrived here the first of the week.

Mrs. G. C. Hutchinson of Tulsa is spending this week in the home of her parents, Mr. and Mrs. D. B. Gass.

Mr. and Mrs. Noah Ewton attended the Cattlemen's Convention in Amarillo Tuesday.

Ottis Carroll, who was on the sick list for the past three weeks, is reported improving and able to be up and around the house.

Mrs. John Estes is reported very ill and several out-of-town relatives were with her Wednesday afternoon.

Mr. and Mrs. E. F. Chick visited in Plainview last Sunday in the home of Mr. and Mrs. L. N. Bentley, old friends. Mrs. Bentley will be remembered here as a local teacher in the Hereford public schools some years ago when her name was Miss Myrtle Vore.

Mrs. J. P. Robinson and children left Sunday for their home in Black after an extended visit her parents, Mr. and Mrs. Walk Bradley.

FARM SALE

The John Straub dairy cow is to be sold for March 11, when will sell forty head of well bred milk cows to the highest bidder. Mr. Straub lives a mile and half southeast of Dawn and sale begins promptly at one-thirty.

Mr. and Mrs. Dowell returned last week from California where they have been making their home for the past few months. They are back to make their home in Hereford and say they are glad to be here.

C. J. Paddock attended the Cattlemen's Convention in Amarillo Tuesday.

STAR THEATRE

HEREFORD, TEXAS

PROGRAM

Friday Only, March 7

ALL MUSIC - ALL SOUND - ALL DIALOG

THE GRAND PARADE

with HELEN TWELVETREES and FRED SCOTT



CONGRATULATIONS!

We are proud this week to extend our best wishes to Hereford and Deaf Smith County upon the formal opening of our Free County Library and the County Health Center headquarters in the court house Saturday. These two institutions, we feel, are a great stride forward for our county, and will prove to be of more and more benefit each year as Deaf Smith County citizens learn to appreciate and use them.

WOMACK'S CASH GROCERY

"On West Third, Less Than a Block from Hereford's Busiest Corner."

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

LETTUCE, nice large heads	6c
CARROTS, per bunch	7c
PRUNES, Italian, gal. size, in juice	49c
PINEAPPLE, sliced, No. 1 size	14c
PEANUT BUTTER, 5-lb bucket	82c
SYRUP, Stayley's Golden, gallon	67c
MACARONI, Q brand, 4 for	25c
NUCOA, per pound	21c
COFFEE, Admiration, 3 lb, cup, saucer	\$1.28
NORTHERN TISSUE, 3 rolls	25c
KRAUT, medium size can	8c
CRACKERS, Saltine, 2 lb	21c



KEEP YOUR MONEY WORKING, TOO—THAT'S THRIFT!

Idle money, like idle men, has a way of running wild, going into a far country—wasting its substance in riotous living.

Idle money is likely to become "self-satisfied" or be tempted into following some get-rich-quick speculative scheme.

Give your idle funds a job here at four per cent, payable regularly.

Western National Bank
"There Is No Substitute for Safety"

SALE GAS RANGES

We are selling out our gas ranges. We handle the fine Round Oak line of ranges—the recognized superior gas range line of all makes. You should have us install one of these fine ranges at once. The Round Oak will save you 25 per cent in your gas bill.

We also sell the Equity line of gas heaters—the kind that does not sweat your house—but will heat good and yet save gas at the same time.

Then, we sell the Sunshine Automatic water heaters—they heat quickly and will not give you any future trouble. It operates economically.

All Our Gas Heaters Are Being Closed Out

We have a carload of up-to-the-minute furniture on the track waiting to be unloaded. See us for the newest things in home furnishing.

E. B. BLACK CO.

The Big Store With The Little Price
We Save Your Greenbacks On Your Furniture



Wednesday and Thursday
March 12-13

Saturday, March 8



Monday and Tuesday

MARCH 10-11

RAMON NAVARRO IN

"Devil May Care"

One of the Ten Best Pictures of the Year.