



# THE HEREFORD BRAND

Published Every Thursday at  
HEREFORD, DEAF SMITH COUNTY, TEXAS.

**OWNER: B. HOLMAN** Editor and Publisher  
Also Publisher of  
**THE PRIONA STAR, PRIONA, PARMER COUNTY, TEXAS.**  
**MRS. SITH B. HOLMAN** Associate Editor  
**BLANCK W. SMITH** Local Editor

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### NOTICE TO THE PUBLIC.

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

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## THIS WEEK

By ARTHUR BRISBANE

### DISASTER RELATIVELY MILD POPULATION GROWING GIGANTIC "HOOK-UP" INDIFFERENCE TO CRIME

The bursting of a dam, part of Los Angeles water supply in San Francisco Canyon, cost hundreds of lives. Damsons are given for the dam giving away, but no adequate excuse. "Water, sweeping into the earth at each end of the dam, weakened the bold of the great concrete wall." It should be someone's business to learn why the dam was built that way—and what dangers these are at other dams. Why fragments of broken concrete crumbled in the fingers.

Compared with familiar disasters, by flood, California's accident is fortunately mild. There was the big flood that drowned all but Noah's family. The rainbow guarantees against a repetition of that wholesale calamity, but small floods have wrought havoc.

Five hundred years ago in Holland 100,000 were drowned, and at Kaifong, China, nearly three hundred years ago, 300,000 lives were lost; 200,000 were drowned at Bengal, in India, fifty years ago. Many times in history eruptions of the sea, river floods and similar disasters have taken 100,000 lives and more at a time. This country can congratulate itself upon the fact that the Mississippi flood of last year, destroying hundreds of millions in property, cost only two hundred lives. This was due to the admirable work done by the army and navy, and to prompt scientific direction by Herbert Hoover, chosen by President Coolidge in the emergency.

The Census Bureau says United States population on July 1 next will be 120,013,000. At the end of this century, if births, deaths immigration and health run along as at present, the population will be 200,000,000. If the larger percent of that number know how to think it will be quite a nation.

In the last eight years population has increased 14,502,350. The annual arrival of babies exceed by one million the number of deaths. That is good news for the editor publishing an up-to-date paper. Bill Curley, formerly of Chicago, now of New York used to say, "Every birth is a new reader for my paper, every death of an old man means a reader forever lost to the opposition." And it was true.

A gigantic "hook-up" of radio stations will enable 8,000,000 Americans to hear all that goes on in the Democratic and Republican conventions.

From the first announcement of Alabama's choice, to final howling when the winner is announced.



Bar of Pure Gold 3 1/2 inches wide, 6 3/4 inches long and 1 3/4 inches thick would be worth \$10,000. An insurance policy weighs only 2 ounces. Yet if both should be destroyed by a fire in your home, the gold would be lost, but your insurance, written in this agency, would be good for every dollar up to the amount it was written for. Better talk it over with us.

**PLAINS INSURANCE AGENCY**  
John Patton - Manager  
Hereford, Texas.

average for one farmer, can be put under irrigation at a cost of about \$1,000 and supplied with 500 gallons of water a minute, if needed. New citizens are being attracted to the region because of the opportunities for truck farming under irrigation. One of the leading exponents of truck farming there says: "The sooner Hereford wakes up fully to the wonderful opportunities, the sooner Hereford will fearfully jump into the city class, and thousands of happy, prosperous people will be living in our midst."

### Small Town Co-operation

Dr. Clay Landerdale, a Buda physician, having decided that the people around the village could not make enough growing cotton to pay their doctors' bills, got up in meeting and began shouting for a cheese factory. The suggestion took and a subscription for stock in the enterprise was started. Kyle, a neighboring town, decided to help the enterprise along, its bankers and business men taking stock in it. It was a neighborly thing for Kyle to do, but Kyle figured that good roads bring the two towns very close together and that Kyle farmers and dairymen would profit from a cheese factory at Buda about as much as those closer to Buda. And so, thanks to the friendly co-operation, the Buda cheese factory will be built.

### Returns From Dairying.

Having worked up an interest in Lockhart for the building of a modern creamery, Editor Schofield, of the Post-Register, is now confronted with some doubting Thomases that think the lands around Lockhart are too valuable to be used for dairying. Shades of Shylock! What do they expect to do with their land? Up in the Canadian border states where land is held from \$500 to \$1,000 an acre, and cows have to be kept housed in close barns about half the year to keep them from freezing, dairy farmers are getting rich and buying more land when they can find anybody who will sell it.

Unless Caldwell Co. lands are worth more than that, and winter conditions are harder on the cattle than "up north" dairying will pay around Lockhart. If the lands are too valuable for that they are certainly worth too much to be used for cotton. Only oil crushers and gold mines will beat it, and these "play out" after awhile, leaving the dairymen still in clover.

### Fortune in Printing

This paragraph may be taken for what it is worth, or even for less. C. L. Tanner, whom the Rockdale Reporter calls "the brainstormer of the Alice News," once edited the Reporter. He afterwards ran the Granger News awhile. Then, he says, he "went broke" in the cattle

business in 1920, but has "come back" in the printing business at Alice and is doing well. When a man goes broke and afterwards comes back, the statement is taken to mean that he regains his lost fortune. He is getting out a mighty fine paper at Alice which gives evidence of unusual and even unique prosperity.

### Canning Plants

When northern people visit Texas as they wonder at the large quantity of truck and fruit that goes to waste and at the almost total lack of canning plants. Editor Barber of the Del Rio News, is after his town to build a plant, and to show them that such an industry can be made to pay, points to the successful cannery at Fredericksburg, which is one of the most valued assets of that thrifty city. Del Rio has an abundance of fruits, vegetables berries and ranch products right at its door to keep a cannery busy, much of it now a complete waste.

### Snyder Gets Gas

The Snyder Times-Signal is rejoicing, and rightly so, that gas mains are now being laid in the streets. Natural gas adds to the comfort and convenience of the people as few other things do, and it is an asset for prosperity when rightly used. Here are a few reasons: "With an unlimited water supply, one of the largest, in fact, in the state, with another well coming in within the week, with a low electric rate, and with gas coming, Snyder is right in line to be not only a truly important agricultural point, but the best industrial city in West Texas."

### Compliments Towns and Press

The Devine News, in thanking its patrons for numerous compliments paid that paper, expresses its regret that it can not be as fine a paper as those published at San Marcos, Kerrville and Uvalde, which are model papers published in splendid towns—no better perhaps than Devine, but merely larger and better able to support such papers. The News promises that as the town grows and the business of the News spreads it

will be better still, hoping in time to reach the class of the papers mentioned. The Devine News in this acknowledgment and three-fold compliment shows a fine fraternal spirit.

### Jubilant Pearsall

Pearsall is in the heart of the "Winter Garden" district of Texas and wants the world to know something of its remarkable output of field, orchard and garden. Recently President G. B. Sanders, of the Pearsall chamber of commerce, broadcasted a talk from San Antonio, in which he told in terse terms what is being done around Pearsall, and growing elo-

quent, he exclaimed: "And whether it be the green-gold spinach or the fleecy white cotton, the juicy orange or the gallant grain; whether it be the red-meat watermelon or the sweet, crisp lettuce, the golden honey or the white Bermuda onion; whether it be the delicious plum or the full-meat paper-shell pean, the chirping chicken or the fine livestock—YOU can produce it here at Pearsall, the Home of Diversification." "Nuff said. Could you have done better."

### Gonzales Creamery

The Gonzales Inquirer, ever watchful of its country's interests,

says that those who did not at first realize the great value of the new creamery industry as a contributor to the prosperity of both the country and the town are now finding it is paying out more than \$10,000 a month in cream and milk checks that come eight back into business channels, with the business still in its infancy. Three hundred dairy cows of superior strain have been placed in the county by the creamery owners to further increase the interest in and profits from dairying. I have yet to hear of a creamery in Texas that is not making money for its owners and those who supply the milk and cream.

## How I Succeeded

ASK THE MAJORITY of successful men how they have attained their success and their answer will be "By Saving." With the means open to you, with the way made so easy by this strong bank, why not follow this easy way to greater success?

## THE FIRST NATIONAL BANK



# WHY



## PAY MORE

???

### Specials This Friday and Saturday

**COMPOUND** 8 lbs. **\$1<sup>12</sup>**  
Vegetole

**SPUDS** 10 lbs. **24c**

**CHIPSO** Large Size **22c**

**CALUMET** 10 lbs. **\$1.50**

**SANI-FLUSH** **19c**

**MILK** Eagle Brand **19c**

**BROOMS** Small Size **69c** "Best Grade" **94c**

**YES, WE DELIVER** **PHONE 249**

## Texas & Texans

By WILL H. MAYES

### Irrigation Prosperity

The Hereford Brand foresees great prosperity for that section in the almost unlimited possibilities of irrigation from shallow wells. A 40 acre tract, which is enough

### REPAIR

### WORK

### IS OUR

### SPECIALTY

Generators, Inductos

Batteries, etc—we

fix 'em; and they

stay fixed.

**Willard Battery Station**

## Announcement!

We Are Equipped to Give Better Service Than Ever Before.

Awning orders now for spring delivery will be priced at our low January figures.

Write us for prices and samples.

We quote prices without obligation to buy.

**Amarillo Tent and Awning Co.**

206 West 10th Street.



# Our BEST TESTIMONIAL

Is the great army of satisfied tractor users in this part of the Panhandle. Here are listed the names of those using tractors sold by us.

