

DEAF SMITH ENTRANTS TAKE SEVERAL AWARDS IN DAIRY SHOW HELD AT PLAINVIEW

Deaf Smith County took its share of the prizes at the Plainview Dairy Show this week and had a great delegation of farmers, dairymen, business folks, 4-H club workers and school children there to see and learn all they could. R. O. Dunkle, county agent, attended the number of Deaf Smith county people there to be on Tuesday. A. M. Walker, superintendent of the Summerfield school, took his vocational agricultural class and 4-H club workers there with him.

Cantata Goes to Canyon for Performance Sunday

The great choir of singers that has been practicing an Easter cantata for presentation in the First Christian church here on Sunday night, April 20, has agreed to take the cantata to Canyon next Sunday evening to sing before a union service to be held in the First Baptist church there.

Telephone Co. Improves System Throughout City

Along with their program of gradually rebuilding the service lines of Hereford, the Southwestern Bell Telephone Company has installed heavier equipment through the business part of the town.

Statements Show Plenty of Money In Local Banks

That business conditions around Hereford are in a healthy state and have been for some time, is indicated by the statements of the three banks published in this issue of the Brand. Although having passed through the taxing time, a most dreaded period of American existence, the total of bank deposits for the city amounts to but \$17,000 less than at the close of 1929, showing slightly less than \$1,200,000 now as compared with \$1,213,000 then.

Young Eagle Finds Mate in Former Leading Lady

Jean Arthur, who played the feminine lead in Charles (Buddy) Rogers' starring picture, "Half Way to Heaven," is the eagle's mate in Buddy's latest hit, "Young Eagles," the thrilling romance of the sky-fighters which will show at the Star Thursday and Friday of next week.

Box Supper at Bippus Saturday Night

A box supper is scheduled for the Bippus community at the school house for Saturday night of this week. Special invitations are extended to the surrounding communities and Hereford folks.

Much Property to Be Offered in Big Auction Sale of Year

What promises to be one of the biggest live stock and farm auction sales Deaf Smith County has ever seen will be held by Claude Higgins and Pete Engle 17 miles northwest of Hereford on April 29. Beside a large assortment of farming machinery they will sell at auction 30 head of high grade dairy cattle, 200 head of grade Hereford, 2100 bushels of cleaned seed, 150 head of Hampshire hogs, and their 100 acre farm, 12 miles north of Hereford on 25-Mile Avenue. The sale will be one of the most widely advertised auctions ever put under the hammer throughout this region.

Carnival of Fun At Mondays C. of C. Luncheon

These weekly luncheons of the Chamber of Commerce are getting to be the usual custom and the Brand thinks they are about the right thing. Secretary J. A. Miller says the luncheon program next Monday, April 14, will be built around plans and arrangements for holding a Deaf Smith County Fair next fall, and that is one of the most important things the Chamber of Commerce can give its attention to. The sooner the way on a county fair is started the better fair the county is going to have. With the vast resources available in Deaf Smith County there is no reason in the world why one of the best fairs in the whole Panhandle cannot be held right here.

Big Gain in Scholastics Shown Here

The completing of the scholastic census of Hereford Independent district during the past week has brought some interesting facts and figures to light concerning the schools, their work, the attitude of patrons toward the school, and a positive indication of growth.

Agricultural Class Makes Good Show at Plainview

Keeping up with the showing made in attendance and prizes won by Deaf Smith County at the Plainview Dairy Show this week, the vocational agriculture class of Hereford high school, against about 75 contestants placed two very creditable winners, which speaks well for B. H. Hopkins, vocational teacher.

Clean-Up Move Has Two Days To Go; Hurry!

Despite the valiant work of many of Hereford's citizens, (as some one said, most of them women), the cleaning up program of the city still lacks much of being a finished product. There is quite a bit of unightly trash and rubbish that clutters up altogether too many of the vacant lots and premises.

B. Y. P. U. and Sunday School Convention Here

Hundreds of visitors, delegates and guests have been in Hereford this week attending the Baptist Sunday school and B. Y. P. U. convention Tuesday and Wednesday.

