

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

28th Year—Number 15.

Hereford, Deaf Smith County, Texas, Thursday, April 26, 1928.

Seth B. Holman, Publisher.

HEREFORD CHALLENGES CANYON TO CITY BEAUTIFICATION CONTEST

SCHOOL FOURTH AT TRACK MEET

CITY'S ATHLETES SECURE MANY POINTS AGAINST FIELD OF DISTRICT SCHOOL STARS

Bill Russell First to Reach Tape in Hundred and Two-Twenty. Acclaimed One of Two Outstanding Runners at Meet. Will Represent This District At State Inter-Scholastic Event at Austin in May.

Against some of the strongest competition in the entire Panhandle, the Hereford high school track stars took fourth place in the District One Interscholastic League track meet held at Canyon last Friday and Saturday. Making a total of eleven points, White athletes barely nosed out those of Panhandle, who finished fifth with 10 1-2.

William "Babe" Russell of Hereford shared honors with Walstead of Pampa as high point men of the meet. Both these boys took two first places.

Russell took first in the 100 yard dash, and again in the 220 broke the tape ahead of Hudgins of Amarillo to win another first. His showing at the Canyon meet entitles Russell to represent this district at the state meet to be held at Austin Friday and Saturday, May 4 and 5.

The meet was held on the athletic field of the W. T. S. T. C. and was attended by students from all eighteen schools represented. A large delegation of Hereford students went to Canyon both days of the meet.

Schools represented at the meet and the order in which they finished are as follows:

School	Points
Amarillo	20
Canyon	19
Pampa	18
Hereford	11
Panhandle	10 1/2
Ferryton	9 1/2
Oklahoma Lane	9
Quilicura	7 1/2
Follett	7
Lipscomb	6 1/2
Hartley	6 1/2
Booker	4 1/2
Farwell	3 1/2
Green	3
Dismitt	2
Dumas	1
Tulla	1
Barger	1/2

WATER CHARGES DISCUSSED BY CHAMBER OF COMMERCE WITH REGARD TO CAMPAIGN

A publicity campaign to thoroughly educate the people of Hereford to the value of plenty of running water in connection with the present clean-up drive under way here was voted at the regular meeting of the Chamber of Commerce held Monday noon at the Stockmans Cafe.

According to the committee in charge of the clean-up campaign, many people are neglecting their lawns and gardens because they believe the cost of water prohibitive. Mayor E. S. Ireland was asked to submit for publication a statement of the low rates now in effect in Hereford.

Prospects for a hotel in Hereford were discussed at length by J. E. Moore of Harlingen, Texas, a guest at the luncheon. Mr. Moore stated that he knew of a man, owner of several hotels in Texas, who would agree to lease a forty-room modern hotel if such a structure were erected here. Plans for such a building were outlined by the speaker.

The chamber of commerce voted to send two Hereford representatives to state events within the next month. Bill Russell, high

Singing Meet Scheduled For Early In May

Sunday, May 13, is the date set for the meeting of the Deaf Smith county singing convention to be held at Ford community, twenty miles north of Hereford on 25-Mile Avenue. It was announced this week by convention officials. Preparations are under way to take care of the largest crowd which has ever attended a meeting in this county.

According to Mrs. C. C. Bowman, secretary, delegates are expected from Amarillo and surrounding towns as well as from Oklahoma and Eastern New Mexico. All singing classes in and out of this county will prepare material for the all-day program. Many of the better known quartets in this section of the Southwest will have parts on the program.

Under direction of J. A. Garrett people of Ford community are perfecting arrangements to make the convention a success. The programs will begin at 10:00 a. m. and a basket dinner will be served at noon.

MANY CHICKENS CULLED.

Mrs. J. C. Sartain, poultry demonstrator of the Parina Mills, who has made her headquarters at the Jones & McLean grain company here for the greater part of the past month, will leave Saturday morning for the company's main office at St. Louis. During the past thirty days Mrs. Sartain has culled more than 30,000 head of laying hens in the Hereford territory.

BIG CONTEST FRIDAY

Many from Hereford to Attend Old Fiddlers' Meet in Amarillo Tomorrow Night. J. M. Chapman, Adrian, Represents County.

Many a Deaf Smith county resident is expected to go to Amarillo Friday night, April 27, to hear the Old Fiddlers contest to be held at the auditorium there. Nearly every county in the Panhandle will have one contestant entered and special stunt numbers by those too young or otherwise ineligible to enter the main contest have been planned.

As the players Friday night will be only those who have won the contest in their respective counties, the winner will have earned the title "Champion of the Panhandle." Deaf Smith county will be represented by J. M. Chapman of Adrian, who won the contest staged here at the Chamber of Commerce luncheon, Monday, April 10.

Warden Names License Rules for Fishermen

Calculated to cool the ardor of too-zealous Hereford fishermen who are elated over the opening of the fishing season Tuesday, May 1, was the announcement made this week by S. D. Turner, deputy state game warden, here on a trip of inspection.

Chief of the rules and regulations which will be stressed this year, Mr. Turner said, will be the law making it necessary to have a license in order to fish with an artificial bait or lure. Regardless of age, fishermen must have a license. Moreover, one cannot legally fish on one's hunting license.

These and many another law, will be enforced here this year, Mr. Turner indicated. Licenses are for sale at Streu Hardware Company and at the Dunlap Hardware. Price is only \$1.10. "Better buy now and save the difference between that amount and a fine," continued the deputy.

Baby Chicks Burned As Flames Destroy Shed

Nearly 600 baby chicks were burned to death when the poultry house at the rear of the J. P. Slaton home on 25-Mile Avenue was destroyed by flames at 2:00 o'clock Monday afternoon. An exploded brooder stove is thought to have been the cause of the blaze.

More than 600 chicks were in the house at the time and neighbors succeeded in saving only a few dozen. Firemen, unable to speed to the fire because of motorists blocking the way, were able only to put out the blaze in time to prevent its spread to adjacent buildings.

Baseball Prospects Worry Fans Here

"Will there be any stars in our town?" might well be the title of the plaintive song popular now among Hereford baseball fans who are getting curious concerning the probable appearance of a town baseball team this season. To date, long after many teams have played several games, nothing definite about a team here has been accomplished.

Lack of a manager appears to be the chief difficulty. Interviews with Charlie Whitehead, manager for the past three years, elicit only the information, "I've had my fun, let someone else enjoy himself awhile."

Former members of the team are getting anxious, too. Craving action, they affirm that unless someone professes his managerial services within the next few days, they're going to try to make a go of it as it is. Wanted—A Manager!

HOTEL PLAN IS OUTLINED BY SPEAKER

Prospective Lessee Is Now Ready to Take Over Management of a Community Built Hostelry.

That Hereford's chances for a modern hotel are nearer realization than they have probably ever been was made known here this week by J. E. Moore of Harlingen, Texas, here on a business trip. Mr. Moore, who erects church buildings exclusively, has been conferring with the building committee of the Baptist church.

J. H. Pinckney, of Alice, Texas, operator of several hotels in towns the size of Hereford, has told Mr. Moore that he is familiar with the hotel situation here and asked Mr. Moore to present his proposition to the business men of Hereford.

According to Mr. Moore, Mr. Pinckney's plan is to take a lease on a hotel building erected by the citizens. He will furnish the building himself and manage it, with a monthly lease high enough to pay a good return on the capital invested.

Experiences in other cities has shown that under favorable conditions, it is comparatively easy to raise the funds necessary to build hotels. Just what steps will be taken here in this important matter is now up to the Chamber of Commerce Hotel Committee.

Fire Insurance Rate Lowered Large Amount

Further reduction in the key insurance rate for Hereford was virtually assured this week following a trip of inspection here by an engineer from the state department of fire insurance. Besides carefully inspecting all fire hazards within the city limit, the state man supervised tests of the city's new fire equipment and fire department.

Commending the situation here, he promised that Hereford's fire insurance key rate will be lowered to 23 cents from the former 37 cent rate before the purchase of the new equipment. This makes a total reduction of 27 cents in the key rate within the past two years.

City officials are enthusiastic over the lowered rate. Records show that no other city of approximately this size in Texas has a key rate as low as this.

Noted Basso Appears in Hereford Recital

What is considered a real treat for Hereford music lovers will be the appearance here next Friday night, May 4, of Edward Brigham, noted basso, who will give a program of songs and readings at the high school auditorium. Brigham is on his way east from California and is making Hereford his only stop enroute.

According to high school authorities, under whose auspices he is appearing, Brigham's program given here some two years ago was well received and a large crowd is expected to attend his performance next week. A man of diverse talents, many of Brigham's songs and readings are of his own composition.

STORK SPECIALS.

Born to Mr. and Mrs.— Jack Hagar, April 22, boy. Otto Smith, April 24, boy. Paul Fair, April 18, girl. E. E. Edwards, April 16, girl. Fred Higgins, April 10, boy.

CONNALLY TO SPEAK

Waco Congressman Delivers Address in Hereford Monday Morning at Courthouse. One of Many Similar Talks Made Over Plains.

Voters of Deaf Smith county will be given an opportunity to hear one of the outstanding candidates in the race for the United States Senatorial seat to be vacated this term, when Congressman Tom Connally of Waco will de-



TOM CONNALLY

liver an address here at 11 a. m. Monday, April 30.

In his "swinging round the circle" trip Mr. Connally is speaking to audiences in practically all towns of Northwest Texas this month and next. His address here will be made at the county courthouse. People from this and adjoining counties are urged to come to Hereford Monday morning to hear an address by one of the leading Democrats of Texas.

Friends Here Shocked by Major Death News

Sad news to Hereford friends Tuesday was that of the sudden death of W. W. Major of Middlethian, a brother of G. C. Major of Hereford. He was a former resident of this city and had many acquaintances in this and surrounding counties.

Little details were available in the message which arrived here Tuesday. Burial was made at Middlethian on Wednesday.

Out-of-Town Owner Pleased With Country

One foreigner who came to Deaf Smith county thinks a lot of his investment and of the Panhandle county. He is H. P. Seemann of Boston, Iowa, who paid The Brand a pleasant call Wednesday morning. Mr. Seemann has owned land here for many years and is looking for the future of the country and a booster for the present and future. He said he enjoyed his Brand every week and kept a close watch through its columns on the progress of this community.

Prolific Cow Tries To Set New Record

A cow which seems bent on showing other cows in other parts on Texas how they do things in Hereford, is that owned by L. T. Jay, farmer living five miles west of here. Six years old, and a heavy milker, the cow has given birth to no less than six heifer calves in the past twenty-three months.

According to Mr. Jay, during her first four years the cow had but two calves, a bull and a heifer. Within the last two years she has had three sets of twins, all of which are still living.

Mr. Jay says that he has had several good offers, both for the prolific cow and any of her offspring. "I do not choose to sell," is his only reply to bidders.

CITIES ENTER COMPETITION AFTER COMMERCE GROUPS ARRANGE SPECIAL AWARDS

Both Towns Will Strive to Secure "Most Beautiful" Title. Contest Begins At Once, Lasting Until Fall. Committees Appointed at Both Places, and Work Already Well Under Way to Beautify This City.

Department Is Re-Organized at Special Meeting

Reorganization into companies, election of officers and other important business was completed at a meeting of the Hereford Volunteer Fire Department held Tuesday night at the city hall. Eighteen of the department's twenty members were present.

In the election of officers, Dow Mercer was re-elected chief; W. C. Pitman, assistant chief, and H. K. Fox, secretary. Leading in importance of business matters discussed was the rule prohibiting non-members of the department from riding on trucks either going to or returning from a fire. A fine of \$5.00 is charged each person violating this regulation.

Firemen say they have been kept from giving their best service at the past two or three fires because of interference from a curious public. More than forty fines were assessed at the last fire and officers have been instructed to arrest anyone guilty of such interference.

According to Chief Mercer the department is now in the best shape in its history. With three trucks and all necessary equipment they can render service second to none of any other department in a city of this size in the Southwest.

A complete list of the new personnel of the fire department is announced by the officers. Only these men are members of the department: Dow Mercer, W. C. Pitman, H. K. Fox, Lon Boyd, Earl W. Phillips, L. D. Norton, Lester H. Landrum, H. C. Angelo, Harold Wall, Bill Anderson, Charlie Sowell, Johnnie McClendon, Roger Corbett, J. W. Pittman, Sank Ramey, Willard Witherspoon, Glenn Witherspoon, John H. Patton, Hascall Runtun and Onias Carroll.

School Orator to Make Talk At Convention

Speaking of the advantages and attractions of the city of Hereford, a high school orator will represent this city at the annual convention of the West Texas Chamber of Commerce to be held in June, as was announced this morning by Superintendent C. H. Dillehay.

Speakers from high schools all over the Panhandle will be entered in the "Home Town" contest, one of the leading features of the 1928 convention, Mr. Dillehay said. Each school will have its own elimination contest, the winner to make the trip to Fort Worth.

When presented to the Hereford Chamber of Commerce at its regular meeting Monday, it was voted to pay the expenses of the delegate selected to represent Hereford. Winning speeches in the local contest will probably be delivered before a meeting of the Chamber of Commerce.

ATTEND LODGE MEETING.

Many Odd Fellows and Rebekahs from Deaf Smith county attended the convention of the lodge in Amarillo Tuesday afternoon. From Hereford went Mr. and Mrs. Chas. Paddock, Mrs. E. E. Fridley, Mrs. Minnie Jones, Mrs. F. E. Bove, Frank Givan and John H. Patton.

Hereford versus Canyon. Once again has friendly rivalry sprung up between the two cities; this time with a "city beautiful" contest which begins at once and will continue until next fall.

As a result of recent negotiations between the chambers of commerce of the two cities, it has been decided that Hereford will try her best to make this city cleaner, neater and more attractive than her neighbor.

Work is being done on the beautification of the city and it is hoped that the entire city co-operate as the city of Canyon already is co-operating, to make the contest successful.

Mrs. J. F. Slaton heads the committee here in charge of the contest. She is assisted by fellow-committeemen, H. K. Fox, Mrs. M. B. McLean and Mrs. J. H. Pittman, and R. O. Dunkle.

Plan Outlined.

In brief, the contest plans have been outlined as follows: Both cities will strive to clean up and brighten up as much as possible within the city limits. Lawns, pretty homes, appearance of public buildings, all will count in the scoring. Some time in the fall, probably about September, when flowers are blooming and the two towns are looking their best, a disinterested judge from another city will score the two towns.