So Far in 1928, We Have Already Delivered  
McCormick - Deering Tractors To:

<b>DIMMITT</b>	<b>HEREFORD</b>	<b>HAPPY</b>	<b>SUMMERFIELD</b>	<b>FRIONA</b>	
G. Furgeson Percy Shephard E. V. Elder Frank Annen R. L. Buckmaster Cal Dickey	Summers Bros. Vern Lust D. G. Axtel Edwin Ramey J. A. Johnson	E. P. Johnson H. B. Medley C. M. Bell Arthur Brooks Al Koonce Earl Springer	Marcus Burks  <b>BLACK</b> W. R. Scheihagen	W. C. Meharg B. C. Robinson  <b>ABERNATHY</b> Dick Habbinga	R. L. Browning, 2 Mr. Riddle M. B. Buchanan

In 1926-27 We Delivered Tractors to:

<b>HEREFORD</b>	<b>HEREFORD</b>	<b>AMARILLO</b>	<b>TULIA</b>	<b>DAWN</b>	<b>PLAINVIEW</b>
W. I. Valentine Jeff Gilbreath G. W. Brumley D. G. Hobbs Dave McDonald C. G. Thomas J. David Thompson Jim Keese Jim Robinson J. W. Alexander H. G. White Earl Springer Hutson Bros. J. I. Ramsey	J. B. Wolcott P. M. Houser J. W. Lindsay Albert Springer G. W. Smith T. L. Sparkman Mrs. Lee Lambert Carl Frye Fletcher Rogers C. P. Ringer H. D. Culpepper E. H. Pigg F. E. Kuykendall T. E. Seigler Grady Wilson B. R. Jennings, 2	T. E. Baker Geo. J. Nash Archie Dean B. F. Fulkerson J. L. Peverly  Reese Allen  <b>DIMMITT</b> C. J. Mapes E. R. Rothwell Earl Lust Jim Bagwell Clyde Shuford	Will Graham Walter Mills S. H. Cooper E. B. Wright W. A. Wright J. A. Buck, 2 Joe Hastings R. C. Walden  Will Todd  <b>SPRING LAKE</b> L. M. Packard J. A. Parrish	H. H. Miller  <b>FLAGG</b> J. C. Castler P. Bearden O. C. Axtel Leland Smith Harold Hunter J. C. Benton  <b>SUMMERFIELD</b> Ray Johnson, 2 J. A. Noland	Joe Kiluhare <i>Meluhare</i>  <b>UMBARGER</b> Paul Aute <i>Curtis</i>  <b>HART</b> R. T. Kendricks  <b>NAZARETH</b> Harold McCormick Will Hackstein Ben Birkenfield A. L. Backus

Look them over, folks. There are your friends, all of them enthusiastic boosters for the greatest tractor operating anywhere today. Notice, please, that many of these gentlemen have purchased at least two tractors; further proof of the popularity of the McCormick-Deering line.

Our reputation, remember, is based upon the word of these men listed above. Ask them today or any time what they think of their tractors and watch them boost. Not only do we handle a first-class tractor, but we make a specialty of service of all kinds, for any type of implement. Investigate this popularity—you know it must be deserved. See for yourself what these tractors have to offer that make them so much in demand.

## R. B. R. IMPLEMENT COMPANY

Hereford

Dimmitt

Friona

**CLASSIFIED**

**For Sale or Trade**

CONNELL wants to be Sheriff.

FOR SALE OR TRADE—Two 240-egg Safety Hatch incubators and coal brooder, all nearly new. M. E. Latham, Dimmitt, Texas. 11 3 p

TO TRADE—Ford touring car in first class condition, good tires. To trade for work stock, mares preferred, not under 1200 lbs. C. C. Steele. 11 2 p

BABY CHICKS—For sale or trade. JIM CHAMLEE, two miles north of Dawn, Texas 7-14tp

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. FRED MILLARD. 38-1f

BROODY HENS—We have for sale a few broody hens that will mother baby chicks. Clover-Dell Farm. Phone 9023-F2. 11 3 c

EGGS FOR HATCHING—Single comb Rhode Island Reds. Our breeding flock consists of 75 hens picked from our own flock and the M. L. Powell purebred flock and headed by five good sons of Grand Champion S. C. Red Male, December, 1926, Plains Circuit Poultry show. Eggs, 15 for 75c. Clover-Dell Farm. 11 3 c

FOR SALE—Improved 20 acre tract, close in. Fine for poultry farm. Phone 9023-F2 or see Berry Orr, Hereford, Texas. 11 3 c

**Wanted**

VOTE for Connell for Sheriff.

WANT TO BUY—A one-way, nine foot plow. Will pay cash. Write W. W. Boone, Dimmitt, Tex. 12-2p

TAXI AND TRANSFER—Business phone 169; res. phone 9014F3. ARCH CONKLIN. 12-1f

NOTICE—Will stand two good jacks and one horse at my place 7 miles southeast of town. Will not breed on Saturdays. R. W. Elliston. 10 4 p

GARDEN PLOWING—Sand and dirt hauling; basement work or most any kind of team work, including cattle moving. Can furnish our own saddle horses. See Al Vaughn and sons, west Hereford on Will Carroll place. 10 4t p

WORK WANTED—Tractor and truck work of any kind; satisfaction guaranteed. P. O. Box 697. Phone 9025F2. GEORGE W. SMITH. 7-1f

FOR GARDEN PLOWING or dirt hauling, phone 220-J. RUSSELL DANIEL. 6-1f

**Lost and Found**

FOUND—Gold high school pin, letters C.H.S.23. Owner may have same by paying for this ad. 12-1

**For Sale**

On July 28th Vote for Connell.

FOR SALE—Giant bronze turkey eggs, Garrett strain. 25c each. W. G. Harris, Summerfield. 12-1p

**FARM HOME BUILT**

The Panhandle Lumber Company is building on the E. R. Biggs "El Toro" Farm, located ten miles east of Hereford, it was announced this week.

FOR SALE—Modern home, choice residence lots. Good terms. The Panhandle Lumber Co., Hereford. 12-1f-c



Women Like our

**HAIR TRIMMING**

Our customers act as our best advertisement! Our work speaks for itself. Try it just once, then you, too, will recommend our work. Phone 32 for an appointment.

GLADYS VANCE

At Sprowls-Cronin & Co.

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

FOR SALE—Grape vines from Stark nurseries. These vines are two years old and will bear some this year. 15 cents each. O. L. RUTHERFORD. 6-1f

FOR SALE—I have first year Kasch cotton seed grown on my farm last year for sale at \$1.50 per bushel, re-cleaned, sacked and delivered your station. F. W. Alexander, Albany, Texas. 11 9 p

FOR SALE—One section of land, 12 miles south of Hereford on the Dimmitt highway. \$25 per acre cash or \$30 terms. For particulars write M. A. Johnston, Box 190, R. F. D. No. 2, Independence, Mo. 10 4 p.

FOR SALE—Barred Rock eggs; the aristocratic strain. \$3 per 100. Phone 9019F32. Olive Perkins. 10 1f c

FOR SALE—At a bargain, one Hoosier kitchen cabinet, one range cook stove, one child's high chair. See Ezra Norton. 10 3 p

FOR SALE—2 2-row P.O. lists with planter attachments; in good running condition. See J. R. Kendall or W. C. Meharg, Summerfield, Texas. 11-2p

FOR SALE—Three room house and lot; bath and all modern conveniences; one block from pavement. H. D. REED. 8-1f

FOR SALE—Case combine, in good condition. Write C. W. Dixon, Texico, N. M., Route A. 9-4p

FOR SALE—Good assortment of grape vines. Phone 250. J. F. WARD. 8-1f

**For Rent**

IT'S NO SECRET, Connell wants the Sheriff's office.

FOR RENT—Two newly papered rooms, with or without cow and chicken pens. People with children need not apply. J. C. Womble. 12p

FOR RENT—Splendid three-room apartment and garage. Phone 194. 11 2 c

**Lodge Directory**

HEREFORD LODGE No. 478, I. O. O. F. Meets Monday, 8:00 p. m. Visiting Brothers welcome. F. E. Givan, N. G. L. H. Foster, Sec.

Printing Line. See THE BRAND

**Progressive News**

Miss Margaret Ricketts and Archie Daugherty motored to Silverton last Sunday to spend the day with her grandparents. Jim Ricketts, who has been visiting his grandparents for the past two weeks, returned home with his sister.

The Intermediate Sunday school class entertained the senior class with a tacky party and wienie roast at the school house Friday night. Catherine Ricketts and J. C. Gregory were voted as being the tackiest dressed. Various indoor games were played and a jolly good time was had by all present.

Mrs Rickett and children, Glenn

and Ira Jean, called on Mrs. Thurman Morgan Sunday afternoon. Mrs. J. W. Bell and Miss Edna are spending a few days visiting in the home of her brother, Jasper Cockrell. They have been staying the past few months in Canyon. They expect to go to Colorado Springs for a short vacation and then to Boulder, Colorado, where Miss Edna intends to enter the university.

Katherine Hershey spent Saturday with Mrs. Orin Russell in Amarillo.

Mr. and Mrs. J. E. Henry spent Sunday with her parents, Mr. and Mrs. Jim Parks. Mrs. Henry remained for a few days visit with home folks.

Mr. and Mrs. Grit Curtsinger spent Sunday with Mr. and Mrs. Ray Hershey.

Catherine Ricketts spent the week end with her sister, Mrs. Luke McBrayer. Etyle Jacobs was able to return home Sunday afternoon. Mr. and Mrs. House from O'Donnell visited their sister, Mrs. Tom Jacobs, Sunday. Eva Blackwell and Vernon Miller from Canyon called on Etyle Jacobs Sunday afternoon. The following Easter program

will be given in the afternoon at 2 o'clock:  
Opening song—Audience.  
Prayer.  
The Easter Victory—Catherine Ricketts.  
Exercise by Primary class.  
Duet—Mr. and Mrs. Ramsey.  
Piano solo—Augustine Gregory.  
Reading—Winona Blagg.  
Address—Superintendent.  
Song—Senior class.  
Duet—Catherine Ricketts and

Eunice Caldwell.  
Exercise—Bible class.  
Bass solo—J. C. Gregory.  
Song—Juniors.  
Duet—Jess Caldwell and Luke McBrayer.  
Reading—Glennis Cockrell.  
Easter drill and pantomime.  
Song—Intermediate class.  
Quartette.  
Song by teachers of Sunday school.  
Reading—Oleta Reeves.

**Announcing the Hereford Land Company**

With outstanding connections, gathered from our traveling over territory in the Panhandle, and especially contingent to the Hereford territory and more especially those interested in buying good land cheap, we feel that with a proper list, prices and terms on a real value basis we will be in a position to bring many actual buyers here within the near future.

In order to sell land it is necessary to have details including price and terms on which you offer your land or city property for sale. See us at once and furnish above information.

**Hereford Land Co.**

FRANK BARBER, Manager

Office 205 Main Street

Phone 773

**PIGGLY WIGGLY**

**Market Basket Wisdom**

PIGGLY WIGGLY stores eliminate the necessity for the middleman and the salesman, and avoid much extra handling, thus reducing the cost to the ultimate consumer.