Light Vote in Trustee Election Yet Uncounted

The Hereford Independent District school election was held last Saturday at the court house. The votes, fourteen in all, up to Thursday morning, had not been counted, but it is presumed that A. H. Streun, president of the board; E. B. Pomy, secretary, and J. T. Cronin, C. O. Lee and L. W. Carlyle, were re-elected.

Chorus Director



ARDELLE S. GEORGE Mrs. George has developed the Municipal Chorus of Hereford, which will present the Easter cantata, "The Greatest Love," in Canyon next Sunday evening and in the First Christian church here Sunday evening, April 20.

District Federation Meet Attended by Herefordites

Those who attended the Seventh District Federation meeting in Amarillo last Saturday were Miss Frances Oberthier, Mrs. J. E. Beyer and Mrs. H. L. Broadwell from the senior music club. From the Juniors Misses Wilma and Bettie Jones, Mary Broadwell, Mary E. Stanford, Ardell Foster and Billie Hill attended. From the high school glee club Misses Mary Ellen Parker and Virginia Barnett were present.

Honor Rolls Shows Students Hard At Work

Following is a list of those making the honor rolls during the fifth six-weeks period: High Honor Roll. Ninth grade, Maurine Wilder; Eighth, Billie Ross Phillips; Seventh, Sally Oldbreath, Mary Posey, Sally Skelton, Mary Kate Brotherton; Sixth, Bill McLean, Christine Fincher; Fifth, George Conklin, Howard Williamson.

Petty Robberies Reported in City This Week

A series of petty robberies have been committed over the city for the past several weeks that are getting to be a nuisance. Several instances have been told where the extent of the deprivations consisted of taking groceries from kitchens and light articles from homes. It is a dangerous pastime for whoever is indulging in the practice, and on some premises might lead to serious consequences.

Dixon Motor Opening Drew Crowd Saturday

It is estimated that about 1000 people went through the doors of the Dixon Motor Co., located in the new Carter building, last Saturday, when Mr. Dixon staged his big Oakland-Pontiac opening.

Reported Gas Lines to Be Extended into New Mexico

There is a story going the rounds that a huge gas extension is to be tied on to the high pressure line here at Hereford to lead north to Vega and then west to Tucuman, Santa Fe and Albuquerque, New Mexico.

HEREFORD IN THIRD PLACE IN TRACK MEET HERE FRIDAY; FIRST PLACE TO PLAINVIEW

The Whiteface track squad leaves tomorrow morning for Amarillo where they will participate in the Tri-State field meet being sponsored by the News-Globe. Hereford should be up among the leaders, as there are several members of the local team that are able to give a good account of themselves, even in faster company—that will be there.

Health Nurse Continues Inspection of Schools

A meeting of the executive committee of the local health service was held Friday afternoon at two o'clock at the health center rooms in the court house.

Close of School Programs to Be Perfected Soon

Arrangements have been completed this week for the final programs to close Hereford high school this term, according to announcements by Superintendent C. H. Dillehay. While there are other features of the ending of each school year, two events always stand out above all of them—commencement night and the baccalaureate services.

Fire Department Answers Unusual Number of Calls

Three fire calls on Monday and one on Tuesday broke the record for fire alarms in two successive days. The first call came about noon when the large truck made a run to the Dameron & Dameron feed lots about four miles east of town on the highway. Fire was discovered there in a stack of feed which was torn to pieces by the high water pressure from the fire engine. Shortage of water was the only reason that the stack was not saved.

State Vocational Man Inspects Hereford School

J. B. Rutland, assistant state supervisor of vocational agriculture, was a visitor in Hereford this week, making the annual inspection of the vocational training in the high school. His report will be given out from the state department later, although he apparently was well pleased with the work done here.