Although small, both cities feel that the reward at stake is worth the trouble to earn it. The chamber of commerce of the losing city will banquet the chamber of commerce of the winner.

Jones To Open New Furniture Store Saturday

C. S. Jones is the proprietor of the new furniture store which will occupy the Main Street location of the former Chrysler Motor Co. Men are at work this week remodeling and repainting the interior of the building.

section of the country. He is a former resident of Dismitt and came to Hereford from Amarillo about a year ago. He announces that the new store will handle a complete line of new and used furniture and will probably be ready to open by the latter part of this week.

L. W. Hough, formerly manager of the Chrysler Motor Co., is now connected with the Nichols & Shepard combined hardware company of Kansas City. He will make his office in the Dunlap hardware store here.

Work Nears Completion On New Filling Station

Work is rapidly nearing completion on the small filling station being built by J. L. Sharp on the Clovis highway, at the west end of Second Street.

Mr. Sharp believes that he has one of the most advantageous locations for an establishment of this kind in Hereford. He has announced that the new station will carry a complete line of gas and oils and make a specialty of accessories and motorists' needs, especially those of tourists.

BRAND OFFICE REPAINTED.

The Hereford Brand office has entered the letter as well as the spirit of Clean-Up week, an extension of which is still going on. Friday and Saturday the office was completely repainted.

(Continued On Last Page)

THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher
 Also Publisher of
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MRS. SETH B. HOLMAN Associate Editor
HERBERT W. SMITH Local Editor

TELEPHONE 30

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NOTICE TO THE PUBLIC.

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

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

The Judge's Joke



BUSINESS IS FINE FOR THE SCISSORS GRINDER. WHEN THINGS ARE DULL.

to race their horses, whereas now every racing association makes its own rules and often change them without a moment's notice and even the most reputable fair and racing associations are at liberty to let out the racing privileges to persons who too often resort to questionable methods of increasing their profits. Texas horsemen believe that state control under proper legislation will encourage racing as it has in other states and will bring to Texas thousands of Eastern and Northern horses every winter for training and become a source of great profit to Texas as well as a stimulus and encouragement to the thoroughbred industry of the state.

Hereford Ships Mules.

Hereford has become a large concentration and shipping point for mules. The North Plains country is producing mules of a kind that are in demand where the best are sought and large shipments are being made to all sections of the country. More than 70 carloads have been shipped from Hereford recently and buyers are searching the country for more. The tractor is growing in popularity, but those who raise good mules have no fear of the competition of the motor-driven machinery.

Agricultural College Tours.

Tours to the Texas Agricultural and Mechanical College have become quite popular. Recently more than 10000 Borden county farmers, farm boys and girls and some business men made a pilgrimage to the College. The visit had a twofold purpose, to give the visitors opportunities to learn many things pertaining to late agricultural methods and to acquaint them with the importance of the agricultural

advantages offered by the college.

Farm Classes Popular.
 More than 8000 boys are studying vocational agriculture in Texas in 253 departments, according to a statement recently made by the state supervisor of agricultural education. They are studying in the elementary schools improved farm methods and practices and fitting themselves to do farming under much better methods than those practiced by their fathers. Many of them are becoming so infatuated with farming that they will seek advanced training at agricultural colleges after finishing the elementary courses.

San Saba Plans Airport.

San Saba is among the smaller cities making plans for securing grounds for an airport. San Saba is on the Pecon belt highway that will extend through the state from Fort Sam Houston at San Antonio to Fort Sill, Okla., which is the proposed route for a Federal military highway between these two points. San Saba is showing good judgment in getting an airport.

Menard Mineral Claims.

Large deposits of minerals aside from oil, gas, coal and lignite are said to exist in Menard county. Mineral rights recently obtained on 546 acres at \$10 an acre plus a 2 per cent perpetual royalty is the first step being taken to develop these minerals. Geologists say that there are all indications that the supply is unlimited.

Gonzales County Park.

The Gonzales Inquirer says that there is no more beautiful spot anywhere in Texas than the County Park, "a pretty retreat nestling on the banks of the San Marcos," and that numbers of tourists from other states are stopping there these days, all of them enthusiastic in their praise of the beautiful park. The tourist travel for the season is already under way and if a place wishes to have any considerable part in that travel the beauty spots must be cleaned up and put in shape to induce tourists to tarry awhile.

Community Paper.

Adamsville, in Lampasas county, has started a community paper, 250 copies of which will be published and mailed to the community homes once each week for at least three months, the purpose being to create a better community interest and especially to furnish

Thinking Out Loud!

Now that spring is here, a law against throwing snowballs has been passed in Los Angeles county, California. Evidently the county was hard hit by the winter!

Lindbergh has his troubles. Souvenir hunters are so avid that to date he has lost over fifty shirts which he sent to laundries. Well, we are not Lindbergh, or anything like that, but we've lost a good many shirts that way ourselves.

A new decree makes it necessary for London nurses to wear dresses reaching four inches below the knee. Probably a measure to check the overcrowding the London hospitals!

Have you been bitten by a loan shark yet?

The transatlantic fliers landed in the Far North but they were in for anything but a cold reception.

In the spring a young man's fancy is often plainer than he believes.

Many a street-corner orator would do well to use fewer soap boxes and more soap.

The average weekly income of a British burglar has been computed

a means of thoroughly testing advertising to its own people and through them to others, the community fair to be held next summer.

at less than \$3.02. They ought to be unionized.

Until the year 1881 wife beating was legal. Maybe that's what the old codgers think of when they talk of "the good old days."

A girl has been refused admission to high school because she married. Just when she needs mathematics most!

Captain Parker of the Homeric says that lavish radio programs are sometimes responsible for storms at sea. Some singing we have heard over the radio could sink many a ship, or indeed a whole fleet.

Farm Forestry in Vermont.

Burlington, Vt.—University of Vermont figures show that the number of farmers adopting improved forestry methods increased from a total of three in 1925 to 74 last year.

Buds Saved from Frost.

Tulsa, Okla.—Joe McCrary has packed about 125 to 150 pounds of cracked ice around the base of the trunk of every tree of bearing age in his orchard. The ice retards the flow of sap and consequently delays budding until danger of frost passes. A three-inch layer of dirt, covered by a thin layer of straw, keeps the ice from melting. When McCrary wants the trees to blossom he will remove the straw and let the ice melt.

Larger Butter Cubes Asked.

Fond Du Lac, Wis.—B. F. Sherman, local dairyman, advocates as a farm relief measure the serving of one-lb. cubes of butter as a standard portion in hotels and restaurants. The average service of butter is one-third ounce, he cites. Serving inch cubes would add one-fourth ounce per portion, an increase of 35,000,000 pounds annually for the country, he estimates.

Texas & Texans

By WILL H. MAYES

Texas Thoroughbreds.

Did you know that there are some 200 Texans engaged in raising and breeding thoroughbred race horses; that there are several million dollars invested in these animals in the state, with at least one stable of such horses valued at more than a million and several where the investment runs into hundreds of thousands? Did you know that a large number of the fastest horses on the race tracks of this country are Texas bred and raised, and that a profitable Texas industry is breeding and training race horses for Eastern horsemen? Did you know that Texas is generally regarded as about the best state in the country in which to raise and train horses? I did not know any of these things until I spent a day recently at the Brownlee ranch in Burnet county where I saw some of the best thoroughbred horses and mares of the state and learned something about a business of which I, along with most other Texans, know very little. Houston Brownlee, an Austin lawyer, and owner of the ranch, who is also what he terms "acting president" of the Texas Thoroughbred Horse Breeders' Association, now in process of organization, was my host and informant.

Reviving the Business.

Horse racing has been in bad in Texas for a number of years and partly so because of the practices of bookmakers and the lack of uniform, legalized control. Horsemen frankly state that bookmaking, betting, drinking and trickery have been responsible for conditions which the best class of horsemen do not approve, but which they believe that state regulations, supervision and control under proper

legislation would make horse racing in Texas the popular pastime and sport that it is in the North and in European countries, and would also soon make Texas the greatest thoroughbred breeding and training country in the entire world. They say it is recognized that the soil here, underlaid as much of it is with limestone, produces the grass that makes the best bones; that the dry, sunshiny climate develops the best lungs and heart action; that horses pastured on mesquite grass sod, on limestone subsoil, and trained in the light Texas air have unequalled powers of endurance.

Why Regulate Racing?

They regard racing contests as essential to the development of race horses, just as the schools regard football, baseball and basketball contests helpful in development of the best athletes. Breeders want to train their horses where the stakes can contest with each other under protection of law and free from the objectionable practices that have practically ruined public racing and in a climate such as Texas has in winter but which can be found nowhere else except in Mexico where gambling and drinking are at their worst. They want to know in advance under what rules and regulations they will have

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 1928:

- For Representative, 123rd District: **GLYDE W. WARWICK**, Canyon, Texas.
- For Sheriff and Tax Collector: **TOMAS R. MILLER**, **E. F. CONNELL**, **J. D. (Doyle) ROSE**, **JAMES L. MAUK**, **F. I. WEST**, **ED COURTSINGER**.
- For Tax Assessor: **IRA RICKETTS**.
- For County Treasurer: **J. H. HEAD**.
- For County Judge: **EARL W. WILSON**, **P. W. PRICE**, **D. W. HAWKINS**.
- 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 1928:

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

Preparedness By Albert T. Reid

OVER A BILLION DOLLARS OF BEAUTY STUFF ANNUALLY

THE FUMBLE FAMILY



These Hot Specials

ARE WHAT YOU WANT

Specials This Friday and Saturday

LEMONS	Per Dozen	19c
ONIONS	"Crystal White" Per Pound	5c
Washing Powder Borax		4½c
TOMATOES	No. 2 Can Each	9c
RAISINS	4-pound package Each	34c
COFFEE	3 pounds Cup and Saucer	\$1.43

BRING US YOUR EGGS

FALLING DOWN ON THE JOB





For Sale or Trade

FOR SALE OR TRADE—Dairy cows acceptable as cash payment, one Fordson tractor and plow complete. **RALPH BARNETT.** 14-2tc

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-1tc

JACK FOR SALE or trade for mules, cattle, horses, hogs or good truck. Sure and active breeder. Guaranteed. Phone 9006-F21. A. S. HIGGINS, twelve miles north. 15-1tp

FOR SALE—My place in South Hereford. Cheap if sold at once. For information see Burt France at H. & F. Grocery. **MRS. MAY FORISTER.** 14-3tp

FOR SALE—Two beautiful lots, \$2x140 each, on paved street. At a surprisingly low price. A. A. OTT REALTY CO. 14-2tc

FOR SALE—A mighty good improved section at a low price and no reflection on the real value of Deaf Smith county land, either; we simply need the money. A. A. OTT REALTY COMPANY, Hereford, Texas. 14-2tc

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

TO EXCHANGE FOR JERSEY COW—One 200 egg Standard incubator and 1,000 chick brooder, both in perfectly good condition. **RALPH BARNETT.** 14-2tc

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.** Work and Second Degree.

Wanted

WE PAY \$1.20 dozen, sewing bungalow aprons at home. Spare time. Thread furnished. No button holes. Send stamp **CEDAR GARMENT FACTORY**, Amsterdam, New York. 15-1tp

WANTED—Laundry work, quilts and blankets specials. **MRS. HAZEL SPARKS**, Phone 119-W. 15-1tc

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

WILL STAND good jack at my place this season. Fee \$10 to insure standing coil. **G. P. OWEN**, Summerfield, Texas. 15-1tp

WORK WANTED—Tractor and truck work of any kind; satisfaction guaranteed. P. O. Box 697, Phone 9026-F2. **GEORGE W. SMITH.** 7-1tc

FOR GARDEN FLOWING or dirt hauling, phone 290-J. **RUSSELL DANIEL.** 8-1tc



FOR SALE—Splendid 6 year old Jersey cow for \$75.00. **MRS. D. E. TURRENTINE.** 15-1tp

FOR SALE—Thousands of frost-proof cabbage plants now ready. **RUSSELL DANIEL**, Hereford, Texas. 15-1tc

FOR SALE—Modern five room and bath residence; close in; a real bargain. **C. I. WHITEHEAD.** 15-3p

FOR SALE—Eclipse 10-foot windmill; also tower and pipe. One storage tank and tower. Few rods of 26' log wire. One piano box. See **E. E. FRIDLEY.** 13-2t

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

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

Quick Job Service at The Brand

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

CHINESE FILMS—Choice stock at 20 per cent reduction. Write me your needs or see stock one block north of Canyon high school. **J. W. SIMMONS**, Box 15, Canyon, Texas. 15-2tc

For Rent

FOR RENT—Splendid three-room apartment and garage. Phone 194. 15-2tp

NORTHEAST CORNER.

The Union school was out Friday and the teacher, Mrs. Ollie Grabbe, entertained the pupils by taking them on a picnic. A number of parents were present and all had a good time.

Miss Leauda Bowen spent part of last week in Amarillo with her sister, Mrs. Roscoe Campbell who has been in the hospital. She is recovering now.

Miss Doris McBroom of near Amarillo spent Sunday here.

Mr. and Mrs. Lawrence Womble

were in Amarillo one day last week visiting sick relatives.

A number of our people attended the program at Ford Friday evening and report a good program and excellent crowd.

Mr. Hazelwood was in Wildorado from Amarillo Sunday.

Coy Phillips and family spent Sunday afternoon with Mr. and Mrs. H. J. Oglesby, also visiting Mayme Allred.

A number of the young people spent Saturday evening in Amarillo.

A good play will be given at the auditorium at Wildorado school Saturday night. The play will be given by a number of Parent-Teacher members and all are invited to come and enjoy it.

Mrs. Jim LeGrand spent part of last week with her father, John Thomas of Hereford, who has been ill for some time but is now improving.

Mr. and Mrs. J. T. McClain were visited by relatives last week.

A number of B. Y. P. U. folks gathered at the church Sunday afternoon to re-classify the groups. They plan to start a contest soon and an invitation is extended to all interested to meet with them and help make this contest a success. **B. Y. P. U. meets each Sunday evening at 7:30.**

Mrs. Frank Daniel and daughter were in Hereford Saturday, and were accompanied by Miss Bill Williams.