**SPECIALS FOR FRIDAY AND SATURDAY**

**BANANAS** Dozen 28c

**PINEAPPLE** Gallon 69c

**APRICOTS** Gallon 62c

**PEACHES** Gallon 49c

**PEANUT BUTTER** 16 oz. glass Canova 27c

**LOG CABIN SYRUP** Medium Size 54c

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

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

**Tire Sale!**

NOT A FIRE SALE, NEITHER ARE WE OVER-STOCKED, NOR DO WE NEED THE MONEY.

**HERE IS THE IDEA:**

Over four years ago we took the Brunswick Tire as an almost unknown tire in this territory and have built up the nicest tire business in Hereford, having sold thousands of them and having asked adjustments on only four tires in that time.

Now here is our proposition to more thoroughly introduce the line:

FOR TWO WEEKS, BEGINNING

**Sat., April 7**

We will sell Brunswick tires in the car sizes at dealer's list prices plus one dollar; and truck sizes, list plus two dollars. Here are a few sample prices:

Size	Dealer's List	Total
30x3 1/2	\$6.10	\$7.10
32x4	11.15	12.15
33x4	11.75	12.75
29x4.40	7.00	8.00
31x5.25	12.80	13.80
33x6.00	15.30	16.30

With Each of the First Ten Pairs Sold We Will Give FREE a Glare-Shield For Your Windshield.

**H. L. Rice**

P. S.—Of course, this is strictly a cash proposition.

### CHURCH ANNOUNCEMENTS

#### First Presbyterian Church

JAS. T. ROSS, Pastor

Special Pre-Easter services are now in progress at this church. They began on Wednesday evening and are being held each evening at 8 p. m. A cordial invitation is extended to every one. If you have not been present, you should be glad to have you attend tonight and the remainder of the week.

On next Sunday, Sunday school 9:45 a. m. Special Easter program by the Primary department and others, under the direction of Mrs. Fritz, to be held at the morning worship hour. Reception of members and Communion follow the program.

Easter Sunrise service, beginning at 5:30 to which the young people of the community are invited. This will take the place of the Endeavor meetings which are held in the evening. Services dismissed in the evening to attend the Easter Cantata given at 8 p. m. by the High School Girls' Glee Club at the First Christian Church.

Special Easter services at Flagg, beginning at 2:30 p. m. The Pastor will be accompanied by the Hereford Men's Chorus which will sing, and an Easter Sermon will follow their program. Regular Welcome to all our services.

#### First Christian Church.

THURMAN MORGAN, Pastor.

Sunday is Easter. Let all the world rejoice on this the anniversary of the resurrection of Jesus. Thousands of souls will praise our Heavenly Father on this day. Will you not join in the mighty chorus? Sunrise Prayer service at the church at 6 a. m. For spiritual uplift there is no greater service than this one. All are invited.

Sunday school at 9:45 a. m. Communion and preaching services at 11:00 a. m. This is "Decision Day." The Resurrection story is the theme for this service. 7 o'clock Senior Christian Endeavor. No evening preaching service. The Girls High School Glee Club will give an Easter Cantata at this church at 8 o'clock.

#### First Baptist Church

V. M. CLOYD, Pastor

Are you taking one of the study courses? Not too late now. Call 211 about it.

Do not forget to bring your Bible to Sunday school next Sunday.

There will be no evening preaching service at our church on account of the Cantata. We shall have our B.Y.P.U. as usual.

We are praying for the success of Brother Bowen's meeting. Men's Bible class 9:30.

Sunday school 9:45.  
Preaching service 10:45.  
B. Y. P. U. 7:00.  
Prayer meeting called in on account of Methodist revival meeting

#### First Methodist Church

E. B. BOWEN, Pastor.

#### EASTER SERVICE.

Prelude.  
Processional (Christ the Lord is Risen Today.)  
Hymn—Christ Arose.  
Prayer.  
Response—God So Loved the World.

Anthem—The Prince of Life (Lorenz).  
Responsive Reading.  
Gloria Patri.  
Lesson N. T.  
Announcements.  
Offertory—Mrs. A. C. Thompson.

Solo—Calvary (Rodney), Miss Salome Copeland.  
Sermon—The Living Savior.—Pastor.

Hymn—All Hail the Power of Jesus Name.  
Benediction.  
Postlude—Praise the Lord.

This will be the opening day of our revival meeting. Be sure to come and bring your dinner. Plan to come in time for Sunday school. There will be a special program. There will also be a service in the afternoon at 3.

This church will co-operate in the community Easter services to be held Sunday evening at the Christian church. We will be glad to have you worship with us.

#### EASTER SUNRISE SERVICE

Place: First Presbyterian church.  
Time—5:30 a. m., Sunday, April 8.

For whom?—All young people of community are invited.

Topic—Immortality.  
Scripture—I Corinthians 15:161

23.  
Leader—Miss Ethel Watters.  
Song—Have Thine Own Way, Lord.

A season of prayer.  
Leader's Talk—"Why we believe in immortality."

Male quartette.  
Pastor's Consecration Service.  
Prayer.

Song—"Where He Leads Me I Will Follow."  
Miscellaneous Benediction.

#### Evangelical Lutheran Church

Wm. F. HALAMA, Pastor.

Communion service at 10:30 a. m. at court house.

Easter service at 11:00 a. m. at court house. Theme: Christ is Risen. Text: Mark 16:1-8.

A cordial invitation is extended to all.

Rolled Oats, We have them. West Texas Feed and Seed Co.

#### Mrs. Douglas Entertains Young Matrons Society

Mrs. R. O. Douglas was a charming hostess to members of the Young Matrons Missionary Society of the Methodist Church at their social meeting held Tuesday afternoon. Ten of the members of the society and six visitors were present to discuss the lesson, which was led by Mrs. Henschel.

Following the lesson and business session, delicious refreshments of chicken sandwiches and hot chocolate were served. The society will hold its next meeting Tuesday, April 10, at the home of Mrs. W. J. Smith.

There will be a box supper at the Baptist church Friday, April 6, 8 p. m. The boxes will be prepared by the ladies at the church and sold for \$1.00 each; no auction. 12-1-p

#### Chemistry Head At Texas Tech Receives Honor

LUBBOCK, Tex., April 4.—Dr. W. T. Read, head of the chemistry department in Texas Tech has been appointed a member of the faculty of the American Lecturers at the Institute of Chemistry to be held at Northwestern university, Evanston, Ill., from July 23 to August 18. Dr. Read has accepted.

Dr. Read has become largely identified with the work of the American Chemical society by his energetic interest in the students' course at the National Exhibition of the Chemical Industries, since he was responsible for both the initiation and successful development of that idea.

He has maintained a lively interest, not only in the trends of modern industrial chemistry, but in the development of new apparatus and new methods, as well as new products, and presents his subject with an enthusiasm which is shared by his audience.

Breckenridge —Breckenridge celebrated formal opening of its imposing Burch hotel March 31.

#### CARD OF THANKS.

We wish to express our sincere thanks to the good friends both here and at Dimmitt, also the two Missionary Societies for their kindness during our recent bereavement.—Mrs. J. C. Cummins, R. O. Douglas, D. J. Douglas, N. O. Douglas, Mrs. H. Eckert, Mrs. Jim Carter.

#### FOR RENT

Two sections of improved land—good well and buildings—in southwest corner of Randall county, Texas, for crop rent. Some of the land is grass and would need to be plowed this spring for fall wheat.

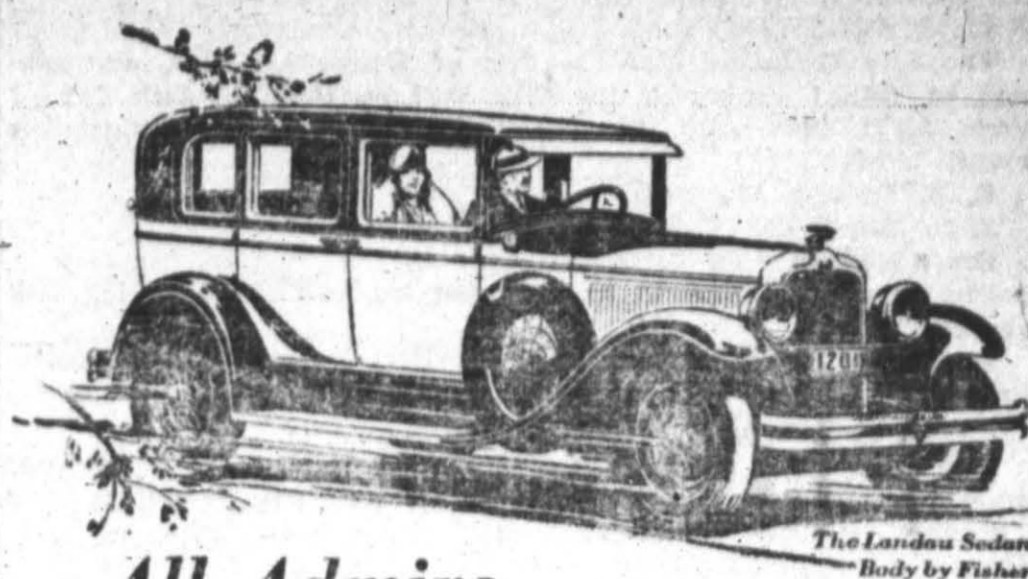
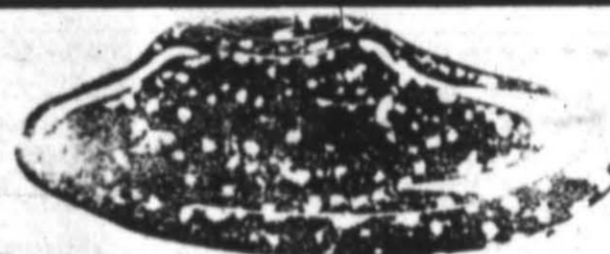
DR. R. L. MEANS, Owner  
702 Rule Bldg., Amarillo, Texas



#### USE THE TELEPHONE

Our telephone service is noted for its great saving to busy Hereford housewives. Your order over the phone will be given prompt, careful attention and will be at your home in time for lunch or dinner. Give us a trial. Phone 116.

MONT E. BAKER  
Groceries



All Admire

#### Its American Standards of Performance-Luxury and Style

In every section of America. A wave of admiration for its beauty, for its style, for the mastery of Fisher craftsmanship expressed in every deftly executed line . . . And equally marked is appreciation of its spacious comfort . . . its generous size. Of the leg-room made possible by its 117-inch wheelbase. Of its deep, soft-cushioned seats . . . and other elements which contribute to restful riding ease . . . That's why the All-American is winning such favor in every section of the land. That's the result of the All-American principle in automotive design. That's why, after you come and drive it, you're sure to want this brilliant General Motors Six.