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COUNTY, TEXAS

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PUBLISHERS
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R. E. KESSIE,
Editor and Manager

TELEPHONE 80

NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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Zone 1, six months - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

**POLITICAL ANNOUNCEMENTS,
DEAF SMITH COUNTY**

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

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

For County Attorney:
JOHN A. COFFEE

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

For Tax Assessor:
IRA RICKETS
H. M. (Mack) BEACH
R. A. (Artis) DANIEL

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

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

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

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

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

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

G. A. Rogers of Blair, Oklahoma arrived here Wednesday of last week and is visiting his sister, Mrs. E. A. McCollum and a cousin, George Millard. He represents the Farmers and Bankers Life Insurance Co. of Oklahoma.

C. E. Reeds, football coach at W. T. S. T. C., attended the field meet held here last Friday.

**Contractor Is
Built Right Up**

"I used to be so weak and run-down I'd have to quit work for days at a time, but Sargon built me up so much I now put in full time every day."



STEVE STEVENS

"I was bilious and constipated, suffered with indigestion and was subject to frequent colds. Sargon gave me a fine appetite and perfect digestion, my weight is increasing and my whole system is so strengthened and invigorated I can stand all kinds of exposure without being the least affected by it. Sargon Pills completely overcame my stubborn constipation."—Steve Stephens, 300 N. Peak St., Dallas. Rice Drug Store, Agents.

Northwest News
BY MRS. H. O. DORRIS

Breaking sod and improving newly purchased land seems to be the order of the day in this part of the country.

It is announced that there will be a box supper at Bippus school house Saturday night, April 19, when everybody is invited to come, especially residents of adjoining communities, and if any Hereford people see this we hope they will consider themselves invited.

Ladies and girls are asked to bring boxes and men and boys lots of money. Proceeds are to be used to buy stage curtains, books for the school library and playground equipment.

Miss Margaret Steen of Bippus spent the week end with her sister, Mrs. J. H. Stephens at Plainview.

Mrs. Dorris and Sunday school class were picnickers in Mohair Canyon Sunday, when pictures were made and games and other amusements enjoyed, followed by supper at the H. C. Van Bibber home.

Choir practice was held Sunday night at the school house. J. J. McKinney of Floydada was here Thursday.

Mrs. N. O. Phillips has purchased 200 baby chicks. Mr. and Mrs. Ed Mecaskey were in Adrian one day last week.

Elizabeth Ferguson spent Wednesday evening with Master Glen Fortenberry. J. G. Fortenberry was a Hereford visitor Wednesday.

Mrs. D. R. Basingame surprised her husband with a birthday dinner April 2, when a number of relatives and friends were present. Lige Ellison and Mr. Neal of Crosbyton were here last Thursday looking over wheat prospects on their farms.

Vernon Monroe, Crandell Patterson and J. G. Fortenberry were in Amarillo Friday. Hugh Fortenberry and family visited in the J. G. Fortenberry home Monday evening.

Mrs. F. D. Ferguson spent Saturday afternoon with Mrs. J. G. Fortenberry. H. O. and Emmett Dorris were in Hereford Monday.

Mr. and Mrs. Hugh Fortenberry were Adrian visitors Friday. H. O. Dorris marketed a load of hogs in Hereford Tuesday of last week.

**CHICKENS DO NOT GET
PROPER ATTENTION**

Many American farmers who long since recognized tractors and electricity as efficient farm assistants still use stone age methods so far as their poultry flocks are concerned according to a recent survey. Poultry is not returning its proper profit on many farms thru lack of sanitation and lack of

properly bred flocks, it was found. The latter difficulty is rapidly being corrected through the fact that farmers have begun to realize that better stock, capable of producing a profit for their owners, can be secured through large hatcheries. These hatcheries in turn have organized under the slogan, "hatchery chicks for greater profits" to pledge better chicks and fair dealing in order to place farm flocks in a position to reap the profits which the poultry business holds.

The matter of sanitation is causing difficulty. "We cannot but marvel again and again as we see flock after flock of pure-blooded fowls kept in most primitive fashion and under most unsanitary conditions," it is asserted. "It is our observation that the breeding qualities of poultry in our average American barnyard flocks are far in advance of methods used in their care, housing and feeding. As a result, the average American owner has spent all too much time fighting disease rather than adopt a program of sanitation."