Mr. and Mrs. J. T. McClain were in Hereford Saturday night when a program was given by pupils and the B. Y. P. U. members, were also given in which Judge Earl W. Wilson made a good talk.

Fred, son of Canyon was here Friday afternoon.

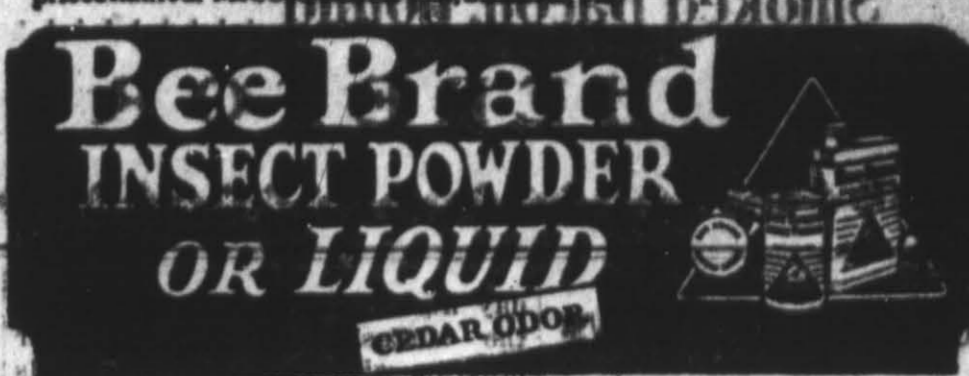
Otto Smith was in Amarillo last Friday.

Vada Norman visited Lottie and Ethel Allred Sunday.

Mrs. R. L. Campbell was in Hereford Saturday to spend a few days with Mr. Campbell's mother, who is ill.

Declare War on All Insects—Kill Them

and keep them away. Bee Brand Insect Powder or Liquid Kills Flies, Ants, Roaches, Poultry Lice, Mosquitoes, Fleas, Bed Bugs, and other insects. Won't spot or stain. Won't harm children and pets. Write for free literature. Dealer can supply, we will ship by parcel post at prices named. **McCORMICK & CO., BOSTON.**



Open for Business May 1
Plumbing and Windmilling
Work Guaranteed
Will be located first door south of City Hall.
Give us your work.
RUNTON AND BARNHART
Phones, Day 33, Night 151

FOR QUICK JOB SERVICE SEE THE BRAND.

\$5.00 REWARD
R. & F. CASH GROCERY
—AND—
PALACE MEAT MARKET
Offers a Cash Reward of Five Dollars to the person making the largest Cash Purchase of Meat and Groceries from them next **SATURDAY, APRIL 28th.**
We Give Purple Stamps.
PHONE 293 WE DELIVER

THE STAR THEATRE
Wednesday-Thursday, May 2-3
40,000 MILES WITH LINDBERGH
A Metro Goldwyn Mayer picture

Actual Motion Picture Story of the Achievements That Have Made "Lindy" the World's Hero

- Lindy's hop to Paris
- cheering millions in 17 foreign countries
- his return trip to America
- his receptions in every state in the Union
- 40,000 miles in the air without mishap
- the wonder plane, The Spirit of St. Louis
- Lindy's trip through Latin America
- the most amazing experience of any human
- the world at the feet of young America

DON'T MISS
The Most Amazing Picture the Screen Has Ever Shown
also Lon Chaney in "Laugh, Clown, Laugh"

OPENING
Announcement
OLSON VARIETY STORE
"Your New Neighbor"
We Will Be Ready for Business
Saturday, April 28
Doors Open at 9:00 A. M. Sharp.
Watch Our Windows for Real Opening Day Bargains.
Located in old P. O. Bldg.

THE GROCETERIA
Specials for Friday and Saturday.

P. and G. Soap, 24 bars for	\$1.00
Comet Rice, two pound package	29c
Old Dutch Cleanser, three cans	23c
Mince-meat, three packages	35c
Peaches, gallon	55c
Peaberry Coffee, pound	36c

WE DELIVER.
We Give Gold Band Stamps.

A Timely, Interesting Sale
Ladies, Misses and Girls
SILK DRESSES

Special Friday, Saturday and Monday

These are made of plain and printed Crepes and Georgettes, in one and two-piece styles. Also ensembles. Prices are as follows:

\$8.95, \$9.95 and \$10.95 Dresses, two for	\$15.00
\$14.95 and \$16.95 Dresses, two for	\$25.00
\$19.75 and \$21.95 Dresses, two for	\$30.00

If You Can't Use Two, Bring a Friend.
No Refunds No Exchanges No Approvals

Extra Special for Saturday
Girls' and Ladies' Bloomers at only **59c**
(Rayon Silk)

SPROWLS - CRONIN & CO.

What could be simpler?

GENERAL ELECTRIC

When the General Electric engineers worked over this refrigerator for fifteen years, they surely knew what they were about. They wanted something simple but efficient—and they got it. This refrigerator hasn't a pipe or a fan or a belt. It hasn't a bit of machinery hiding under it—or nestling in the basement. It never needs a drop of oil. All its mechanism is sealed away from the pitfalls of this world in a casing of steel, air-tight.

You can't get at the machinery, Junior can't either—and no one else will have to. For it's all assembled in the factory, where it is tested any number of times. Then it's hermetically sealed. When we deliver it to you, we don't have to solder a single joint, or connect a single pipe or twist a single screw. We just lower it into the top of the cabinet—built to receive it. All you have to do is to plug it into any convenient outlet.

Why not drop in and see the many models? And, by the way, you can buy on time, if you prefer.

W. E. DUNLAP, HARDWARE
Hereford, Texas.

SPECIALS FOR FRIDAY AND SATURDAY

Dry Salt Bacon, pound 15c Prunes, six pounds 50c Libby's Apple Butter, gallon 73c
 Smoked Bacon, pound 22 1-2c Figs, three pound package 39c Fancy Peaberry Coffee, 3 lb. can. \$1.35

HEREFORD WHOLESALE GROCERY COMPANY

Progressive News

Mr. and Mrs. Jim Blagg and family spent Sunday with her parents, Mr. and Mrs. Miles.
 Mr. and Mrs. Caldwell, Miss Velma and Mr. and Mrs. Jeff Robinson were dinner guests Sunday in the home of Mr. and Mrs. Cecil Hodges.

Misses Lois Parks and Catherine Hershey shopped in Amarillo Saturday.

Several of the Ward Sunday school pupils visited Progressive Sunday. Visitors are always welcome.

Mr. and Mrs. Jasper Cockrell and family visited Sunday with the Joe Matthews family.

Glenn and Ira Jean Ricketts spent Sunday with their grandparents.

Mr. and Mrs. Russell and Edgar attended the program Thursday night at the Sims school. Their daughter, Mrs. John Rector, has been the teacher this term.

Mr. and Mrs. John Ricketts made a business trip to the northwest part of the county Thursday.

Mr. and Mrs. John Rector spent Saturday night with her parents.

Mr. Ricketts and family attended the school program at Ford Friday evening. Miss Margaret Ricketts who has been the teacher for the past year, closed her term with a very interesting program. She expects to be at home this summer.

Progressive school closed Friday with a community dinner and an excellent program in the afternoon. The Misses Gusta and Lois Samuelson were re-elected for the coming school year. They left Saturday for Canyon and expected to enter the normal there Monday for special work. The patrons of the school were well pleased with their work this year and are glad they are returning.

Mr. and Mrs. Jim Parks and Misses Lois, Lucile and Ruth spent Sunday evening in the Perkins home.

Mr. Hatfield called on Mr. Russell Sunday afternoon.

Ford Doings

The Community Welfare Club met with Mrs. Harry Benson Wednesday afternoon. Nineteen members and visitors were present and a pleasant afternoon was spent in quilting. Attendance is increasing and club work gaining the attention of the entire community. Nice refreshments of sandwiches, cocoa and cake were served.

School closed Friday and an interesting program was given Friday night.

Mr. and Mrs. Fred Brunson and Mr. and Mrs. Bob Orr were in Vega Wednesday.

Mrs. Henry Remple of Cordell, Oklahoma spent part of last week with her sons, George and John.

Mr. and Mrs. Ira Ricketts of Progressive, Mr. and Mrs. Luke McBrier of Ward, Mrs. Ola Ware and Kim Ware of Fairview, Mr. and Mrs. Bill Knox and Mrs. W. M. Knox of Hereford were among the visitors Friday night at the school program.

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Saturday with Mr. and Mrs. Ramsey Elliston.

Mr. and Mrs. Henry Allman, Mr. and Mrs. J. B. Harlan spent Sunday at the H. M. Mobley home.

Mr. and Mrs. Otis Neal, Mr. and Mrs. N. Lenox were dinner guests at the J. W. Vick home.

Fire broke out in the Gass pasture south of town late Sunday evening. A call was sent out for help and the fire was put out.

Leo Williams made a business trip to Tiaban, New Mexico, the first of the week.

Mr. and Mrs. J. W. Berry spent Sunday at F. L. Pinkerts near Jumbo.

Mr. and Mrs. J. S. Dixon spent Sunday afternoon with Mr. and Mrs. Joe Andrews.

Mr. and Mrs. Walter Tice spent Saturday night and Sunday at the C. L. Goad home near Dawn.

About forty enjoyed a 42 party at the C. E. Tice home Friday night. Miss Georgia Sparkman and Orlan Bennett tied for high score and Lester Sparkman was satisfied with low score.

The Chamness, Axe and Sullenger families helped Bob Axe eat birthday dinner Sunday.

A number from Frio attended the play given at Easter last Wednesday night.

Mr. and Mrs. Harry Loomas, Mr. and Mrs. Harry Taylor ate supper Sunday at the Green home.

A number of friends and neighbors with well filled baskets gathered at the Boyd home Sunday and an enjoyable day was spent.

Mr. and Mrs. Gillispie of Dimmitt spent the week end at the B. T. Green home.

Mr. and Mrs. Cleve Dillard of Talban, N. M. spent Saturday and Sunday at the Leo Williams home.

Messrs. and Mmes. A. T. Jones, R. T. Green and C. M. Bell took dinner Sunday at the Joe Green home.

Miss Nettie Lee Green spent Monday night with Mrs. Beauford, Mrs. Waunita Holmes and Miss Nettie Lee Green spent Sunday night and Monday with Mrs. Leo Williams.

A large crowd was out to singing Sunday night.

Marion and Chunkie Bell were on the sick list last week.

Mrs. Eunice Cornelius and children of Clovis spent the week at the Cornelius home near Frio.

Misses Viola Mae Brumley, Gladys Jones, Mattie and Elsie Andrews spent Sunday with Miss Georgia Sparkman.

Mr. and Mrs. Harry Loomas, Mr. and Mrs. Harry Taylor ate supper Sunday at the Green home.

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Mr. and Mrs. Harry Loomas, Mr. and Mrs. Harry Taylor ate supper Sunday at the Green home.

Northeast Corner

Coy Phillips made a trip to Hereford Saturday.

A number of the young folks visited the J. M. Ware home Sunday.

Miss Viola Griggs returned to her work in Amarillo Sunday after a few days spent with home folks.

I. N. Hutchins was in Amarillo one day last week.

Mr. and Mrs. H. J. Oglesby brought their daughter, Lela Mae, home from Amarillo last Friday. She had been ill for three months and we are glad she is back and improving.

Mr. and Mrs. A. R. Norman spent a few hours in the W. W. McDade home Sunday.

Fairview school was out Friday. Miss Vera Haines, of Canyon, former teacher of the Fairview school called in the Oglesby home Sunday.

Mrs. Trufft McClain was here from Amarillo Saturday.

Mr. and Mrs. Elmer Womble and Stanley Thomas were in Big Spring last week visiting relatives.

Mrs. J. L. Allred and Mrs. I. A. Allred spent Sunday afternoon with Mayme Allred, who is confined to her bed.

SPECIALS FOR Friday and Saturday April 27 and 28

BOY BLUE DRESS SHIRT
 Regular \$1.50, Special for **\$1.00**
MEN'S ATHLETIC UNIONS
 Regular \$1.25, Special for **75c**
LADIES' DURHAM SILK HOSE
 Regular 75c, Special, two pairs for **\$1.00**
GARZA SHEETS
 Regular \$1.75, Good Size, Special **\$1.25**
This is an extra good value.

J. O. NEWELL

WE GIVE J. N. GREEN STAMPS. HEREFORD, TEXAS

Don't Fail To See--



THE STAR THEATRE

May 9-10

Announcement--

We are pleased to announce that we shall be in a position to show some of the new Frigidaire Household Cabinets the early part of next week.

Prospective purchasers of Electric Refrigerators or ice boxes will profit by awaiting the arrival of the new Frigidaire offerings.

J. C. Cummins



"They Ride Like Air"

Everyone says that riding on a set of FEDERAL TIRES is like riding on air. That is only one of the reasons why FEDERAL owners are always FEDERAL boosters. You'll like this high quality, always satisfactory tire. A set will be installed on your car at a very reasonable price.

ABO FILLING STATION

Sinclair Oils.

ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS.



Beautify Your Home

Nothing adds to your home quite the touch of beauty to be found in an abundance of flowers and plants. Order now for your flower beds and window boxes—my assortment of plants is complete. Prices are so reasonable this year.

Geraniums 15c up Salvia, dozen \$1.00
 Double Petunias 35c Snap Dragons, dozen \$1.00
 Ferns 50c up Asters, dozen \$1.00
 Ivy 15c Pansies, dozen \$1.00

Strong, healthy pepper and tomato plants, each 5c

MRS. NETTIE PRICE SLATON

Phone 445.



Ben Franklin League Specials for Next Saturday

Some weeks ago we announced that we had entered the largest chain buying system in the country. We did this after giving the matter a lot of thought and we are absolutely convinced that no store except a B. F. L. Store can give the values that we can give. Below is a list of a few of the many hundred staple items on which you can make a big saving at our store next Saturday.