2-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; Phantom, \$1075; 4-door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265; (wire wheels, spare tires, and trunk rack extra). New Series Pontiac Six, \$745 to \$875. All prices as factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

RINGER MOTOR CO.  
HEREFORD, TEXAS

## OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

### We Thank You

Our two weeks sale is over, and we wish to thank each and every one for the patronage given us during our sale. We have just finished cleaning house and are now ready to entertain six days in the week, as we are all dolled up. We have recently repainted our building inside and out and it's clean. We have rearranged our counters and fixtures, making it more convenient for the customer as well as ourselves. We have also installed a large frigidaire box which insures our fresh vegetables, fruits, milk, cream, butter and eggs to reach you in good shape during the hot summer months just ahead.

Our store is so arranged that those who prefer to select their merchandise from shelf may do so, and for their convenience we have tagged every article on our shelves. In fact, we have changed everything except location and name.

Now folks, a word about the grocery business. We have spent our life in the business. We are the oldest in Hereford. We think we know the game pretty well. We believe we know where, when and how to buy. We pay cash for our merchandise. We take our discounts. We pay no rent as we own our building, and we know for a fact that we own our merchandise as cheap as any grocery house in Hereford, and it stands to reason that we are in position to make as close prices, quality considered, as any firm in town.

We have just finished going thru our entire stock and have revised all our prices. Every article is price tagged in plain figures. We extend a special invitation to each and every one, whether you be cash customer or 30 day customer, to visit our store when in town, inspect the cleanliness of same, inspect our merchandise, our prices, and we guarantee you at all times courteous treatment, good service, a square deal for your dollar, and as cheap prices as anywhere in town, quality considered.

We want your business. We deliver any order from one dollar up. Come in and visit with us. Respectfully,

Williams Brothers

#### SATURDAY SPECIALS

### R. & F. CASH GROCERY AND PALACE MEAT MARKET

Sliced Breakfast Bacon	38c
Half or whole Star Ham, lb.	24c
Potatoes, limit 10 lbs., 10 lbs. for	30c
Tomatoes, No. 2 can, limit 6, 6 for	65c
Stringless Beans, No. 2 cans	16c
Muffets, per package	12c
Kellogg's Corn Flakes	12c

PHONE 293

WE DELIVER

### WOMACK'S CASH GROCERY

Rainbow Goodie Spread, 1000 Island Dressing or Mayonnaise	27c
Peas, No. 2 can each	15c
Post Toasties, 2 for	25c
Candy Kisses, with free toy balloon, qt.	10c

Market Price Paid for Eggs

We Deliver

Phone 87



### An Easter Special

Easter will soon be here. Greet it with a new suit. Men, remember, you're just as important a part of the gala picture as the rest of the family. Some wonderful Easter values are represented in this large assortment of Hart Schaffner & Marx, Curlee, and Merit suits.

We now have one of the largest stocks we have ever carried at this time of year. All of the suits are smart, right up to the style-moment in all of the season's newest styles, patterns and weaves. Most of them have two pair of trousers and each and every suit is guaranteed by the makers to give absolute satisfaction. Regularly priced at \$25.00, \$30.00, \$35.00, \$40.00, \$45.00 and \$50.00.

OUR SPECIAL PRICE FOR FRIDAY, SATURDAY AND MONDAY

\$21.50 \$24.75 \$29.75 \$34.75 \$38.75 \$43.75

FOX MERCANTILE COMPANY

THE STATE OF TEXAS, COUNTY OF DEAF SMITH, CITY OF HEREFORD.

The City Commission of the City of Hereford, Texas, was convened in special session at the City Hall on this the 10th day of March, A. D. 1926...

M. S. Ireland, Mayor; J. O. Newell and C. H. Dyar, Commissioners; Grace Skelton, City Secretary.

It was moved by Commissioner Newell and seconded by Commissioner Dyar, that an ordinance entitled...

AN ORDINANCE.

DETERMINING THE NECESSITY OF LEVYING AN ASSESSMENT AGAINST THE PROPERTY AND OWNERS THEREOF...

THE ORDINANCE was read in full by the Secretary, Commissioner Dyar made a motion that the rule requiring the ordinance to be read at more than one meeting be suspended...

Ayes: Commissioners Newell and Dyar; the Mayor requested to be recorded as voting AYE.

Commissioner Dyar made a motion that the Ordinance be finally passed. The motion was seconded by Commissioner Newell.

Ayes: Commissioners Newell and Dyar. The Mayor requested to be recorded as voting Aye.

The Mayor declared the ordinance finally passed. The Ordinance is as follows:

DETERMINING THE NECESSITY OF LEVYING AN ASSESSMENT AGAINST THE PROPERTY AND THE OWNERS THEREOF...

WHEREAS, The City of Hereford Texas, has adopted the benefits of the provisions of Chapter 11, Title 22, Revised Civil Statutes of Texas...

WHEREAS, the City Commission of said City did on the 31st day of January, 1916, after said election, pass an order declaring the results of the said election...

WHEREAS, heretofore, to-wit: on the 30th day of March, 1926, after the advertising of competitive bids, the City Commission awarded the contract for paving certain streets...

WHEREAS, on the 10th day of March, 1926, the City Commission of the City of Hereford, in accordance with the provisions of Chapter 9, Title 28, Revised Civil Statutes of Texas...

WHEREAS, the said Jordan Construction Company, contractors, have duly given bond for the performance of said work...

WHEREAS, according to the report and statement of the City Engineers the total estimated cost of such improvement is \$17,721.17...

For paving \$10,932.54
For curbs 1,642.40
City's portion 5,146.23
Total \$17,721.17

The amount to be assessed against the owners and the property for paving, including gutter, excavation and other appurtenances is as follows:

District No. 5 \$ 710.05
District No. 26 4,708.36
District No. 27 4,708.36
District No. 28 2,448.17

WHEREAS, according to said report the names of the owners of said property and amount of assessment to be assessed against each lot and its owner are as follows:

ROLL OR STATEMENT FOR 30 FOOT WIDE STREET

Table with columns for Name, Block, Lot, Addition, Front Foot, Rate for City, and Total Amt. of Assmt. Includes entries for District No. 26 Lee Avenue.

Table with columns for Property Address, Area, and Value. Includes entries for W all 4 & 54' of S 48' Ad.H | 54 | 0.50 | 27.00 | 3,4237 | 184.88 | 211.88.

Estimate of Cost
2394.67 sq. yds. of paving at \$2.10 per sq. yd. \$4900.07
1497.0 lin. ft. curb and gutter at 95 cents per lin. ft. 1422.15

Total cost of improvement \$6702.53
City's one-third \$2054.17
Total City's portion \$2054.17

Total property owner's portion \$4708.36
Cost of curb (to be assessed to property owners) \$ 600.00
Total cost appportioned to property owners (exclusive of curb) \$4108.36

Rate per front foot to be assessed against property owners for curb \$ 0.50

Rate per front foot to be assessed against property owners for improvements other than curb \$3.4237

Total rate per front foot to be assessed against property owners \$3.9237

DISTRICT NO. 27 LEE AVENUE-From its intersection with the north line of Seventh Street to its intersection with the north line of Ninth Street.

Table with columns for Property Address, Area, and Value. Includes entries for E. H. Norton E 3 53 Ad.H | 100 | 0.50 | 50.00 | 3,4237 | 342.37 | 392.37.

Estimate of Cost
2394.67 sq. yds. of paving at \$2.10 per sq. yd. \$4900.07
1497.0 lin. ft. curb and gutter at 95 cents per lin. ft. 1422.15

Total cost of improvement \$6702.53
City's one-third \$2054.17
Total City's portion \$2054.17

Total property owner's portion \$4708.36
Cost of curb (to be assessed to property owners) \$ 600.00
Total cost appportioned to property owners (exclusive of curb) \$4108.36

Rate per front foot to be assessed against property owners for curb \$ 0.50

Rate per front foot to be assessed against property owners for improvements other than curb \$3.4237

Total rate per front foot to be assessed against property owners \$3.9237

DISTRICT NO. 28 LEE AND 25 MILE AVENUE-From its intersection with the north line of Ninth street to its intersection with the south line of Tenth Street.

Table with columns for Property Address, Area, and Value. Includes entries for Fred Oberthier Jr E W 1/4 3 61 Ad.H | 100 | 0.50 | 60.00 | 3,4237 | 342.37 | 392.37.

Estimate of Cost
1226.10 square yards of paving at \$2.10 per square yard \$2,574.21
784 lin. ft. curb and gutter at 95 cents per lin. ft. 744.90

Total cost of improvement \$3419.11
City's one-third \$1107.89
Total City's portion \$1107.89

Total Property Owners' portion \$2311.22
Cost of curb (to be assessed to property owners) \$ 372.40
Total cost appportioned to property owners (exclusive of curb) \$2683.62

Rate per front foot to be assessed against property owners for curb \$ 0.50

Rate per front foot to be assessed against property owners for improvements other than curb \$3.4237

Total rate per front foot to be assessed against property owners \$3.9237

THE CITY OF HEREFORD, TEXAS: That the report of Montgomery & Ward, City Engineers, having been examined, is hereby approved.

BE IT FURTHER ORDAINED, that a full and fair hearing be had, as provided herein, and part of the cost of said improvements shall be assessed against the abutting property upon the streets so improved...

(a) The City of Hereford shall pay one-third (1/3) of the whole cost of said improvements exclusive of curb.

(b) The owners of property abutting upon said streets named to be improved shall pay the whole cost of installing of curbs in front of their property and shall pay the remainder of said cost of improvements...

(c) That the portion of said cost to be paid by the City of Hereford shall be payable upon estimates made by the City Engineers...

(d) The manner of payment of the cost of improvements payable by the owners of the abutting property shall be payable in ten equal installments...

(e) The portion of said cost to be paid by the owners of property shall be assessed against them and their property in accordance with the provisions of Chapter 11, Title 22 of the Revised Statutes of Texas...

shall any assessment be made against any owner or his property in excess of the actual benefit to such owner in the enhanced value of his property caused by such improvements...

BE IT FURTHER ORDAINED BY THE CITY COMMISSION OF HEREFORD, TEXAS, That a hearing shall be given to said owners or their agents or attorneys...

The City Secretary is hereby directed to give notice of said hearing by inserting a copy of this Ordinance at least three times in some newspaper published in the aforesaid City...

The fact that aforesaid work has progressed to such an extent that it is now advisable to make immediate arrangements for the hearing required by law...

All ordinances or resolutions, or parts of ordinances or resolutions in conflict herewith are hereby expressly repealed in so far as they are in conflict therewith, but no further.

Approved this 10th day of March, 1926.
R. S. IRELAND, Mayor, City of Hereford, Texas

GRACE SKELTON, City Clerk.
Attention: GRACE SKELTON, City Clerk.

Budweiser Real Quality Malt Syrup advertisement with image of a malt syrup can.

ANHEUSER-BUSCH, St. Louis advertisement with image of a beer can.

CAMPBELL ICE CREAM & BOTTLING CO. advertisement.

THE PLAINS WHOLESALE GROCERY CO. advertisement.

Chicks get from Purina LIFE and GROWTH advertisement with image of a chick.

FROM the time chicks step out of their shells, they look to you for protection and care...

JONES & McLEAN Hereford, Texas advertisement.

City Loans Payable Monthly; Lowest Interest rate; quick service...

Stop That Itching. Use Blue Star Soap to cleanse the affected parts...

Old Doc Bird Speaks of skin games, what's become of the handsome stock salesman?

TRY OUR CAKES AND BREAD THE CITY BAKERY C. C. WALL, Prop.

Wholesome Meats for Better Meals. Good meat is the foundation of every meal...

Texas Meat Market PHONE 33-WE DELIVER

New gay colors for your porch furniture. In one easy afternoon-with Duco.

GET your porch ready for summer. Give the wicker chairs, the porch swing, and other furniture the benefit of bright, enduring Duco colors.

DUCO-made only by Du Pont. Jones & McLean Hereford, Texas. Streu Hardware Co.

## Here They Are, Folks SPECIALS, for Friday and Saturday

Honey Bee Flour, 48 lb. sack for \$1.75; Royal Anne Cherries, 1 gallon for 82c; Good Extracted Honey, 1 gallon for \$1.35; Large Package Star Naptha Washing Powder for 19c; Raisins, 4 lb. Package for 37c. **ORANGES AT A VERY SPECIAL REDUCTION.**

## HEREFORD WHOLESALE GROCERY

### SCOUTING THE SHOPS

By ELBERT W. SMITH

There should be a lot of things possible for us to think—oh, but to write about this week, and probably are, but it seems almost im-

possible for us to think—oh, but to write about this week, and probably are, but it seems almost im-  
Agatha, we do think sometimes we really do—of them. Perhaps  
we'd better begin as usual with the sole raison d'être of these few lines of black on white. In case you haven't met us yet, we do this little act every week to keep you posted on what some of Hereford's liveliest merchants have to offer in the way of bargains and novelties, and also to give you a good excuse to palm off some of our jokes. No one else you understand, would be interested in publishing them.

Now I wonder if any of you children can tell me what the lesson is about today? Yes, teacher, it is about twenty pages long.

While we're still over on east Third street, why not drop in for a moment at Mrs. Helfner's Hat shop. Mrs. Helfner has just remodelled and re-painted the store, so that it is really a pleasure to pick one's Easter hat there.

Just by way of a little advance information which may save you a few pennies later, now that Mr. Skelton has joined the Ben Franklin system of chain variety stores, you may look to them for bargains galore pretty soon. Don't ever fail to read a Skelton advertisement.

Beautiful spring hosiery, in all

of the newest colors, are on display now at Stambaugh's Dry Goods Store. If you ask us, they make a delightful addition to any Easter ensemble.

#### The Gentle Art of Fence Riding.

With the rapidly disappearing frontier and the wreat hordes of farmers into what was once exclusively cattlemen's country, there remains, it seems, but little time to write an essay on that most noble of the gentler arts, riding fence. "Riding fence" has always appeared to us to be one of the most difficult of Pastimes, and we are filled with respect for the noble riders of the fence. Least anyone be unfamiliar with the profession, here are a few pointers which may or may not be of use.

In the first place, it is necessary to secure a gentle fence, preferably one well-broken and used to a series of beginners. Many an amateur, unaccustomed to western ways, has made the fatal error of first mounting an unbroken fence. When the fence has been chosen, one approaches it with words of endearment, watching out the while for an unexpected kick in the slats.

Go close to the fence—remember that if you're on the right side you're on the wrong side and the left side is the right side—place your other foot (one will be on the ground), on the first wire, and mount. Give a loud whoop, with a little aid from the barbed wire, this should not be difficult, and you will be a full-fledged fence-rider. Now that you're up, as the jockeys say, it may occur to you that it makes no difference; that is the joke on you, understand? You should have thought of that in the first place.

Right here in Hereford you can find well-broken, gentle fences on which to practice. It is our earnest wish that within the near future there will be a movement

to revive this, one of the noblest professions, so that it will once more be possible for tourists to be entertained by the spectacle of a large proportion of our population busily engaged "riding fence."

The wreck on the Santa Fe near Canyon the other day was a very unfortunate occurrence, to say the least, but it was one by which you may profit easily. As you know, the train which was demolished was carrying a large shipment of

California oranges. Mont E. Baker and other local grocers have purchased some of this choice fruit and are now retailing it for about half its original cost. Phone 116 and ask Mr. Baker.

It was a spiritualistic seance "Whose spirit," queried the medium, "would you care to see?" "Oh," replied the absent-minded advertising writer, "let's look at all the latest Spring shades." Boy

Continued on next page.



In the Spotlight

### Power Maintained by Force-Feed Lubrication

Force-feed lubrication, an exclusive Hart-Parr feature, is one big reason why these famous tractors perform better and last longer. Fresh oil, constantly pumped under heavy pressure to every part of the motor enables this tractor to maintain an amazing surge of power, and also accounts for the long life of every Hart-Parr, for force-feed lubrication means wearless parts. We are now showing the improved 1928 line equipped with 3 forward speeds, from 2 1/4 to 4 1/2 miles per hour. Hart-Parr tractors are built for small, medium, and large farms. Ask us for a demonstration.

Hart-Parr Owners Are Hart-Parr Boosters

M. D. Womble  
Hereford, Texas

AUTHORIZED DEALER IN



### WATER TANKS

—We make a specialty of building tanks of all sizes, from one gallon on up! If you need a tank, let us figure on it with you today.

Hereford Sheet Metal Works

### S. C. R. I. RED BABY CHICKS ALL YOU WANT

ORDER NOW FOR IMMEDIATE DELIVERY

Of some of the best strains known in this section of the country, these baby chicks represent real value for your investment and will make an ideal foundation for your flock. We can supply you also with chicks in almost any other breed.

CUSTOM HATCHING—3 1/2c PER EGG.

### HILLSIDE HATCHERY



There's no use delaying, if you intend to have a garden this year. Get a good start now and get it by planting good seed. For a very little difference in price between good and ordinary seed, it will hardly pay you to take the risk of experimenting. At least, that is our experience, and we have been in the business long enough to know.

Whether you want several packages or only a nickel's worth, you can find better seeds here.

West Texas Feed and Seed Co.

### REAL ESTATE

CITY—FARM—RANCHES  
Real Estate Loans. Priced to Sell  
HILL & RICKETTS  
Phone 358

### ROCKWELL BROS. & COMPANY

LUMBERMEN  
Phone 4  
SATISFACTION MUST BE YOURS

### 5% LAND LOANS

Correct Abstracts  
THOMPSON & IRELAND  
Hereford, Texas

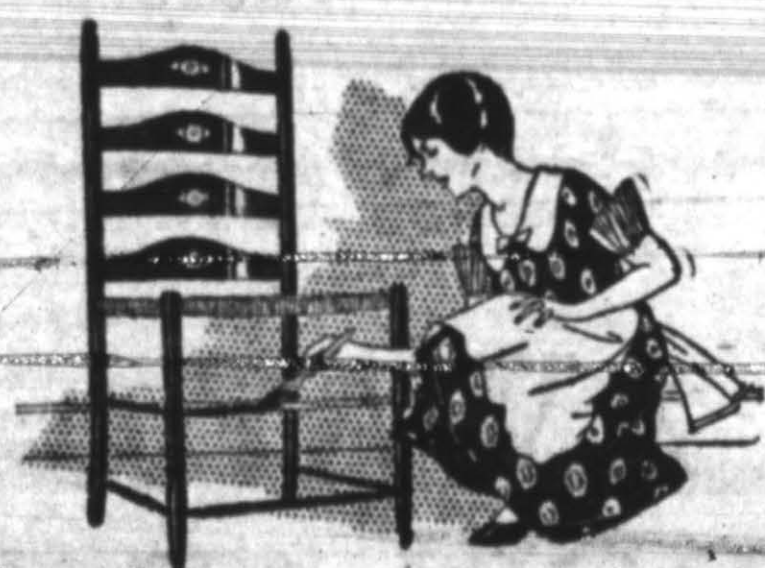
### Pickwick Service

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound	West Bound
9:45 a. m.	9:50 a. m.
12:40 p. m.	4:45 p. m.
10:50 p. m.	9:10 p. m.

Local Agent, Corner Drug Store, Hereford, Texas.  
Phone 105 for Information.



### Old furniture made new this amazing, easy way!

LOWE BROTHERS NEPTUNITE VARNISH STAIN stains and varnishes with one stroke of the brush. Covers up all the old marks, scratches, and worn places. Gives a bright new finish to chairs, tables, floors, and woodwork.

Anyone can apply it and be sure of results. Dries overnight to a smooth, glossy finish. Stop in and see the many beautiful, natural wood shades in which Neptunite Varnish Stain may be had.

Before you paint, see us

Kemp Lumber Company  
Hereford, Texas.



### Showing America's Smartest Motor Car Creations

Opening Today—Style Week at Buick showroom! Everyone who loves the new and beautiful—everyone who plans to buy a new car this Spring—is invited to attend this special showing of those smartest of motor car creations, the fine Buick models.

Here are assembled a wide variety of Buick body-types by Fisher. All are arrayed in alluring new spring-time color harmonies. All are endowed with the most luxurious upholsteries and appointments. And all are months ahead of the mode in smart, low, dashing lines, low without any loss of head-room or road-clearance.

Be sure to attend this magnificent Style Show! See the most beautiful motor car creations of the day—and the most durable, dependable and vibrationless of cars as well. Come any day or evening during the next seven days. A cordial welcome awaits you.