Curtain Serim, many beautiful patterns, 35c to 50c grades, limit 10 yards, per yard **10c**
 Oil Cloth, good grade, limit 4 yards, per yard **15c**
 Galvanized Tubs, large size, limit 2, each **59c**
 Waste Paper Baskets, regular 75c grade **29c**
 Crepe Paper, many shades, per roll **5c**
 Silver Knives, Forks and Spoons, each **15c**
 Ladies' Silk Hose, all shades, pair **29c**
 Kotex, genuine, limit 2 boxes, per box **29c**
 Glass Pitcher, half gallon, with ice bridge, regular 75c **49c**

Come in next Saturday and see the many great bargains we have to offer, and just remember this in future **THAT WE BUY FOR LESS AND SELL FOR LESS.**

SKELTON'S VARIETY STORE

ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee

Copyright Stewart Edward White

Released thru

Publishers Autocaster Service

(Continued from Last Week)

CHAPTER XIX

Simmins, a True Knight.

The campaign of dissembling went off with a bang. Grimstead's hostility melted easily. The import of Davenport's identity as a famous author, instead of the mechanic he had believed him, was tremendous. The engagement finished him.

Davenport was an excellent match. He was a manly chap, and Grimstead could arrange it—he was going to be immensely wealthy. Of course he had a lot of damn-fool idealistic notions but an author was supposed to be eccentric.

Supper passed jovially enough. Then Grimstead caused the hearts of three of the party to skip a beat.

"Simmins," he commanded, "here's my coat to clean up a little; it's got an awful fish smell about it."

As he spoke he took off the garment and hung it on a stub, replacing it with a sweater. He removed nothing from the pockets, and all three of the conspirators could distinctly make out the corner of the bill-fold showing from the inside pocket.

Simmins picked up the coat and with it started toward the creek. "Hey!" called Grimstead after him. "Where you going? I don't want that thing washed."

"No, sir, of course not, sir. Merely a trifle of sponging, fresh running water, you know, sir," stammered Simmins at a loss.

"Well, go ahead. But there's some things in the pockets; look out you don't lose them. There's a tobacco pouch and a notebook in the side pocket and my pocketbook in the inside pocket."

"Never fear, sir; I'll take the best of care," chattered Simmins, beating a hasty retreat.

"You're not afraid to trust him with a pocketbook?" Larry ventured to suggest.

Grimstead laughed. "I wouldn't trust him with my rail," he agreed. "But that pocketbook contains nothing but papers; and they can all be replaced. There's nothing there to interest Simmins."

Burton and Larry exchanged another glance. It was almost too good to be true.

After ten minutes Simmins glided unobtrusively into the freight and hung the coat again on the stub.

"Here," Grimstead commanded at once, "bring me that pocketbook out of the inside pocket."

For a moment Simmins' limbs refused to work, but he succeeded in extracting the pocketbook and bringing it to his master. Contrary to expectation, Grimstead did not open it. He examined Simmins curiously.

"You're trembling like a leaf," he said. "What's the matter?"

Simmins muttered something about its being chilly by the stream.

"Well, bring me my small leather kit bag."

He opened the kit bag, burrowed

down to the bottom and tucked the bill fold beneath the flap.

"There! She'll stick safe enough there until we go. Pack it back, Simmins."

"Yes, sir," said Simmins, "and if there is nothing more, sir, I ask permission to return to my camp to turn in."

"Well, take a drink before you go," offered Grimstead. "Here's the key. Your teeth are chattering."

Simmins gratefully swallowed the whiskey, returned the key and disappeared.

Larry and Burton wandered off toward the car, and found Simmins waiting for them.

"Here, sir; here it is," he burst out, thrusting a paper into Larry's hands. "What is to happen when he discovers his loss, sir, I cannot for the life of me imagine."

"Nothing! Don't worry, Simmins. If he finds it out, I will take the blame. You have acted very nobly in this matter. Neither Miss Burton nor myself will ever forget it."

"Indeed, we shall not, Simmins," added Burton, "you are a true knight!"

Simmins retired his heart glowing.

The two young people made their way back to the bank of the little stream where they would be screened from the camp. There Larry lighted a match and cast a hasty glance of inspection at the document.

"It's all right," he assured Burton relievedly. "This is it! Blessed be Simmins!"

He tore it into small pieces and cast them into the current.

"I feel as though the weight of worlds had been lifted!" he cried.

"It does seem as though some one or something was helping us," said Burton soberly. "I think that we should be very thankful that things came about so easily."

CHAPTER XX

Discovered.

The moment the young people were out of hearing Grimstead turned on Gardiner with an almost savage intensity of manner.

"Listen here, Ross," he said, rapidly. "The time has come for action, and we must get busy. Things are at touch and go with us and the stakes are the biggest ever played."

Gardiner looked at him blankly.

"Never mind figuring it out. Listen to me and take orders. This man Davenport is a fool, but he has brains. It was perfectly

evident that the thought would soon suggest itself that if he could once get hold of the agreement he had signed he could tell us to go whistle."

"But since he and Miss Burton—"

"Poppycock! Do you think that type of fanaticism ever becomes reasonable?"

"Then why—"

"A blind. It wouldn't fool a muddhen, let alone a wise old coot like me. I'm an old bird; I can't put two and two together. The first thing to try was obviously to get hold of it peaceably, by stealing it. If that didn't work, he was going to get it some how, if he had to hold us up or sand-bag us. I know the type. He's a fanatic and the most dangerous kind. He'd commit murder before he would give up."

Gardiner was excited.

"Get him before he gets us," he suggested.

"I began to take my measures at once," Grimstead went on. "Obviously he'd try first of all to steal the bill fold. So I made it easy for him."

"Did you suspect Simmins?"

"Not at that time. But I figured Davenport would begin to manoeuvre to get hold of the coat or near it."

"A test," murmured Gardiner.

"Precisely. Well when he did not I began to think I might be wrong. Then Simmins came back scared as a rabbit and I realized he was in it. I'll settle with him later."

"But the agreement—"

"Was not there, of course! I substituted the carbon copy."

"They'll detect the difference; it isn't signed."

"I signed it for him," grinned the older man. "It isn't a very good forgery, but all he'll do tonight will be to examine it with a match to see if it is what he wants."

"Clever work, chief," cried Gardiner. "But I don't see that it gets us far."

"It gets us until morning. And it corroborates my suspicions."

"Now, listen carefully, Ross," continued Grimstead. "For this is what you must do. You've got to get out of here and you've got to take this agreement with you to the nearest recorder's, and get it entered. That means you start tonight, just as soon as everybody has turned in."

Gardiner nodded.

(Continued Next Week)

Easter Items

Wednesday of last week patrons and friends gathered at the school house and spread dinner as a surprise and token of appreciation for the teachers and work of the past school term. In the evening closing exercises of the school and "Arizona Cowboy" were given by the young people of the community to the largest crowd we have ever had in attendance.

Misses Boyd and Hughes left Thursday for their homes. Miss Boyd went to Perrin and Miss Hughes to Herford.

Earl Sullenger and Claude Smith spent Sunday with O. L. Anthony and Luke Mobley.

Mr. and Mrs. Jesse Lindsey called on Mr. and Mrs. Fred Walton one night last week.

Mr. and Mrs. Stemmmons visited in the Sullenger home Sunday afternoon.

Maurine Sullenger visited with her sister, Mrs. Bob Axe, at Jumbo, last Tuesday.

Mr. and Mrs. Allen Hughes, Mrs. W. Easter, Mrs. W. B. Green, Mr. and Mrs. Clayton Woolery and Mrs. Frank Easter of Dimmitt attended the dinner last Wednesday.

Frank Corn and family moved Friday of last week to the Slaton farm west of Herford.

Forest Corn arrived last week to visit with his parents. Forest has been in the navy the past four years.

Mrs. Hughes, O. L. Anthony and Luke Medley were supper guests of Mrs. Geo. Chambliss Wednesday night.

The Home Improvement Club met with Mrs. Carl Frye April 19. A miscellaneous program was given. The next meeting will be May 3 with Mrs. Ernest Henry. The program will be on Spring Cooking, with Miss Cocoonaugher as the leader. Members present at the last meeting were Mmes. Chambliss, Carter, Sullivan, Sullenger, Cocoonaugher, Stemmmons, Walton; Misses Sullenger, Fields and Cocoonaugher.

Mr. and Mrs. W. A. Smith of

Arney News Items

Arney was well represented at the play given at the Edmonson school Saturday night, in fact several took parts.

Mr. McCurry of Childress spent the week end in the J. E. Boyd home.

Mr. and Mrs. Durham will move to their place two miles south of Canyon which they recently purchased.

A Baptist meeting began Sunday under direction of Rev. Mr. Swartz, and will run for an indefinite time.

Marion Davis and family spent Sunday with his parents near Umbarger.

Wheat hereabouts needs rain badly.

Mr. and Mrs. Wiggington and his brother spent last Wednesday night in the Campbell home.

Mr. and Mrs. F. W. Fortner, Roy Cole and Miss Plea Wilson were in Herford Thursday night attending the high school play.

The home of Mr. and Mrs. A. M. Curry was destroyed by fire at midnight Saturday. No one was at home so it is not known how the fire started.

Will Graham of Quitaque spent Saturday here.

F. W. Forner and wife were in Amarillo Monday.

H. E. Ferguson and son returned Thursday for Santa Fe, N. M.

Messrs. Tipton, Blahop, Campbell and Hayes went to the canyon Friday and caught lots of fish.

Many from here will attend the district meet at Canyon Friday and Saturday.

Mr. Norman and daughter were here Sunday from Canyon.

NOTICE TO BIDDERS.

The Commissioners Court of Deaf Smith County will receive bids for the construction of two bridges in Deaf Smith County.

one on Twenty-Five Mile Avenue across the Terra Blanca Creek and one on the W. L. Harris road across the Terra Blanca Creek. Bids to be filed with the County Clerk up to 10 o'clock, Monday, May 14th, when they will be duly opened and considered by the Commissioners Court.

Bidders are to submit their proposals, plans and specifications covering their proposed type of construction, and certified check for 5 per cent of bid.

The County reserves the right to receive or reject any or all bids.

By order of the Commissioners Court.

EARL W. WILSON,
County Judge.

13-4tc

Business is fine for the scissors grinder when things are dull.

She (gazing at a skyscraper): My, how many tiers!

He: Yes, it must have been designed by a snivel engineer.

Gerald: Somebody took a roll of bills from me today.

Geraldine: But you will have to pay them just the same, I suppose?

Jill: Do you like the revolving door?

Bill: No, you can't slam it when you're mad.

TRY A WANT AD IN THE BRAND.

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Ointment. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Itchy Sores, Ringworm, Scars, Blistered Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 60c and \$1.00 a Jar; Soap 25c.

City Drug Store

STUCCO WORK

All kinds of concrete and Stuccoing.

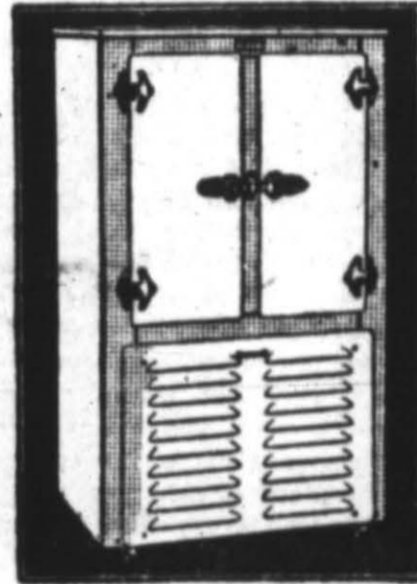
Sidewalks and Cement Work a Specialty.

BOB VAUGHN

At Panhandle Lumber Co.

FRIGIDAIRE'S of New Beauty

with the proven dependability that has won world leadership



Half a million users know that Frigidaire is dependable—quiet—costs little to operate.

Visit our showroom and see the new Tu-Tone cabinets of surpassing beauty, or the equipment that converts any good ice-box into Frigidaire. A small deposit and easy terms put any model in your home.

PRODUCT OF GENERAL MOTORS

J. C. CUMMINS
Herford, Texas.

IF YOU WANT TO SELL OR TRADE YOUR LAND OR CITY PROPERTY, SEE US AT ONCE.

Herford Land Co.

215 MAIN STREET—PHONE 273

No Red-Tape—If You Need Money to Re-Finance or Want to Trade Your Equity.

THE THIRD BIG WEEK---

Of our great Fourteenth-Anniversary Sale is now going on. If you have not yet attended this sale, you have missed an event which is on the lips of every thrifty buyer in Here-

ford. You'll be interested in going through our store at this busy time, whether you care to buy or not—you are sure to see something you need at a price you'll be glad to pay.

Here are a Few Representative Values:

FLORSHEIM SHOES

Nationally famous shoes at an astounding reduction. A shoe for which you usually pay \$10, \$11 or \$12. Still a few pairs left at the amazing low price of **\$8.75, \$9.75, \$10.50**

Flaxon

—40-Inch Flaxon, in small floral designs—
Fourteenth Anniversary

Sale Price, 34c

Special

Men's Athletic Union Suits, genuine broad-cloth, all sizes

Special for 59c

Silk Pongee

—Natural color Silk Pongee. 14th Anniversary

Sale Price, 65c Yard

Percales

—36-inch fast color Percales in new Spring patterns.

Your Choice, 15c Yard

MEN'S SUITS—A BIG SPECIAL

Only one rack remains of these Hart Schaffner & Marx and Style-Plus suits. Regularly selling for prices up to \$50, we are able to offer this big reduction because these are broken sizes, out-of-stock models. Imagine suits like these selling for only **\$15.95**

FOR THE KIDDIES

A Coverall which will stand the wear and tear of roughest work and play. We feel safe in saying that this is probably the greatest coverall that can be bought for the money. Sizes 1 to 8. A genuine bargain at **90c**

Silk Special

—40-inch Crepe de Chine. 14th Anniversary Sale Price **\$1.45**

—40-inch Crepe de Chine, a little better quality. Sale Price **\$1.68**

AN EXTRAORDINARY SHOE VALUE

An entire large table full of Men's Dress Shoes. \$5.00 to \$8.00 values, will be sold for only **\$3.65**

This price won't last long and the shoes will go fast at this price. Don't wait to buy.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Herford, Texas

CASH SPECIALS

FRIDAY AND SATURDAY

Solid Pack Apricots, gallon	69c
Solid Pack Green Gauge Plums, gallon	60c
Sour Pickles, gallon	69c
Apple Butter, gallon	71c
Mustard, quart jar	27c
Shredded Wheat	10c

Don't Forget We Give Green Stamps.