Opening Today

Norton Motor Company  
Hereford, Texas

When better automobiles are built, Buick will build them

**TIP TON TIPTOE**  
 by **Stewart Edward White**  
 Illustrations by **Henry Jay Lee**  
 Copyright, Stewart Edward White  
 Released thru  
 Publishers Autocaster Service

(Continued from Last Week)

She laid aside her hat, and the cool air current was stirring the hair at her temples. Little by little her form fell into the simple, restful curves of relaxation; one by one even the smaller muscles relinquished their guard. Her face took on the dreamy and far-away peacefulness of a sleeping child's.

Thus 15 minutes passed. Then she stirred slightly.

"Well?" asked Davenport at last. "It was certainly very curious," she confessed. "I can't make it out."

He hesitated, and the sunburn on his cheeks seemed to deepen a little.

"Are we going to waste time?" he asked gently.

She did not reply. After waiting a moment he reached out and took her hand.

**CHAPTER XV  
The Mystery.**

very first instant I saw you standing in the firelight—beautiful as the night!"

She turned on him troubled eyes. "I don't know why I talk and act this way. It seems almost shameful. I do not understand it. But somehow I cannot hide and dodge and retreat and flirt as I— It is impossible I do not know what it is that has come to me, Larry, and you must wait until I find out. I have been made love to before and from the first I have been attracted to you. Just now when I tried to set my mind aside, as you call it, just one idea, one impression, came to me, and that was of nearness to you—I don't mean physical nearness—I don't know what I mean or what I'm talking about—"

"I do," he assured her.

"I am shaken, and I don't know; I can't tell what it means."

"It is the answer to my love for you!" he breathed.

She turned her clear eyes on him again.

"I do not know," she repeated, "and I must know. I might allow you to keep my hand and to—"

**COMPLETE INSURANCE PROTECTION IS MAN'S DUTY TO HIMSELF—TO HIS FAMILY**

What a feeling of satisfaction it is to know that when you send your check for your insurance premiums, you are protecting your family against the visit of misfortune. For misfortune comes to all of us at some time in our lives. Is it not a pleasure to know that those who mean so much to you—your wife and children—are securely protected against misfortune and hardship?

You have some insurance—life, of course—fire, no doubt. But that is not enough. Think for a moment—are you FULLY protected against all eventualities? If not, you are lax in your duty to your family—to yourself. Can you afford to gamble with uncertainty? Think now, it is your duty to KNOW.

Ralph Barnett, Manager  
 HEREFORD INSURANCE AGENCY

**We Thank You—**

It is a matter of great pride and satisfaction to us that more than ninety per cent of our outstanding accounts are always paid within two or three days after the bills are presented. Credit business with us has become not a burden, but a pleasure.

We appreciate this thoughtfulness upon the part of our many satisfied customers and believe that this is one of the surest indications that they really do appreciate "That Better Service." Have you tried it yet?

**ORR'S TAILOR SHOP**

**IMPORTANT ANNOUNCEMENT!**

**JOSIE SARTAIN**

Poultry Expert from the Purina Mills Is making Hereford her headquarters for several days and will be available to help cull your flocks and offer advice on poultry problems which may be troubling you.

If you have any poultry troubles or wish advice about your flock, call us for appointment dates.

This Service Is FREE. Please Use It.

**Jones & McLean**  
 Hereford, Texas

and to go on, and there is something leaping within me that tells me I would be swept away by your love. But I must not; and you must not. If it were not so serious to me, that might happen. I am talking in what my mother would have called a most unmild-mannered way," she ended with a wistful little smile.

He gently restored her hand to her lap.

"I understand," said he. "But it will come. I am on air! It can no more help coming than the poppy can help unfolding in the sun."

"I hope not," she breathed, but so low that he did not catch the syllables.

At this moment, just when some obvious change of subject seemed most desirable, Grimstead appeared wading down the middle of the stream.

"Keep quiet!" Burton adjured Larry. "Let's surprise him!"

The fisherman was having a fine time, splashing down the long straight vista, casting his fly right, left and straight ahead as he advanced. Larry watched him critically for a few moments.

"He knows the job," he told Burton. "Did you see him make that flip cast to the pool behind the cedar root?"

The pool yielded a rise that immediately developed into an indignant rainbow, which, by an unexpected dash, trailed the dropper fly across a part of the snag where it became firmly embedded. After that Mr. Rainbow proceeded to pull himself loose and depart.

Grimstead had to wade out to the snag, roll up his sleeves, and plunge his arm in nearly to the shoulder before once more his leader swung clear. The pool, and it was a promising one, was of course completely ruined.

"This is not a propitious moment for springing any surprises," advised Burton. "Keep quiet."

Gardiner now appeared, making his way down stream.

"I got into one of those starfish canons that young Davenport told us about, and it took me some time to find it out and get back," he said to Grimstead in explaining his delay in joining him.

Burton now considered the time right for her surprise, and she began to make moss balls to toss over on to them. The next words, however, arrested her.

**(TO BE CONTINUED)**

Silverton—A high line is to be constructed from Lockney to Silverton by the Texas Utilities Company.

**SCOUTING**  
 (Continued from Page Seven)  
 page Sir Arthur Conan Doyle!

Furthermore, ladies and gentlemen, we are pleased to announce in this column that the R & F Grocery has purchased the Palace Meat Market and will operate it in connection with the grocery. It is to be hoped that they will make use of advertising to let us know about it, too.

If you don't like the last number, the Florida sextet will next render for your approval the famous "Stockyards Blues." But we're warning you, you may not care for it. You see, the words are all right, but the air is awful.

Know all men—and women—by these presents that the Fox Mercantile Company is now holding a great Pre-Easter Sale, which you'll enjoy. If we know bargains, and we believe we do, this big store has changed "It" to "Them." Pardon me, Madam Glyn.

You might be interested to note that Warren's Grocery has just been completely remodelled and is once more featuring a complete line of dry goods and notions as well as clean, pure groceries. Prices are always low at Warren's.

It appears that a man went into a restaurant and ordered a ham sandwich. In a few minutes, when it was nearly ready to be served, he called out to the chef: "Hey, make that a cheese sandwich!" See? Well, the chef yellers back "What do you think I am, a magician?" I'll take a cherry coke, leered little Rude.

Next time you read this page, you can skip this bunk. That's some consolation, isn't it.

**Summerfield**

Sunday school met on time Sunday with a large crowd present. Rev. Brownlow filled his regular appointment here.

Our new church is nearly completed and plans have been made to have a "Home Coming Day" and it will also be the opening of our new church April 15. Each former member of the church and Sunday school is expected to bring day is "new plans. Come."

Mr. and Mrs. Joe Kendall, Mr. and Mrs. Earl Lance and Mrs. C. B. Walser made a business trip to Amarillo Saturday.

Roy Moreland of Hereford was in Summerfield Monday.

Mrs. Hattie Roberson and children of Canyon spent the week end with relatives here.

Mr. and Mrs. Walter Hawkins and son, Mrs. Ky Lawrence and Mr. and Mrs. Earl Lance went to Dimmitt Friday and bought a Deleo plant for the church.

Mrs. J. A. Noland, Misses Ellen Atchley and Leatrus Walser, Mr. Alvin Ellis and Charlie Noland attended singing at Frio Sunday afternoon.

**JEWELRY—**


"The Gift That Lasts"

Further cement the friendship with a lovely diamond ring or a dependable watch. You will find them at Kester's and the price will interest you, too.

**F. M. KESTER**  
 Jeweler and Optometrist.  
 Hereford, Texas

**W. E. Dunlap**  
**HARDWARE**  
 Phone 256

**FREE DEMONSTRATION**



**Saturday, April 7**

A factory representative will demonstrate the remarkable qualities and many uses for this wonderful new finish, adapted for brush application in a variety of popular colors and stains.

Come in and see how easy it is to apply—how quickly it dries.

Bring in a small article and have it finished free of charge.

**STREU HARDWARE CO.**

Mr. and Mrs. B. A. Atchley and children, Mr. and Mrs. Bill Knox of Hereford, Mr. and Mrs. Walter Hawkins and son, and Rev. Brownlow took dinner with Mr. and Mrs. Denson Hill in the Ford community.

Mr. and Mrs. Earl Lance and children spent Sunday in Hereford in the Carl home.

Mr. and Mrs. Theodore Stoats spent Sunday in the Husted home south of Hereford.

Mr. and Mrs. Joe Kendall and children spent Sunday in the Ky Lawrence home.

Mr. and Mrs. L. H. Lookingbill and children and Miss Eva Noland spent Sunday afternoon in Hereford visiting Miss Lena Johnson, who is very ill with pneumonia.

Mr. and Mrs. Bill Knox of Hereford spent Friday night and Saturday with Mrs. Knox's parents, Mr. and Mrs. B. A. Atchley.

Abilene—Simmons University is the sixth Texas college to offer a scholarship in the WTCC Home Town Contest to be staged at Fort Worth next June.

Stephenville—Rebuilding of the local telephone plant is the first of record building projects for 1928.

Miles—Row crops, feed, and cotton are the principal crops for 1928 planting here.

**SHERIFF'S SALE.**

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 on the 3rd day of April, 1928, by the Clerk thereof, in the case of J. H. Wagner versus E. L. McMurry, J. J. Essary, E. H. Jones and A. W. Hudson, No. 1593, 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 May A. D. 1928, it being the 1st day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

The south half of the Charles Roberson 1280 acre survey, con-

taining 640 acres of land, the said 1280 acre tract being 894 acres out of Capitol League No. 425, and 388 acres out of Capitol League No. 428; and also the south half of the south half of the J. W. Davis survey of 1280 acres, containing 320 acres of land and being the same land conveyed to J. H. Wagner by two certain deeds recorded in Vol. 37 page 248 and Vol. 37 page 268 Deed Records of Deaf Smith County, said lands all being in Deaf

Smith County, Texas, about 17 miles west from Hereford, and known as a part of the Wagner lands. Titled on as the property of J. J. Essary and E. L. McMurry on April 3rd, 1928, to satisfy a judgment amounting to \$3085.00 in favor of J. H. Wagner and cost of suit.

Given under my hand, this 3rd day of April, 1928.

**C. BENTON, Sheriff.**  
 By J. M. Murchison, Deputy.  
 12-3PTR

**Our Specials for Saturday**

SPUDS, 10 pounds ----- 27c

Canova Peanut Butter, 25c size for ----- 20c

Canova Peanut Butter, 18c size for ----- 15c

Vantage Coffee, 3 pound can ----- \$1.40

Vantage Coffee 1 pound can ----- 50c

**H & M GROCERY**  
 We Appreciate Your Patronage

**It Beats--It Sweeps --It Cleans --It Polishes!**

**Now---**

Ever in advance of the ordinary "vacuum cleaner," HOOVER now offers you at small cost an attachment which instantly converts your new HOOVER Electric Sweeper into an efficient, convenient floor polisher.