MONT E. BAKER

GROCERIES

Remember, We Buy Eggs. Phone 116



A bathroom enamel in popular colors

Use LOWE BROTHERS LINDURO ENAMEL when finishing your bathroom walls, and woodwork and furniture in any room in the house. It is easily applied and dries to a smooth finish free from brush marks. As easily cleaned as a china plate. Comes in white and popular colors. Ask for a color card.

Before you paint, see us.

Kemp Lumber Co.

Lindbergh Film In Appearance At Local Show

An actual motion picture of the events that have made famous the world over the name of Col. Chas. A. Lindbergh form the basis of the photoplay, "40,000 Miles With Lindbergh," to be shown at the Star Theatre here next Wednesday and Thursday, May 2 and 3.

Beginning with the start of his epoch-making flight, photographers have followed Lindbergh to Paris, his reception by seventeen foreign countries; his return to America and his reception here, and finally his recent trip to Latin America.

According to Manager W. J. Pickett, the film is attracting hundreds wherever shown. It is said to be the only picture of its kind ever filmed and is usually shown under the auspices of one of the civic organizations of a city. Mr. Pickett is planning special matinees for high school pupils on one of the days of the presentation.

The film "40,000 Miles With Lindbergh" is only three reels long. In connection will be shown, both days, the latest Lon Chaney masterpiece, "Laugh, Clown, Laugh." The entire program will take up nearly two hours. Mr. Pickett said.

Corbett Moved To Plainview Headquarters

Merit usually wins, and an announcement this week by Manager F. H. Oberthier, Jr., of the Texas Utility Company concerning one of his employees tells the story of deserved promotion of a local boy who has won his spurs.

Paul Corbett, son of Mr. and Mrs. M. R. Corbett of Hereford, left Thursday for Plainview, Texas headquarters of the Utility Company, where he will be connected with the accounting department, with a bright future before him. Paul has been working here for some time as night operator at the fee plant and general handy man during the winter months. Recently he has been connected with the company's Dimmitt plant. He exhibited such unusual capacity for accounting work, according to Mr. Oberthier, that he recommended him to the general office. He was tested out by the chief accountant, made good and is now speeding a deserved promotion. Mr. Oberthier predicts a brilliant future for the young man in his new work.

Mr. Corbett will be succeeded here by Troy Cloer, who is also coming up from the ranks.

George Carr Erecting Large Garage Building

Ground was broken and cement poured this week on the garage building being erected by George Carr on Third Street, south of the Service-U-Like Filling Station. Dimensions of the new structure will be 19 by 60 feet.

The garage, which will be run in connection with the adjoining filling station, will be operated by Joe Bishop. Russell Carroll is in charge of the cement work and Jake Tiesel is general contractor.

JEWELERS ADOPT CODE FOR FAIR ADVERTISING

A code of ethics was adopted by Chicago jewelers there at the second annual convention of the National Association of Credit Jewelers.

Among the declarations in the code was that "truthfulness in advertising should be adhered to implicitly." It was advised that, "when you feel you have grounds for complaint against anyone, write to that person and state your grievance. In most cases you will find you did not understand the situation correctly."

Brand Want Ads Get Results.

Your Flower Garden

By Romaine E. Ware

Gardening a Practical Art.

Gardening is ranked among the arts, and it is deserving of the honor. Also it is a sport and a most fascinating one. There is always something new being learned about the flowers and the gardener has a most wonderful opportunity to create beautiful pictures. But if you would be successful with flowers you must not overlook several commonplace but very important things.

In my garden experience I think the two things that are the most important and the most neglected are sufficient water and regular cultivation. If your plants do not get sufficient water they will not do right. I do not mean that they should be sprinkled every day, but that they be well watered so that they are wet clear down to the depths of their root system. If this is well done even once in 10 days and in the meantime they are cultivated to conserve the moisture they will be better off than if they are watered a little every day. Try this experiment in your garden. Take the nozzle off the hose and let it run ten minutes upon the cultivated ground in the garden, then dig down and see how far the water has gone. By trying several experiments of this nature you will know how much watering is necessary to wet your plants just right.

As to cultivation, if you do it right you will never allow a crust to form, but always keep the surface loose and the plants free from weeds. Doubtless every one knows how to cultivate, but very few gardeners do nearly enough of it. Roses, for example, respond best if they are cultivated every day in fact, the best growers always do this. Several years ago I tried the experiment of taking two plants of Iris planted side by side. One I cultivated every day, the other but once a week; as they came into bloom, the one cultivated each day had nearly twice as many blooms upon it and they were of a much better quality. I have tried similar tests with other flowers, and the result is always the same—the quality of bloom is greatly improved by liberal cultivation. Of course, you cannot expect to get choice flowers from scrub plants, but you will be surprised at the difference good cultivation will make.

Things You Should Know About Your HEALTH

Jno. Jos. Gaines, M. D.

Getting Rid of the Chew.

The tobacco chewer is a slave—an abject slave to one of the most relentless habits. I believe the habit is waning in many localities; the filthy cuspidor is under the ban—and still thousands of men chew. The sales of chewing tobacco will justify the conclusion.

Let me assume that you would like to be rid of this foe of harmony in the household. Very few men would kiss a wife that had a chewer's like and teeth—yet, and breath. How a wife can endure and love a man—well, the tobacco chewer must have more redeeming traits than I possess if he still claims his wife's undying devotion.

The best way to rid one's self of a drug habit is gradual withdrawal of the drug, this plan of mine makes it comparatively easy. The habit of having something in

the mouth—the psychological impulse is perhaps the hardest feature to overcome. Some people chew toothpicks, tips of lead pencils, bits of wood—habitually from a nervous state of which they are unconscious.

The best way to quit chewing tobacco is to buy yourself a supply of chewing gum; chew a couple of cakes until the sugar is all extracted and the wax is tasteless. Then add to this a nip from your favorite plug—it will chew very nicely. You will in time become accustomed to the smooth, pliable mass which has the tobacco flavor—it does not crumble, or force so much expectoration. In time you will find a chew of this kind will last a half day and can be carried unnoticed. As time goes on—maybe a month—lessen the tobacco, and you will find you can do on the merest taste of tobacco flavor. This way out is very easy. Try it. I will guarantee your success if you follow directions and really want to quit.

Query: Speaking of professors, who originated the expression, "a happy faculty?"

Blacks Entertain With Party Tuesday Evening

Mr. and Mrs. Jim Black entertained a large number of friends at their home on West Third Street Tuesday night. The evening was spent in playing bridge and other games.

Delicious refreshments were served to the following guests: Mr. and Mrs. Ray Jowell, Mr. and Mrs. Finis Owens, Mr. and Mrs. Albert Ross, Mr. and Mrs. Claude Miller, Misses Anna Mae Fagg.



Delicious Cuts of MEATS

At a Big Cut In Price

We carry nothing but the choicest cuts.

Our meats have a reputation for their fine taste and flavor.

And our prices invite comparison.

Texas Meat Market

PHONE 333—WE DELIVER

Mabel Gass, Leona Hood and Messrs. Travis Dameron and Calvin Council.

How did that story pan out about the man up in the Bronx?

who found a big millstone on his back-stoop this morning? asked the City editor.

Printing Line. See THE BRAND

Our Saturday Specials FRIDAY AND SATURDAY

- Spaghetti, two for ----- 15c
- Del Monte Ripe Olives, No. 2 size ----- 23c
- Bulk Coffee, pound ----- 25c
- Macaroni, two for ----- 15c
- Admiration Coffee, cup and saucer ----- \$1.50

H. & M. GROCERY

Phone 8

—well pressed

WEST TAILOR SHOP



We are Dry Cleaners
There's a Difference

We Call for and Deliver.

is well dressed

Phone 385.

DR. T. M. MONTGOMERY

Associated With Hyden's.

620 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.



ORR'S TAILOR SHOP

"That Better Service"

WOMACK'S CASH GROCERY

WILL GIVE FREE

Free—While They Last

With each purchase at regular price of a can of Karo, Mary Jane or Mazola, we will give a dandy cake turner—FREE.



Good Peaches, gallon -----

55c

118 West Third Street.

Phone 87

HENRY FORD

FOOLED US, AND SO DID CHEVROLET

Hurry Up.

We bought too many 29x4.40 tires, and the new cars use 30x4.50. So we are offering this special, for one week only, beginning Saturday, April 28:

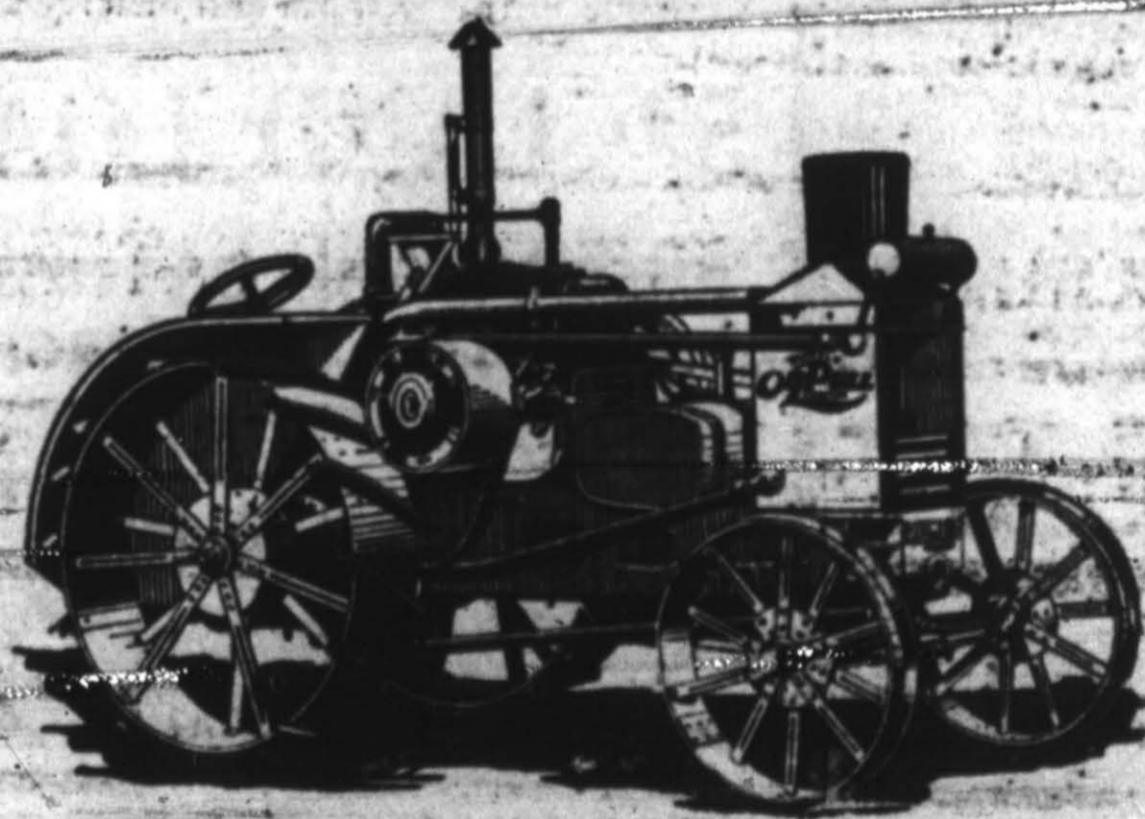
- 29 x 4.40 Tires, only ----- \$7.75
- 30 x 3 1-2 Tires, only ----- \$6.25



We Handle Goodrich Silvertown Tubes and Casings

Service-U-Like Station

Third and Miles



NEW PEAKS IN POWER

The name Oil-Pull has always stood for reliable power and plenty of it. In the 1928 line, as never before, it stands for "super-power." Power to do anything you ask of a tractor, plus the same steady, even, dependable power that has always been associated with the name. Its flexibility both in belt and drawbar work is a revelation. Investigate the new line of Super-Powered Oil-Pulls. It will be worth your while.

TRACTOR PRICES

- 20-30 Tractor, complete with canopy top ----- \$1,364
- 25-40 Tractor, complete with canopy top ----- \$1,994

COMBINE PRICES

- 12-Foot Combine, all complete, grain tank and straw Spreader ----- \$1,765
- 16-Foot Combine, complete in every respect ----- \$2,585
- 20-Foot Combine, complete ----- \$2,640

These Prices Delivered Hereford.

F. N. & F. B. WELCH, Dealers

Hereford

Friona



Furniture

It is with pleasure that we announce the opening of Hereford's newest furniture store—the Hereford Furniture Exchange. We will pay you cash for your used furniture or trade new goods for used. Come in and get acquainted. If we don't treat you right, tell us.

Hereford Furniture Exchange

In Former Chrysler Building.

Phone 111

Miss Clara Wedel spent the week end in Amarillo.
Mr. and Mrs. B. J. Coleman of Amarillo are visiting in the H. T. Wedel home.
Miss Betty Carter of Amarillo spent the week end in Hereford visiting relatives and friends.

STAR THEATRE
Wednesday - Thursday
May 2-3



LON CHANEY
in
LAUGH CLOWN LAUGH
Also
"40,000 Miles With Lindbergh"



Comedy Troupe Attracts Many To Tent Show

Playing to capacity houses in their large tent theatre located west of the city hall on Third Street, Brunk's Comedians are now in the midst of what is said to be their most successful Hereford appearance. So crowded was the tent at the opening performance Monday night that many were turned away.
Feature attraction of the show is Jerry Barnes and his nine-piece orchestra which plays at each performance. Himself a musician of some fame, Mr. Barnes has gathered about him a retinue of players seldom found with a company of this size.
Thursday night is known as "feature night." A special play and between-acts vaudeville will be presented, as well as a special concert by the orchestra. Brunk's Comedians make their last appearance Saturday night, April 28. From here the show will go to Roswell, New Mexico.

Variety Store Opens With Complete Stock

With a complete stock of novelty and variety merchandise, Olson's Variety Store, located in the old post office building, will be opened for business at 9:00 a. m. Saturday, April 28, it was announced this morning by O. A. Olson, proprietor.
Mr. and Mrs. Olson come to Hereford from Mabank, Texas, where he was formerly proprietor of a drug store. The new store here has been remodeled throughout and promises to become one of the city's leading business houses.

Home Exhibit Main Feature of Club Meet

WASHINGTON, D. C., April 25.—An exhibit showing the evolution of cooking, lighting and cleaning from primitive times down to the present will be one of the many striking features of the Better Equipped Homes exhibition at the Biennial convention of the General Federation of Women's Clubs to be held in San Antonio May 29 to June 7. The exhibits begin with earliest methods used and end with the best equipment available.

A modern home equipped entirely will constitute another feature. There will be a living room, bed room, dining room, kitchen, bath and basement furnished and arranged with furnishing and equipment that make the home a place of rest for members of the family and a good work shop for mother. All furnishings and equipment for a family whose income would not exceed \$2500 a year.

In this house will be illustrated proper methods of lighting, choosing and arranging equipment to save steps and equipment that will save expense not only in the terms of food and fuel but in terms of health and time of the housekeeper. There will be shown the kind of ice box that will preserve food most adequately with least expenditure for ice or gas or electricity.

Mrs. Maggie W. Barry of College Station is chairman of the department of the American home in the general Federation and is in general charge of the exhibit. Mrs. Chas. J. Matthews is chairman of local better equipped homes exhibit and others working with her are Miss Mildred Horton, representing Texas A. & M. College; M. B. Tuttle, assisted by R. E. Sively, representing the American Gas Association; Dr. F. E. Gieseler, American Society of Heating and Ventilating Engineers; Dr. Mary Pennington, National Association of Ice Industries; W. E. Holland, National Electric Light Association; and Mr. Carpenter, Society for Electrical Development, Inc.

For the last three years the General Federation's Better Equipped Homes campaign has been under way, its aim being to make universal a higher standard of life preserving, strength releasing mechanical household equipment in order that home makers may devote their thought and energy to creating a home life satisfying to all members of the family and productive of better community life. The campaign grew out of a survey of equipment of the American home made at the request of Mrs. John D. Sherman, president of the General Federation through the State Federations.

This survey revealed many astounding facts concerning the American home. That there were more than four million dwellings housing over twenty million people in incorporated towns and cities that were without bathroom

facilities seemed unbelievable and has served as a challenge to the club women in the Federation who are almost all home makers, to help one another to bring all our homes up to a level which is considered the American standard.

Prince Wins Car.
Stockholm.—Prince Carl of Sweden has won a shining new automobile because he gave a correct solution to a crossword puzzle. A Stockholm newspaper offered the prize. The Prince's solution was the first right answer.



Brighten up your home— with DUCO
Let us show you how

YOU can use Duco in your own home on dozens of household furnishings—chairs, tables, beds and dressers, and on those small things which have always needed color. It doesn't take experience. We will be glad to show you how easy it is to apply Duco.

We carry a complete line; twenty-two beautiful colors, four rich stains, and the transparent Clear Duco. Nothing else can give you Duco results. Come in and ask for a color card—today.

DUCO—Made only by du Pont

Streu Hardware Co.

RADIO AND AUTO STORAGE BATTERIES RECHARGED
A prompt, efficient service at a price you will be glad to pay.
We are specialists in Magneto and Generator repairing. Drive your car into our shop—we'll do the rest.
Willard Battery Station

Announcement!
We have purchased the old location of the Golden Rule Produce and are ready to serve you. We buy cream, eggs, poultry, in fact, all produce.
F. & M. PRODUCE
Phone 108

ICE TIME!
Once again it's ice time. As usual, this company is ready to supply your needs with pure ice—the best that money can buy.
Special Announcement
This year, beginning NOW, our ice sales will be on a strictly CASH basis. There will be no exceptions to this rule whatever. Please do not ask drivers for credit, as they will not be allowed to extend it.
TEXAS UTILITIES CO.

PIGGLY WIGGLY
The American housewife recognizes PIGGLY WIGGLY as the market where only the best food products are sold at a close margin of profit, where cleanliness, courtesy, full weights and orderly arrangement make shopping pleasant.

SPECIALS FOR FRIDAY AND SATURDAY

BEANS	Nice and Fresh	lb.	12c
Marshmallows	1 large 8 oz. package		13c
JELLO	All Flavors 3 Packages		25c
RAISINS	4 Packages		35c
COFFEE	2 lb. can vacuum packed Chase & Sanborn, none better at any price		\$1.02
TEA	Chase & Sanborn Orange Pekoe for Ice or Hot Tea	1-4 lb. Can 1-2 lb. Can	22c 42c

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

Fred G. Brunk's COMEDIANS
In the Big Tent Theatre, Every Night This Week, at
HERFORD

35—PEOPLE—35
15—Piece Band—15
9—Piece Orchestra—9
\$5,000 Air Calliope
Seats for 2,000 People
Big-Time Vaudeville

Thursday Night
"She Walked In Her Sleep"
15c-30c

Friday Night
"The Family Pride"
15c-30c

Matinee 3:00 P. M.
Saturday
"Take My Advice"
10c-20c

Two Different Complete Shows Saturday Night
8:00 P. M.
"Why Girls Walk Home"
9:30 P. M.
"Her Unborn Child"
10c-20c Each Show

GIGANTIC Auction Sale
of General Merchandise
LOCATED AT UMBARGER, TEXAS
Twelve Miles West of Canyon, On the Hereford Highway.
Sale To Be
MONDAY & TUESDAY
April 30 and May 1
Beginning Promptly at 10:00 A. M. Each Day.
FREE LUNCH AT NOON
\$25,000.00 Stock of General Merchandise.
This is conceded to be one of the largest and most select stocks of general merchandise ever offered at public auction and it will be to the interest of every conservative housewife, merchant, restaurant and hotel owner to attend this truly great sale.
Merchants, Bring Your Trucks.
EVERYTHING WILL BE SOLD REGARDLESS OF COST.
This Merchandise Is All New—Nothing Shelf Worn!
This stock is all high grade merchandise and consists of all kinds of shelf hardware, queensware, harness, paints, oils and greases, barbed wire, hog wire, poultry wire, cedar posts, collars, collar pads, garden tools, groceries, dry goods, millinery, men's, children's and women's ready-to-wear, tires and tubes, automobile accessories, Alemite guns, Alemite couplings, floor coverings and linoleums.
Bring In Your Eggs and Cream—Will Pay Highest Market Price.
McLARTY MERCANTILE CO.
UMBARGER, TEXAS
PRIZES GIVEN AT THE CLOSE OF EACH SALE.
COL. RAY BARBER, Auctioneer
Hereford, Texas.

SCOUTING THE SHOPS

By ELBERT W. SMITH

We're greeting you this week, little friends, from the lofty eminence of an added year of age; in other words, we've had a birthday since last we met. Just when we thought everyone had forgotten us, no.

This has been some year, in more ways than one. It's seen our transition from a care-free, happy undergraduate days to the supposedly staid, sofemta status of an alumnus, as well as many another change. On the whole, it's been a year rich in experience, rich in treasured memories, rich in proteins and vitamins—eat one or two before every meal and watch digestion improve!

Nevertheless and notwithstanding, that's not what we're supposed to do. Far from it. Officially our task is to slip you a few pointers on what the well-informed man or woman may buy at the city's leading marts and, incidentally, to throw in an odd (true for you, Smitty) wisecrack now and then.

Say, do you ever have your clothes cleaned and pressed downtown? Well, where do you have it done? Mr. Orr has been after us for a long time to let them have a crack at some of our work and, believe us, it's worth the money. If, like us, you're trying to get a mileage record out of your clothes, take 'em to Orr's tailor shop.

Perhaps you've noticed that the Buick Garage is doling all up with a new coat of paint and a completely remodeled interior. Very good looking, but it should have been done a long time ago. A classy car like the new Buick deserves the very best setting. If you want a thrill, ride in one some time. It's even got it over the new Ford.

Did you read on the front page of Herford's greatest newspaper this week about the farmer west of town who has a cow which has had six calves in the past two years. Some cow—also some—why I'd be ashamed! Bet Mr. Jay must have felt rather like old Noah. You know the animals came in two by two for him, too.

But what would make it seem a good deal more like Noah to most of us around here would be forty days and forty nights of rain. Everybody's moaning about the lack of moisture these days. Everybody but us, that is. We have a four-bit bet that it will rain before May 16. That's how much we believe in the 1928 wheat crop.

E. B. Black has done it again. The very day we were all set to surprise the town with the announcement of natural gas as a fuel. Brother Black advises that his store has a complete line of gas ranges. Boy, you really have to get up early in the day to get ahead of that gentleman.

Of course you've heard this one, but the talk of a new hotel were reminded us of it. A guy

goes down to the hotel clerk and says: "Hey, what's this? They's a couple of rats fighting in my room." Just like that. "What do you expect, dummock?" parries the clerk. "A bull fight." They buried the poor bridge worker with simple honors.

All the same, W. E. Dunlap's hardware store is now the agent for General Electric refrigerators in Herford. Whether you intend to buy or not, you should make a trip down to look over that line. Perhaps the best feature of all is that for so small a space the shelf room is almost unlimited.

Ge, we used to know a lot of good jokes about electric refrigerators replacing the iceman! They got a cool reception last time we tried 'em at Sunday school.

"M" System, always in the land, is advertising some "Hot Specials" this week. And they are! But we were reading the other day that Greta Garbo is working on a new picture called "Heat." All-right, wisecrackers, get busy!

Headlights of the Senior play Thursday night: The red and white ushers' costumes. Nobody knows from which side of the row the numbering begins. LaJuana Hanna being herself. Only a few minutes late. Actors afraid to speak loud. Felt like yelling "louder and funnier" all evening. Mellerdrammer. That too long first act. Young Jack Gilliland, the best performer in the whole show. Will he get her? You're cockeyed right he will. Yep, he did. Swell music between acts. The scenery reversed, with the ropes showing. That girl who picked up the gun backwards. Ed Pickett as the villain. The final curtain. Hurray!

Dat's dat. Set 'em up in the other alley, smiled little Rollo.

News from Bethel.

The Embroidery Club met last Thursday afternoon with Mrs. C. E. Head. A large number were present and spent a pleasant afternoon with needlework and conversation. The hostess served refreshments of jello, cake and lemonade.

Rev. Derr filled his regular appointment at Bethel Sunday afternoon.

Mr. and Mrs. J. C. Benton and children visited relatives at Estelline Saturday and Sunday.

Mrs. Ed Smith of Herford, who was one of the pioneer settlers in Bethel community, was honored with a birthday dinner at the home of her son, Leland Smith, Sunday when about thirty of her friends gathered, bringing well-filled baskets and a bountiful dinner was spread at noon.

Mmes. Jim Bagwell and Ray Roberts spent Wednesday in the Henry Altman home near Easter.

J. C. Williams visited his mother near Plainview Friday and Saturday.

Mr. and Mrs. Ralph Smith and children of Herford attended the



Jackson Barnett, world's richest Indian, who is facing a \$550,000 suit and other legal troubles. It all started when he wanted to donate \$550,000 to the Baptist Home Mission Society of Muskogee, Okla. E. S. Bailey of Tulsa was appointed by Oklahoma courts as Barnett's guardian and refused to approve the giving of the endowment sum.

birthday dinner in the Leland Smith home Sunday.

Miss Ida Crawford spent Tuesday with Mrs. J. C. Williams.

Mr. Head's mother and brother and Mrs. Head's mother from Amarillo visited the Head home last Thursday.

Mr. and Mrs. Frank Crawford went to Canyon Friday to attend the Interscholastic League meet. Their daughter, Geneva, represented Castro county in the senior girls' declamation contest.

Rain, varying in amount from a light shower to half an inch, fell in our neighborhood Saturday afternoon.

Flagg News.

Mrs. Sid Shuffey and children visited Mrs. Newt Arms Tuesday.

The county missionary for the Baptist church filled the pulpit here Saturday morning and again

at night. Rev. Coe preached Sunday morning and night.

The Ladies Aid met Thursday afternoon at the church when plans were discussed and made for a Mothers' Day program.

Rev. and Mrs. Dickison of Amherst visited Mr. and Mrs. E. Dickison last week.

Mrs. Cass Arms shopped in Herford Monday.

Vernon Dickson of Young county visited Mr. and Mrs. E. Dickison a few days last week.

Mrs. Senter has been real sick for several days.

Prospects for a railroad through Flagg have been very encouraging the past week as surveyors did some work here.

Our land agent, Mr. Johnson, informs us he has sold several tracts of land the past week.

W. T. Summers has been on the sick list several days.

Miss Earlene Senter left last week for an extended visit with relatives.

Miss Iola Wood of Oklahoma has been visiting her sister, Mrs. Iola Ramsey, here for the past week.

Newt and Cass Arms and families visited Mr. and Mrs. George Gordon at Dimmitt Sunday.

Ward News Notes

With such fine prospects, the farmers were greatly disappointed last week with such little rain.

Steve Jayton, brother of Mrs. W. R. Harrison, whom she had not seen for twenty-three years, arrived Friday to make his home with her.

Johnnie B. Carraway was brought home from the sanitarium Monday greatly improved.

John Hutson and family spent Sunday with Mr. and Mrs. C. C. Lisenbe.

Mr. and Mrs. Ramsey, Mr. and Mrs. Bill Knox, Messrs. Elmer Patterson and Jess Caldwell and Misses Oleta Reeves and Eunice Caldwell spent Wednesday evening in the Geo. Lewis home, going there to practice songs for the singing convention which meets at Ford the second Sunday in May.

Several from this community attended the show at Herford this week.

A big crowd attended the ball game at Wesley Sunday afternoon.

"Not Feeling Well"—Noct Broken.

Appleton, Wis.—Otto Mossholder, 54, a farmer, fell out of a tree last October and though he has been doing his farm work since, he has not felt very well.

Physicians have just found out that Mossholder has broken his neck.

Miss Ella Broadwell, who is a student at the Canyon Normal, came down for the week-end Friday afternoon.

REAL ESTATE

CITY—FARM—RANCHES

Real Estate Loans.

Priced to Sell

HILL & RICKETTS

Phone 358



A GOOD RULE

To follow is that of regular, systematic saving. Successful men the world over realize and practice this fundamental law of business.

THE FIRST NATIONAL BANK



Buick Service Station

LANDRUM AND LEWIS

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

TOW-IN SERVICE.

Phone 392

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 Herford

\$98.00

J. C. Cummins

Phone 340

EVERY MAN IS THE ARCHITECT OF HIS OWN FUTURE!