You'll be amazed at the work of this clever little attachment which lightens house-cleaning a thousand-fold. Come in and ask us for a demonstration. We'll be glad to show you.

**Texas Utilities Company**



**JEWELRY—**

"The Gift That Lasts"

Further cement the friendship with a lovely diamond ring or a dependable watch. You will find them at Kester's and the price will interest you, too.

**F. M. KESTER**  
 Jeweler and Optometrist.  
 Hereford, Texas

**PUT AWAY ONE DOLLAR TODAY!**

One dollar today may not seem like a very large amount, but one dollar today and another dollar tomorrow soon amounts to a considerable sum. Let us explain a few of the many plans we have for your convenience in saving.

**The First State Bank**  
 Hereford, Texas



**Political Announcements.  
Deaf Smith County.**

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1935:

For Representative, 12th District:  
**CLYDE W. WARWICK,**  
Chapen, Texas.

For Sheriff and Tax Collector:  
**JOHN E. MILLER,**  
**R. F. CONWELL,**  
**F. E. (Doris) ROSE,**  
**JAMES L. MAUK,**  
**L. I. WIFE,**  
**ED CUSTINERS.**

For Tax Assessor:  
**IRA RICHKETS.**

For County Treasurer:  
**J. H. HRAID.**

For County Judge:  
**MARL W. WILSON,**  
**P. W. PRICE.**

For District and County Clerk:  
**L. H. FOSTER.**

For Commissioner, Precinct No. 1:  
**C. J. PADDOCK,**  
**W. A. KNOX.**

For Commissioner, Precinct No. 2:  
**H. G. CONKWRIGHT.**

For Commissioner, Precinct No. 3:  
**J. T. GUINN,**  
**L. M. WILLIAMS.**

For Commissioner Precinct No. 4:  
**W. T. WOMBLE.**

**POLITICAL ANNOUNCEMENTS  
CASTRO COUNTY**

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1935:

For Sheriff and Tax Collector:  
**BILL BURNAM.**

**THE SUNDAY  
SCHOOL LESSON**

**Easter Lesson—The Resurrection**  
Scripture Text: Mark 16:1-20.  
Scripture Sidelights: Matt. 21:12-17; Mark 12:28-34; Psalm 130:1-8; Luke 22:39-46; John 19:31-42; Matt. 27:62-66; I Cor. 15:20-28.

Golden Text: "Because I live, ye shall live also." John 14:19.  
Suggested music for service: "The Solid Rock"; "Majestic Sweetness"; "Faith of Our Fathers"; "Christ Arose"; "I'll Live For Him"; "When They Ring the Golden Bells"; "He Lives on High"; "Crown Him King of Kings"; "Crown Him King of Kings"; "All Hail the Power"; "Jesus Saves"; "Christ the Lord, Is Reason Today"; "Jesus Shall Reign"; "How Firm a Foundation"; "Golden Harp Are Sounding"; "The Light of the World is Jesus"; "Awakening Chorus."

**At the Rising of the Sun.**  
Who does not enjoy a sunrise? It is the assurance of the passing of the night and the inauguration of the glorious light of the day. The little dewdrops turn to diamonds, the lilies and heliotropes and other flowers bow their heads in homage to the Lord of the day, the birds awaken to their sweet matins. It is an hour of victory of the light over the darkness.

But the sunrise which prefaces the story of our lesson is invested with a more beautiful meaning still. The darkness of the passing night had been augmented by the darkness of mourning on the part of Christ's followers. The sunrise of this day was to be the breaking forth of a new joy, when their darkness of sorrow was to turn to the light of victorious gladness.

Bringing with them the sweet spices for the anointing of the body of Jesus, came Mary Magdalene out of whose life Jesus had seven times already driven the darkness, Mary the mother of

James, whose son had passed from darkness to light in companionship with Jesus, and Salome. It was at the rising of the sun that they came.

**The Open Sepulchre.**  
The women were wondering who should open the sepulchre for them. Between them and the accomplishment of their love mission was the great stone which closed the sepulchre, it seemed. They were not able to roll it away. But if they had been able they could not have opened that sepulchre in the way that they found it opened.

Coming to the tomb, they found the stone rolled away. When they entered the tomb they found not Jesus. Instead, they found the angelic young man, heaven's messenger, seated on the right side. His presence there affrighted them. It was intended to assure them.

No one had stolen away the body of their Lord. The power of God had rolled away the stone, and the power of God had raised Jesus from the dead. Christianity's sepulchre had been emptied. Out from that tomb rose its Lord in triumphant victory, and Christianity rose from that tomb with him.

So the angelic messenger said to the women, "He is not here." "Go your way, tell his disciples and Peter that he goeth before you into Galilee; there shall ye see him, as he said unto you." They went out trembling and amazed. The effect of the revelation of the open sepulchre and the apparition of the angel was overwhelming. They were afraid.

But Christianity was from this time forward a religion of the open sepulchre. No great stone of defeat, no bar of death stands between it and its immortal hope. It was from this time forward most certainly the gospel of the "everlasting life," as Jesus had ever proclaimed it.

But it is more than the religion of the open sepulchre. It is the faith of the risen and reigning Lord. The next vision of the followers of Christ is of Christ himself. He appeared to Mary Magdalene, then to the two men who walked to Emmaus. Then to the eleven.

**A Program of Conquest.**  
Then, when he had conquered death, and had shown himself alive by many infallible proofs, he sent his disciples out to conquer men world by the publication of the good news of his triumphant life, sufferings, death, and resurrection. After the conquest of man's unconquerable enemy by Him, he sent his disciples out to conquer men with the story of his victory.

Every story of conquest on the part of Christianity is an added evidence of the resurrection power of our Lord. More and more that fact shall fasten itself on the minds of men until they shall, finally come and exclaim, "O grave,

where is thy victory? O death, where is thy sting?"

**Coronation.**  
But Jesus was more than conqueror over the earth and of death. It was a poor conception that could see him enthroned at Jerusalem. Even after his resurrection, and upon the day of his ascension, the disciples thought the auspicious time for coronation as king of Israel had come. "Master, wilt thou at this time restore again the kingdom of Israel?"

Coronation glory, regal authority, triumphant power beamed from his face on that day when Jesus led his disciples out to the Mount of Olivet. Here was the king; below in the valley was Jerusalem. Here seemed to be the king and kingdom brought together.

They but poorly understood the scope of his kingdom. Instead of descending from Olivet to Jerusalem to occupy a Jewish throne, he had come to Olivet to ascend to that throne far above all principalities and powers. His was the throne of the universe. He had conquered it.

And so he ascended to reinvest himself with that glory which he had divested himself when he was incarnated in flesh of man. But his ascension and coronation that day did not separate him from his followers. "Lo, I am with you always," he said. From his place at the right hand of God he sees and views with interest the joy the conquests of his militant church on earth.

**Easter Items**

Mr. and Mrs. A. Carter, Mr. and Mrs. Geo. Chambliss, Misses Hughes, Stagner, Allen, Boyd and Sullenger and Mr. H. Brannon made up a party that motored to Quitaque last Sunday. The day was spent in kodaking and picnicking in general, also visiting the famous railroad tunnel recently completed by the Fort Worth and Denver.

Our school was well represented at the county school meet at Dimmitt last Friday and Saturday. There were entrants from this school in most every division. Car-

**STUCCO WORK**

All kinds of concrete and Stuccoing.  
Sidewalks and Cement Work a Specialty.

**BOB VAUGHN**  
At Panhandle Lumber Co.

**GUARD YOUR GOLD MEDAL KIDNEYS NOW!**  
Bid yourself of "creeping ill." Put your body in trim by cleaning up your blood from the slowing down poisons poured into it by inactive kidneys, liver and bowels. You may rely upon the famous old Dutch National Household Remedy—in use since 1696. The original and genuine.

**First at the get-away  
First on the straight-away**

No car in the Victory price class can match the all around brilliance of Victory performance.

The Victory is first at the get-away and first on the straight-away—faster on the hills, faster in traffic—smoother on rough roads.

And accelerates as no other car at the price has EVER done: 5 to 25 miles in 7 1/4 seconds! 10 to 45 miles in 13 1/2 seconds!

The public discovered all this even as the stop watch proved it.

More power per pound of car weight made it possible. Rugged Dodge construction made it practical. And also, Victory's unusual design made it SAFE.

For the Victory gravity center is lower and there is no body overhang.... The chassis frame is the full width of the body—and the body sills are eliminated.

Exceptional charm of line and more headroom and seat width are further vital results of this unique construction.

Drive the car today and make your own comparisons!

**\$1095**  
4-DOOR SEDAN, F. O. B. DETROIT

BEAVERS BROS.  
Hereford

**The VICTORY SIX**  
BY DODGE BROTHERS

ALSO THE STANDARD SIX (\$975 TO \$970) AND THE SENIOR SIX (\$1570 TO \$1770)

**LUCKY STRIKE CIGARETTES**  
"IT'S TOASTED"

**The Cream of the Tobacco Crop**

**WILLIE HOPPE**  
Champion Billiard Player

writes:

"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies as a steady diet. They have never irritated my throat or caused the slightest cough. I am going to stick with Luckies."

*Willie Hoppe*

**"It's toasted"**  
No Throat Irritation—No Cough.

olene Frye and William Dixon won second places in tiny tot story telling and competed against third graders from other schools.

Virgie Crosswhite and Dan Allen won second places in Junior declamation; Dalma Crosswhite won second in senior declamation, and Fred Stagner third. Other entrants in the different things were Orville Vanhora, Emerald Smith, Pat and Earl Stagner, Louise Ann Frye and Billie Corn.

Our teachers, Misses Boyd and Hughes, deserve much praise for their work and efforts put forth in preparing these boys and girls in their work. Although Easter did not win any medals or loving cups, we feel we have won in other ways. There were as many entrants from this school as any other rural school in the county.

Mr. and Mrs. Fields and Mr. and Mrs. Fred Walton attended services at Frio Sunday.

Mrs. Frye visited with Mrs. Joe Stagner one afternoon last week.

**MILD?.. Yes! VERY MILD.**

**AND YET THEY SATISFY**

**WE STATE it as our honest belief that the tobacco used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.**

LIGGETT & MYERS TOBACCO CO.

**CHESTERFIELD CIGARETTES**

**CHEVROLET**

**Effortless Driving**  
Smoothness • Power and Ease of Control that make every mile a pleasure

The COACH \$585  
The Touring or Roadster \$495  
The Coupe \$595  
The Sedan \$675  
The Sport Cabriolet \$665  
The Imperial Landau \$715  
Utility Truck (Chassis Only) \$495  
Light Delivery (Chassis Only) \$375

All Prices C. & F. Price, Mich.  
Check Chevrolet Delivered Prices they include the low handling charge & financing charge available.

Day after day it becomes more apparent that the unrivaled popularity of the Bigger and Better Chevrolet is due to its basic elements of superiority.

And the greatest factor of all is the effortless driving it provides. It steers with the weight of the hand—for the worm and gear steering mechanism is fitted with ball bearings throughout... even at the front axle knuckles. The clutch is velvety smooth in action and the gear-shift lever responds to the lightest touch. Acceleration is swift and certain, while big non-locking four-wheel brakes assure perfect control under every condition of highway and traffic.

You'll never know what a great car it is until you sit at the wheel and drive! So come in today for a demonstration!

**Bigger and Better**

**Brumley Chevrolet Co., Inc.**  
Hereford, Texas

**QUALITY AT LOW COST**

# Folks, Its Clean-up Week!

Spring housecleaning time is here. Clean up—Paint up—Varnish up—these are the thoughts in the mind of every housewife. We have the following necessary articles for housecleaning: O' Cedar Oil Polish and Mops, Household Amonia, Sal Soda, Fumigators, Sponges, Chamois Skins, Household Rubber Gloves, Disinfectants, Sprays, Formaldehyde, etc. We have Moth Balls for packing away those winter clothes.

## The City Drug Store

Phone 300

Eastman Kodaks

Hereford - Friona

Whitman's Candies

Lee and Ben Jenkins and Mrs. W. H. Neilson all of Spearman, spent Sunday and Monday in the home of their father, J. O. Jenkins.

Spent your money at home and it will come back to you, Landrum.

I. A. Ricketts was in Amarillo on business Tuesday.

### STAR THEATRE

HEREFORD, TEXAS

Friday Night Only

BEBE DANIELS in

"A Kiss in a Taxi"

Saturday Matinee and Night

APRIL 7th

"Back to God's Country"

with RENE ADOREE

Monday and Tuesday

April 9-10

BLINOR GLYN'S

"THE MAD HOUR"

with Alice White, Larry Kent, Sally O'Neil and Margaret Livingston.

Wednesday and Thursday

April 11-12

"THE CROWD"

King Vidor's great film drama of every day life

with James Murray, Eleanor Boardman and Bert Roach.

Friday Night Only

April 13

Richard Dix and Betty Bronson in

"Paradise For Two"

Saturday Afternoon and Night

April 14

TIM McCOY in

"Spoilers of the West"

Coming Soon:

Colleen Moore in "Her Wild Out."

Lon Chaney in "THE HUNCHBACK OF NOTRE DAME."

Time of Shows 7:30-9:00 p. m.

Saturday Matinee 2:00-3:30 p. m.

Mrs. Lloyd Kerns of Los Angeles, Cal., is visiting relatives here.

Just received a swell line of large dress hats. Voegel Millinery Parlor.

R. M. Tankersley spent the first part of the week at Plainview attending the dairy show there.

Merit Chick Starter, West Texas Feed and Seed Co.

Mrs. P. W. Price, Mrs. S. P. Rosson and Mrs. C. A. Skelton were Amarillo shoppers Monday.

Our Big Tire Sale commences Saturday morning at Rice's.

Mrs. J. E. Roberson of Canyon is visiting in the home of Mr. and Mrs. J. F. Ward.

Don't waste time nor money looking for a better price than ours. Sell your eggs and poultry always to the Hereford Produce.

Mrs. O. Kee Behrens of Amarillo is visiting this week at the home of her parents, Mr. and Mrs. J. F. Ward.

It will pay you to see my specials Friday and Saturday. A dandy bargain at \$2.50. Voegel Millinery Parlor.

Little Virginia Earl, daughter of Mr. and Mrs. H. D. Reed who has been confined to her home for several weeks with pneumonia is reported as improving nicely.

On sale Saturday morning a 30x3 1/2 heavy oversize tube with an unconditional guarantee, for only \$1.50 at Rice's.

E. F. Connell and C. R. Smith made a business trip to Tulla Monday.

A six-tube Atwater-Kent radio complete, nothing else to buy, for only \$95.00. ORR'S TAILOR SHOP.

The Brand announces this week the appointment of Mrs. Earl Lust of Dimmitt as correspondent for the Bethel community, southeast of here. Mrs. Ham Lambert, formerly correspondent from that community, will continue to report the news at Big Square.

Eggs and poultry. We buy 'em. The Hereford Produce.

Mr. and Mrs. Warren Hough and family of near Dawn moved this week to Shattuck, Oklahoma.

### FLOWERS

Cut Flowers or Pot Plants See or Phone

MRS. J. H. PITMAN

Phone 187

Rice's Big Tire Sale is bound to be a winner. See display-add for particulars.

Mr. and Mrs. A. H. Elliston and daughter, Miss Ruth, left Wednesday for Alhambra, California, where they will spend several months visiting relatives.

Landrum has Chinese elms and all the rest of the best.

W. C. Pitman made a business trip to Oklahoma City Thursday.

### LADIES AID SALE

The Ladies Aid Society of the Christian church will hold a bake and apron sale Saturday, April 7, at the Texas Meat Market, 11 2 c

Miss Bessie Megert left Friday morning for Vernon where she will spend the next month visiting friends.

Come early Saturday morning if you want one of the Glare-Shields to be given away at Rice's Big Tire Sale.

A good, snappy, all-wool suit, with extra pair of trousers, only \$35.00. ORR'S TAILOR SHOP.

Miss Gwendolyn Spradley of Canyon spent the past week here visiting her parents.

Ivar Richards spent Sunday in Amarillo.

Don't let anyone kid you that he has something superior, Landrum has it.

You can make Hereford the most beautiful town on the Plains in twenty-eight by a united effort at once, if everyone will beautify their homes with trees and shrubs, Landrum.

Get competitive prices, then come to Rice's Big Tire Sale and buy your tires.

C. A. Skelton made a business trip to Dimmitt Monday.

Phone 99 for trees, shrubbery, evergreens, roses, etc. L. P. Landrum.

Now is the time to transplant trees. Landrum.

Look over our new spring samples. A dandy, snappy, all-wool suit, \$25.00 to \$27.50. ORR'S TAILOR SHOP.

Miss Gwendolyn Spradley of Canyon spent the past week here visiting her parents.

### TO THE VOTERS OF DEAF SMITH COUNTY.

I hereby announce my candidacy for the office of County Judge of Deaf Smith county, subject to the action of the Democratic primaries. I have the highest respect and friendship for each of the two gentlemen who have already announced for this office. They are worthy and capable, but they don't want the office any more than I do and won't work any harder to administer its duties.

As to my knowledge of the law, I don't make any special claim, but I believe I know right from wrong and would like to see every person have a square deal. But it seems that the main duty of a county judge in these western counties is that of superintendent of schools. I believe I would feel more at home here.

Teaching has been my main life's work. If elected I will do my best to keep the schools up to the high standard of excellence that they have already attained. I will appreciate your vote.

D. W. HAWKINS.

Let us help you get the most money from your eggs and poultry. We'll buy 'em from you. The Hereford Produce.

Bermuda Clover and Blue Grass Sec. West Texas Feed and Co.

Miss Elizabeth Meyer spent the week-end visiting her parents in Amarillo.

The condition of G. R. Jewell who has been confined to his bed with pneumonia for the past three weeks, is reported much improved.

Merit Milk Maker, West Texas Feed and Seed Co.

Wilson Gyles spent Sunday in Amarillo.

George Parker was an Amarillo visitor Sunday.

Merit Milk Maker, West Texas Feed and Seed Co.

## Warning!

In conjunction with our regular business, which includes Frigidaire, Delco Lights, Plumbing and Electrical work, I have added the renowned

### "AUTOMATIC"

Electric Washing Machine

None Better Are Made

Our Price Complete, Delivered Hereford

\$98.00

J. C. Cummins

Phone 340

## THE GROCETERIA

Friday and Saturday Specials

PEAS, No. 2	14c
SPINACH, No. 2	14c
COMPOUND, 8 pounds	\$1.15
COFFEE, fancy Santos Peaberry, 1 lb	36c
SOAP CHIPS, Crystal White, large	23c
DRIED APRICOTS, lb.	17c

We Give Gold Bond Stamps

We Deliver. Phone 31



### "AWAKE, THOU WINTRY EARTH—FLING OFF THY SADNESS"

New dress — new resolutions — new hopes. All nature is full of promise.

Easter is a joyful season—may we venture the hope that your plans for the year are maturing as you expected. And may we hope, also, that we may be of further service in the development of those plans.

Western National Bank  
"There Is No Substitute for Safety"

## Buick Service Station

LANDRUM AND LEWIS

Miller Tires and Tubes, Marland Gas and Oils, Accessories, Washing, Greasing.

TOW-IN SERVICE.

Phone 392

## PANHANDLE LUMBER CO.

Quality • Service • Courtesy



## KELVINATOR

The Oldest Electric Refrigeration

Before any other system was even on the market, Kelvinator had proved itself to be perfect automatic refrigeration.

Kelvinator is manufactured by the largest plant in the world engaged exclusively in the production of electric refrigerators.

Kelvinator has the approval of Good Housekeeping, The Modern Priscilla, The Tribune Institute, and such institutions working for the betterment of our homes. Kelvinator is safe, reliable and economic electric refrigeration. People who can own the best and yet who demand economy in operation choose Kelvinator.

The two richest men, probably, in the world, John D. Rockefeller and Henry Ford, both have their homes equipped with Kelvinators. H. H. Swift and Louis Swift Jr., the meat packers, Dr. H. H. Kellogg of Battle Creek Sanitarium, Samuel and William Childs of Childs restaurant fame—these and many of our nationally known men have their home Kelvinator equipped.

Kelvinator is guaranteed by the manufacturer and we absolutely guarantee a Kelvinator when we place it in your home, and we are prepared to properly install and service every Kelvinator we sell.

Call at our store and see a

KELVINATOR  
E. B. BLACK COMPANY

We Give Absolute Service in Every Department of Our Store.