The follies of youth are food for repentance in old age.

As a result of unpreparedness is worth a ton of broken resolutions.

A tidy little bank account is your best preparedness against declining years.

Plan your future TODAY. Tomorrow is the road that leads nowhere. Anytime is no time.

NOW is the TIME to save a regular amount of your earnings weekly. \$1.00 opens an account.

The First State Bank

Herford, Texas.

Are You After Results

As in any other business, success with poultry may be measured best by results obtained. You cannot expect good results when you are careless with your feeding methods. The best costs only a little more than ordinary feed. For best results feed MERIT—Always!



West Texas Feed & Seed Co.

WE BUY PRODUCE.



Early grass stimulates milk flow for a while. That's why it's a temptation to turn cows out too soon. The dairyman who gives his grass a chance is going to get more milk and more money out of his pasture. Feed Cow Chow now just as in winter. When you do start letting your cows out, do it gradually, just a few hours each day. Fight high cost by keeping your cows in perfect condition for continuous heavy production. Order Cow Chow and Ducky-Las today.

Jones & McLean

Phone 1



The Cream of the Tobacco Crop



FRED NIBLO

Photoplay Director, writes:

"To a moving picture director there is no comfort or luxury like a good cigarette. Such a cigarette I have found in 'The Lucky Strike'—and during the filming of big pictures like 'Ben Hur' I smoked 'Luckies' even while directing in the open air thousands of supernumeraries, and never once did I ever suffer from throat irritation."

Fred Niblo

"It's toasted"

No Throat Irritation—No Cough.

THE SUNDAY SCHOOL LESSON

Subject: The Cost of Discipleship.
 Scripture text: Mark 10:17-27; 12:41-44.
 Golden Text: "Where your treasure is, there will your heart be also."—Matt. 6:21.
 Scripture sidelights: Matt. 16:21-28, Luke 6:39-45, Luke 19:11-27, I Cor. 16:1-9, Ecclesiastes 5:10-17, Is. 55:1-5.

A young man sat in Jesus' congregation one day while He talked about the immortal things in the Gospel. Eternal life, that magical boon of divine giving and of human aspiring, was presented in his hearing. He saw the faces of his fellow auditors light up as they believed unto salvation. What a wonderful prize they had won. The services dismissed and Jesus departed from the place. The young man stood wondering for a while as he watched the great teacher disappear. Then it occurred to him that his chance of the best things was slipping away. What was he to do about it?

He ran in the direction of the appearing teacher until he overtook him. Then he knelt before Jesus and asked, "Good teacher, what shall I do that I may inherit eternal life?" Perhaps the great wealth that he had come to him by inheritance. He may have thought that every thing good came by inheritance.

More Morality Insufficient. Jesus recited the moral commandments of the Decalogue. The young man declared that he had kept them from his youth. In moral matters he seemed to have been an exemplary young man. Of his immense fortune none of it seemed to have been ill-gotten. Certainly to him his wealth seemed no obstacle to the coveted prize of eternal life.

No moral turpitude stained his life. No so much could be said about his relation to God. He had not trusted God; he had trusted his wealth. To him wealth was not a medium of service; he rather was the servant of his wealth. A man's salvation is in part a question of his relation to his wealth. How slow humanity is in learning this!

His morality was not sufficient. He must give a life in service if he is to have eternal life. And in the giving of that life he must give of his life resources, his wealth. No one gives his life until he gives his resources also. No life is redeemed until it is redeemed with all its powers.

It is in the giving away of life that one acquires treasure in heaven. One is poorer for the hoarding of his life; never richer. "One thing thou lackest." That one thing he lacked was the great insufficiency which stood between him and eternal life. He was not conscious of lacking anything but eternal life. To him life was affluence, abundance.

He, like many others, did not know how poor he was. "Go thy way, sell whatsoever thou hast, and give to the poor, and come take up the cross and follow me." It was the young man that Jesus wanted, not his wealth. But Jesus could not get the young man so long as the God of mammon held him enslaved.

He Turned Back Sorrowfully. He chose his master. It was not to be Jesus. No one can ever know the tragedy of this young man. He went back to busy himself in his wealth, he turned back from discipleship. Like another, he "carried his talent in the earth." Jesus saw one who might have been a disciple of great usefulness; the young man lost his hope of eternal life. The sweetness of his fine earnestness wasted away on doleful air.

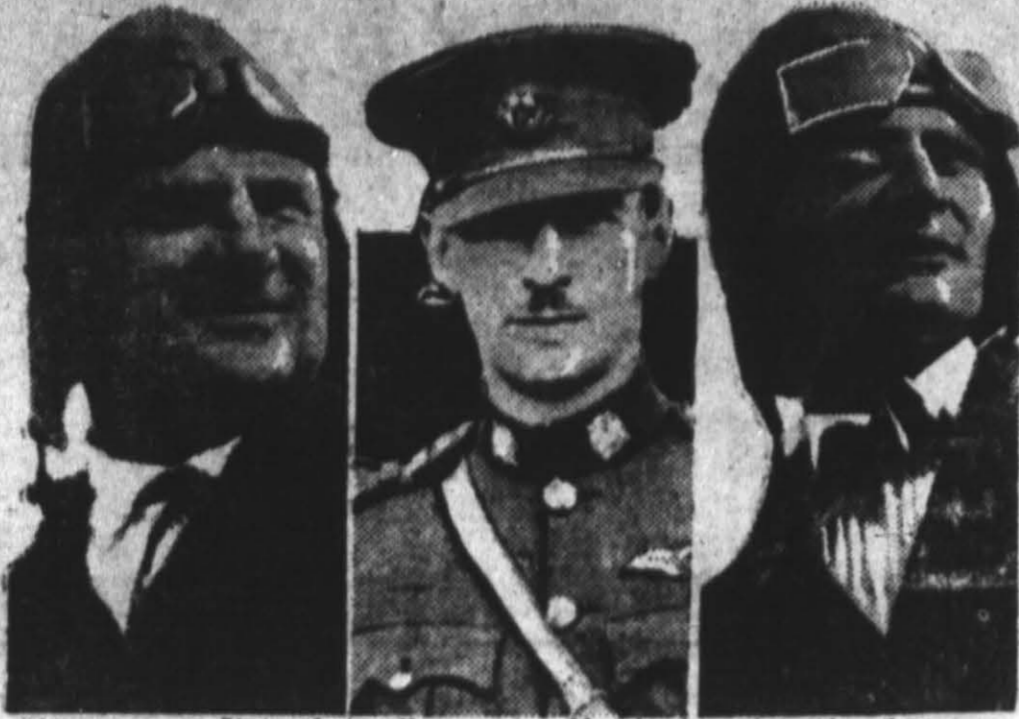
From this incident, Jesus as usual, drew a lesson of warning for his disciples. "Children, how hard it is for those that trust in riches to enter the kingdom of God." So hard that it is impossible when left to themselves. "With men it is impossible, but not with God; for with God all things are possible." But the young man chose the impossible.

reflections

Wisdom is more to be desired than Goshen Bitches... according to the good book. And many a man (and woman too) has become wise—insurance wise—after a severe loss has overtaken him. This agency is here to put you wise insurance-wise before the loss comes. Call us today.

PLAINS INSURANCE AGENCY
 John Patten - Manager
 Hereford, Texas.

German-Irish Air Heroes Cross Atlantic



A non-stop flight from Europe to North America, the first ever made, was accomplished by Captain Hermann Koehl, chief pilot, Col. James Fitzmaurice and Freiherr Ehrenfried Gunther von Huenefeld, who landed safely on Greenly Island in Belle Isle Straits, near Labrador, in the Junkers monoplane Bremen. Lack of fuel caused by strong headwinds and fog made the landing on Greenly Island necessary. Millions of people waited anxiously for news of them while their fate hung in the balance on Friday, April 13.

for he chose to go on without God. It requires consecration. Another scene passes before us. Jesus is sitting over against the treasury. The rich, without giving till it hurts were casting in of their abundance. A poor widow passes by and casts in all she has. Consecration is not a question of so many dollars and cents. It is the giving of all one has.

Too many cheaply talk of giving the widow's mite when they cast their extra pennies, their change from the last purchase of postage stamps or of vending at the peanut stand, into the collection plate. What a colossal falsehood. They know nothing at all about giving the widow's mite.

She gave her all. She gave it with a whole-hearted love and devotion to the object of her giving. She was, in spite of the tiny coins thrown into the treasury, the largest giver present. Nothing more could she have given to her Lord. This is entire consecration. Not the noisy, rolling, tumbling, groaning kind that people make over so much, but a genuine, honest, entire consecration.

Which was wiser? The rich young ruler who kept his money or the widow? Investment with God is the best investment in the world. She made that investment. Reader, where have you made your investments? "Where your treasure is, there will your heart be also." What are you putting your heart into most? There is your investment.

A Beal Pal.
 San Francisco.—Lee McLeynolds, 64, was sent to jail at Santa Rosa for ten days during which time his shepherd dog took up his post in front of the prison building. He refused food and howled continuously.

Touches Noses With a Bear.
 Nittany, Pa.—Nose touched nose when Guyer Grove, trapper, crawled on his hands and knees into a hole in a ledge and in the pitch black cavity bumped unceremoniously into a black bear.

The bear charged, flattened the curious trapper and was out of the hole before Grove could crawl out.

Another Wise Dog.
 Stockbridge, Mass. Betty, James Conyly's bull dog has something to teach candy-loving dogs that many of us have forgotten. Betty carefully unwraps each piece before eating.

What is gained by arguing about religion? Audrey Carroll.
 What is the effect of religious differences on the work of the church in this community? Miss Velma Reed.
 How does Christian Endeavor help us to understand young people of different religious views? Miss Agnes Fox.
 Return to the church and close the services with a season of prayer and—
 Song: Help Somebody Today.
 Mizpah.

First Presbyterian Church
 JAS. T. ROSS, Pastor

Regular preaching services at 10:50 and 8:00. Sunday school at 9:45 and Endeavors at 7:00. W. M. S. Wednesday, 2:30. Church Nite Wednesday at 8:00.
 We were pleased to have the good audience at the services last Sunday. Come again and worship with us. Special music selected from the masters will characterize the instrumental numbers of the order of worship. It is worshipful, pleasing and profitable.
 We cordially invite the public to these services. Come.

THE JOY OF ACCURACY.

BY DR. FRANK CRANE.
 A common fault and a common element of weakness is the habit of exaggeration. You have often heard a young flapper say that up on such and such an occasion she nearly died or that there were millions of people at the ball game, or some other manifest exaggeration. This is a habit that is easily slipped into, but it is an element of weakness.
 The trouble is that people get to discounting your statements and are apt to believe nothing that you say. They think that you always exaggerate everything.
 The Christian Science Monitor

CHURCH ANNOUNCEMENTS

Evangelical Lutheran Church
 Wm. F. HALAMA, Pastor.

Divine service at 10:00 a. m., sermon theme, "Weeping May Endure for a Night, but Joy Cometh in the Morning." Text John 16:16-23.
 Sunday school at 11:10 a. m.
 A cordial invitation is extended to all.

First Christian Church.
 THURMAN MORGAN, Pastor.

Church school meets at 9:45. If you expect to be late notify Superintendent J. C. Ricketts. Communion and preaching services at 11 a. m. The Senior Christian Endeavor meets at 7 p. m. Evening preaching services at 8:00 o'clock. The subject for this hour, "The Youth of Today."
 You will find a welcome in worshipping with us.

PRESBYTERIAN SENIOR CHRISTIAN ENDEAVOR

Sunday, April 29, 6 o'clock.
 Topic: The right attitude toward the religion of others.
 Scripture: Romans 14:1-13.
 Leader: Mrs. Jas. T. Ross.
 Devotional and discussions to be held around a picnic supper table on the creek near town.
 Leader's talk.

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

IN THE SPOTLIGHT
ART PAWER TRACTORS
More Power from Cheaper Fuel
M. D. WOMBLE, Agent, Hereford, Texas

Garden Tools at a Saving!

Our complete line of fine garden tools will furnish you with ample equipment for the care of your lawn and garden this summer. Many are buying now, while prices are still so very reasonable.

Included in the assortment are lawn mowers, hoes, rakes, spades, trowels, shovels, hose, sprinklers, plows—in fact everything to make gardening successful.

Look Over Our Poultry Supplies Next Time You're In Town.

Streu Hardware Co.

points out that one of the values of studying arithmetic is to become accustomed to the joys of accuracy.
 If one will acquire the habit of stating as nearly as may be possible exactly what is the fact, if his reputation for stating the facts clearly is once established, it will be a great element of strength.
 Profanity and over-exaggeration and extreme utterances always show that our passions outrun our information.
 Always state, the best you can, just exactly what occurred. Accustom yourself to accuracy and modest claims. Then you will be credited with the habit of truth-telling and people will believe just what you say.

There may be a joy, a certain kind of joy, in exaggeration. It may appeal to the imagination to overstate things.
 But there is as much pleasure, after we get used to it, in being accurate and in telling only what is true.

Baby Chix
 OF QUALITY.
 Poultry Supplies
 Garden and Field Seeds
 Plants of All Kinds
 Incubator Supplies
 Ask for Price List.
 C. E. WHITE SEED COMPANY
 Plainview, Texas.

FOR QUICK JOB SERVICE SEE THE BRAND.

A thoughtfully managed loan business. Our monthly loan aids home ownership. We furnish you money to build a new home, re-finance your old home.
 Loans approved, abstracts passed by our office. No delays, No red-tape.

Ralph Barnett, Manager
HEREFORD INSURANCE AGENCY.

HAWK BRAND WORK CLOTHES

THEY WEAR LONGER

D. R. GASS & SON
 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.

CHEVROLET

Dependability, Satisfaction and Honest Value!

Never before in our history have we delivered as many new Chevrolets as during the first three months of this year. These cars taken in by us have been thoroughly inspected and re-conditioned, with the result that many of them can hardly be distinguished from new cars. Furthermore, these cars carry the official red tag "with an OK that counts" which shows at a glance the exact and true condition under which the car is offered for sale. Come in and inspect these used cars, and when you buy from us you may do so, confident that we want your goodwill, the same as we now enjoy with Chevrolet owners in this community.

USED CARS
 "with an OK that counts"

A Few of our exceptional Used Car Values "with an OK that counts".

1926 FORD COUPE
 New paint job. Five balloon tires showing practically no wear. First class condition all around. You'll like it. A bargain at **\$200**

1924 CHEVROLET TOURING
 Very clean. Has had unusually good care. Fully equipped. Attractively priced at only **\$150**

1925 FORD COUPE
 One of our best used car offers; it will pay you well to look it over. If you can use a car like this, this bargain is sure to please. Only **\$175**

EXTRA SPECIAL
 Four Ford tourings to go at once. All of them good cars, but we need the floor space. You name the price and drive them home.

Brumley Chevrolet Co., Inc.
 Hereford, Texas
 Look for the Red Tag "With an OK that counts"

SHE'S SINGING HER PRAISE OF

'DOROTHY PERKINS TOILETRIES'

Like many another Hereford miss, this young lady has taken advantage of our special offer of a \$3.00 "Dorothy Perkins" Facial absolutely free. The result—she's mighty happy and don't care who knows it. That's the way they all feel. Only two more days of this wonderful offer. But remember—at all times we carry a complete line of these wonderful toiletries.



The City Drug Store

Hereford, Texas.

LOCAL HAPPENINGS

Mr. and Mrs. Oscar Easley were Amarillo shoppers Saturday.

Mr. and Mrs. J. G. Weir were Friona visitors this week-end.

1928 model fryers. WEST TEXAS FEED & SEED CO.

K. B. Hicks was an Amarillo visitor Monday.

Only two more days of RICE'S BIG TIME SALE.

Miss Edith Shields spent the week-end in Amarillo.

R. B. Handley and W. C. Pittman spent Friday in Amarillo.

1928 model fryers. WEST TEXAS FEED & SEED CO.

Mrs. Thornton Braden spent Saturday shopping in Amarillo.

Wallace Haney has been visiting the West family here for several days.

Mr. and Mrs. R. H. Womack spent Sunday with friends in Vega.

Mr. and Mrs. E. A. Wright visited relatives in Dimmitt Sunday.

Mrs. Josie Wesley returned the latter part of last week from Hot Springs, Arkansas.

Mrs. H. H. Houtchins of Dimmitt was a Hereford shopper Wednesday afternoon.

Miss Beattie Megert returned on Thursday after a month's visit with friends in Vernon.

STAR THEATRE

HEREFORD, TEXAS

Friday Night Only
APRIL 27
DOUGLAS MACLEAN
"Soft Cushions"

Saturday Afternoon and Night
APRIL 28
REGINALD DENNY
in

"Fast and Furious"

Monday and Tuesday
APRIL 30—MAY 1
JOHNNY HINES
in

"Chinatown Charlie"

Wednesday and Thursday
MAY 2-3
"40,000 Miles With Lindbergh"
ALSO
LON CHANEY
in

"Laugh, Clown, Laugh"

Friday
MAY 4

"Rolled Stockings"
with
LOUISE BROOKS, JAMES HALL

Saturday Matinee and Night
MAY 5
HOOT GIBSON
in

"The Rawhide Kid"

COMING:

"Little Shepherd of Kingdom Come"

"Seventh Heaven"
BEBE DANIELS
in

"Senorita"

Time of Shows... 7:30-9:00 p. m.
Saturday Matinee... 2:00-5:00 p. m.

Mrs. Jo B. Elliston spent Saturday and Sunday visiting relatives at Plainview.

J. H. Moyer, of Manhattan, Kansas, is here on business this week.

Mr. and Mrs. Dale Delat of Wichita, Kansas, have been here this week visiting friends.

Miss Gusta Samuelson, who is attending school at Canyon, was here Friday to Sunday.

Miss Martha Lee Duncan of W. T. S. T. C., spent the week-end visiting here.

Miss Zella Mae Walsler spent the week-end here visiting relatives and friends.

For bargains in new and used furniture, phone the HEREFORD FURNITURE EXCHANGE, Phone 111.

For a beautiful lawn this summer, buy your lawn grass seed here. WEST TEXAS FEED AND SEED COMPANY.

Albert Farris of Clovis, a former Hereford resident, was here visiting relatives and friends the first part of this week.

When you want to trade your old furniture for new, phone 111. THE HEREFORD FURNITURE EXCHANGE.

Regardless of the quantity you want, our bulk garden seed is sure to satisfy you. WEST TEXAS FEED & SEED CO.

Miss Virginia Smith who has been in Mineral Wells this winter, arrived Friday to visit in the home of her parents, Mr. and Mrs. C. H. Smith.

If you want to sell your used furniture, call the HEREFORD FURNITURE EXCHANGE, Phone 111.

Mrs. Paul Clewell of Clovis arrived Wednesday afternoon to spend the remainder of the week visiting in the home of her mother, Mrs. M. E. Wolfe and family.

Rev. J. J. Hornbeak, of Dallas, joined his wife here Tuesday and they will make their home in their new residence located on McKinley Avenue between Fourth and Fifth Streets.

If you want to sell your used furniture, call the HEREFORD FURNITURE EXCHANGE, Phone 111.

J. B. Moore, of Harlingen, Texas, spent the week here conferring with the building committee of the new Baptist church. Mr. Moore's company builds churches exclusively.

Miss Helen Ewing of Panhandle visited here over the week-end as a guest of Miss Maurine Beyer. Miss Ewing was principal of Central school here last year and has many friends in Hereford.

BAPTIST LADIES SALE.

What shall we eat on Mother's Day? Let's see what the Baptist ladies have at their sale on Saturday, May 12. 15-2c

Will your dealer guarantee the tubes he sells against pulling out the valve stems? We have one which we will so guarantee. It is an oversize 30 x 3 1-2 and the price is only \$1.50. At RICE'S.

MUSIC CLUB MEETS.

The Music Study Club will meet with Mrs. W. E. Hicks on Tuesday, May 1 for the annual luncheon and business meeting. A program will be rendered consisting of all back numbers not previously given. A full attendance at this meeting is desired.

Many of Hereford's students at W. T. S. T. C. at Canyon spent the week-end here, when they were given a two-day holiday Friday and Saturday. The holiday was granted because of the high school interscholastic athletic meet held there those days.

To prove to you that our tire sale is not a stock reducing sale, but just as we announced before. To gain new customers, we cite you to the fact that since the sale commenced we have received four freight shipments and have another in transit, and are today making up still another one. RICE'S.

Miss Winnie Wiggs, who has been in charge of the young people's work and the music in connection with the recent Methodist revival, left Monday morning for her home in Paris, Texas.

Mrs. Ky Lawrence's class of the Summerfield Baptist Sunday school will hold a bake sale Saturday, April 28, at Carlye's Grocery. Dressed hens will be a feature of the sale. Proceeds will go to the church. 15-16c

CARD OF THANKS.

We take this means of thanking our many friends and neighbors who were so kind and thoughtful during the recent illness in our home. May God bless each and every one of you, is our earnest prayer.

Mr. and Mrs. C. M. Hicks and Family.

R. F. Rogers Learns of Death of Sister

R. F. Rogers Friday night received a message conveying the sad news of the death of his sister, Mrs. Sydna Rogers Carter, which occurred at McKinney, Texas, at about five o'clock Friday afternoon. Funeral services were held at Pilot Point, Texas, Saturday afternoon at three o'clock.

Mrs. Carter was the daughter of Dr. and Mrs. W. J. Rogers, formerly of Hereford, and the wife of Joe Carter who died about three years ago. She had been living at McKinney for the past six months. She leaves one daughter, Josephine, now Mrs. Ben Smith.

WATER CHARGES

(Concluded From Page One)

our former mayor, Judge Knight, and Commissioners D. F. Ashbrook and Homer Wilkinson passed an ordinance on September 28, 1920, putting into effect rates that are still in force, which are as follows:

A minimum charge of \$2.00 per month for 3000 gallons, which charge includes all sewer charges as stated above.

For the first 2000 gallons over minimum, 15c per thousand.

For next 2500 gallons, 14c per thousand.

For next 2500 gallons at rate of 13c per thousand.

For next 5000 gallons at rate of 12c per thousand.

For next 5000 gallons, at rate of 10c per thousand.

For all over 20,000 gallons above minimum, at the rate of 9c per thousand gallons.

From the above it will be seen

that what water we use over the minimum costs us so little that we cannot afford not to use it freely in watering lawns, trees and flowers, thereby helping to make Hereford the most beautiful town on the Plains.

With this explanation, I trust that every citizen of our town will take advantage of these extremely low rates and help make Hereford more beautiful that it has ever been in the past.

Respectfully submitted,

E. S. IRELAND, Mayor.

CALL FOR REPUBLICAN CONVENTION.

Call for Republican County convention of Deaf Smith County, Texas, May 8, 1928.

Hereford, Texas, April 25, '28. To the Republican Voters of Deaf Smith County, Texas:

A. Pursuant to law, in compliance with the instructions of the Republican State Executive Committee of and for the State of Texas, including the call for the Re-

publican State Convention of May 22, 1928, and by instruction of the Republican Executive Committee of Deaf Smith County, a convention of the Republican voters of Deaf Smith County is hereby called to meet in the city of Hereford, in said county, at 3:00 p. m. on the 8th day of May, A. D. 1928, at the following described location: In the County Court room of Deaf Smith County Court House. The purposes of this convention are:

(1) To elect the number of delegates and alternate delegates to the Republican State Convention to be held in Dallas, Texas, May 22, 1928, (which convention elects the delegates and alternate delegates to the Republican National Convention of 1928), to which this county is entitled under the terms of the Call for said State Convention, one delegate.
E. L. BONNER,
Republican County Chairman,
15-2c Deaf Smith County.

Take a Little Time and Read This List of A Few Well-Known and Distinguished Users of KELVINATORS

- PUBLIC LIFE**
Charles G. Dawes, Vice-President of U. S.
E. S. Cunningham, U. S. Consul-General.
James M. Curley, Former Mayor of Boston.
Carter Glass, U. S. Senator.
James Hartness, Former Governor of Vermont.
Geo. W. Harvey, Former Amb. to Great Britain.
Arthur M. Hyde, former Gov. of Missouri.
W. W. Kitcher, Former Governor of North Carolina.
Frank O. Lowden, Former Governor of Illinois.
M. M. Neely, U. S. Senator.
Fred M. Sackett, U. S. Senator.
John W. Sargent, Attorney General of the U. S.
Len Small, Governor of Illinois.
Wm. Alden Smith, Former U. S. Senator.
James J. Walker, Mayor of New York.
R. S. Woodruff, Former Governor of Connecticut.
Franklin D. Roosevelt, Former Assistant Secretary U. S. N.
- OTHER PROMINENT AMERICANS**
Fred Wardell, Eureka Vacuum Cleaner
G. H. Wilcox, International Silver Company
B. L. Winchell, Remington Typewriter Co.
Henry Ford
John D. Rockefeller (14 individual Kelvinators)
Hex Bosch, Author
Irving Berlin, Composer
O. K. Bovard, man. Ed., St. Louis Post-Dispatch
Charles Chaplin, Motion Picture Actor
Samuel Childs, Child's Restaurants
Ty Cobb, Baseball player
Joe Engel, V. F. Metro Pictures
Wm. Gillette, Author and Play-writer
Rube Goldberg, Cartoonist
Sam H. Harris, Theatrical Producer
Col. J. N. Lewis, Inventor Lewis Machine Gun
Harold McGrath, Author and Playwright
John McGraw, New York Giants
Norma Talmadge, Motion Picture Actress
Frank A. Vanderlip, Capitalist

- MANUFACTURERS**
Edw. G. Budd, Edw. G. Budd Mfg. Co. (Automobile Bodies).
August A. Busch, Anheuser-Busch Inc.
Roy D. Chapin, Hudson Motor Car Company.
J. S. Couden, Couden Oil Refineries.
R. B. Davies, Davis Baking Powder Company.
Alfred I. DuPont, DuPont Powder Company.
Herman Ely Tinken, Roller Bearing Company.
N. B. Feltes, Studebaker Cor.
Fred J. Fisher, Fisher Body Cor.
D. S. Gamble, Proctor-Gamble Soap Company.
Jay Gould, Financier.
Paul Guenther, Onyx Hosiery.
H. F. Guggenheim, Bedford V. P. Chili Copper Co.
H. F. Harper, Motor Wheel Corp.
C. D. Hastings, Hupp Motor Car Company.
H. W. H. Hupp, Loose-Wiles Blauvelt Company.
Edgar B. Jewett II, Jewett Refrigerator Co.
W. K. Kellogg, Kellogg Toasted Corn Flake Co.
John P. Kolla, Holland Furnace Company.
L. B. Kuppenheimer, House of Kuppenheimer.
John D. Larkin, Larkin Soap Co.
E. Stewart-McDonald, Moon Motor Car Company.
Walter Morrison, Mormon Automobile Company.
Wm. J. Mennen, Mennen's Shaving Cream.
R. E. Olds, Reo Motor Car Co.
J. W. Packard, Co-founder Packard Car Industries.
L. F. Rains, Columbia Steel Cor.
Frank Remy, Remy Electric Co.
H. W. Smith, Smith Bros. Typewriter Co.
J. M. Studebaker III, Studebaker Corporation.
H. H. Swift, Swift Meat Packers.
John T. Underwood, Underwood Typewriter Co.
W. A. Vawter, Baker-Vawter Co.
V. Vivaudou, Vivaudou and Djer Kiss Cosmetics.

The Kelvinator cabinet factor builds a refrigerator to fit the need of every home. The three standard condensing units, and a complete line of nine teen cooling units, are the types which have stood the test of 14 years of quality leadership. They have always been known for unusual dependability and economy of operation. The first Kelvinator is still in operation giving satisfactory refrigeration to its owner. Kelvinator condensing units have been fundamentally right from the beginning. No major changes have been made, although each year has brought minor refinements. To add to the flexibility of the Kelvinator line, three models of condensing units are used according to refrigerator capacity. Kelvinator engineers always demand that all installations shall be adequately powered, thereby insuring complete satisfaction.

THE KELVINATOR
Is the Oldest Electric Refrigeration—fully Guaranteed

E. B. BLACK CO.

"We Are Satisfied With a Little Profit"

Your Daintiest Dessert

STEFFEN'S ICE CREAM

ALWAYS!

Corner Drug Store

Our Aim - To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality - Service - Courtesy