Proper sanitation in poultry houses, a system of yards and runs whereby each one can be rested and turned to a green crop once

each year and the importance of raising chicks on fresh ground that has been under cultivation are stressed as being fundamental to success with poultry as sunshine itself.

Miss Nell Hall and Judge Earl W. Wilson were in Dawn Friday, where Miss Hall made an inspection of the school children. Examinations by Miss Hall revealed a very satisfactory physical condition of the children.

Mrs. Joe Cinquemair of Dallas arrived here last week. She was formerly Miss Nettie Parks of this city, and is here on a business mission.

FOR JOB WORK, TRY THE BRAND.

With Womble, Hereford White-face breeder, is making preparations this week to build a 30 x 60 bull barn on his ranch about 20 miles northeast of town, and is making a number of other improvements this spring.

A. J. Walker, Canyon busman, was here last Saturday afternoon.

Mr. and Mrs. R. E. Frazier daughter were in Amarillo day.

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

Only Frigidaire
can give you the better vegetables
and salads
made possible by the



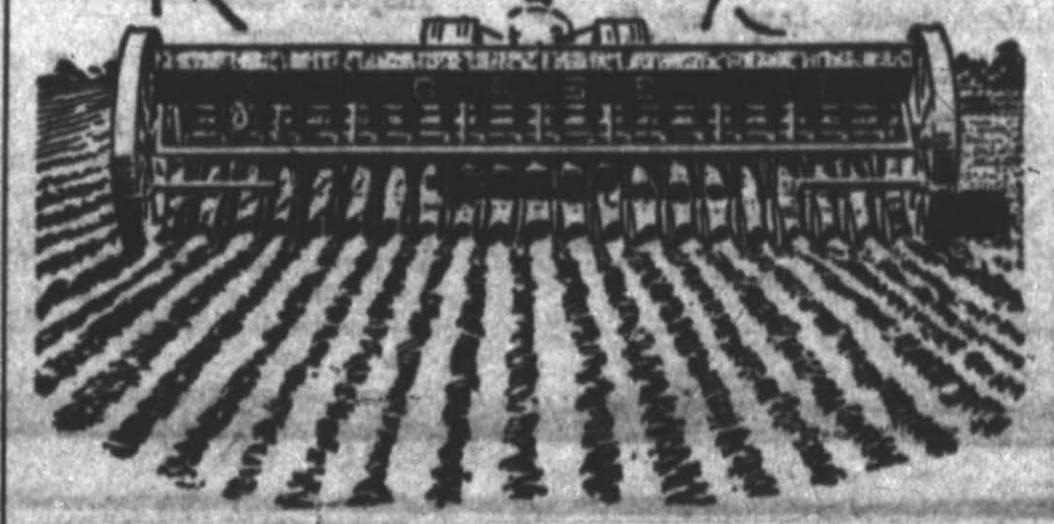
HYDRATOR

The new Frigidaire Hydrator brings you an added service—a service offered only by Frigidaire. For Frigidaire alone has the Hydrator.

Celery kept in the Hydrator becomes tender and brittle. Tomatoes retain their firmness and flavor. Lettuce takes on added crispness. Even wilted vegetables are made fresh again by the Hydrator's moist reviving cold. See a demonstration today.

Blythe Bros.
Hereford, Texas

JUST WATCH
the way your seed comes up!



IF YOU WANT to see what a difference there is in seed that's been planted evenly—use a Case Grain Drill this season. Then watch it come up—a full, uniform stand. Every available spot of ground producing—weeds crowded out.

Non-clogging feed with smooth, round parts delivers the seed accurately and deposits it at uniform depth in the extreme bottom of the furrow. Every seed gets an equal start for even

growth and uniform ripening. There are no skips—no bunches—no cracked or wasted seed. That's how the Case Fluted Force-Feed Drill increases yields and profits. The Case Double Run Feed is equally accurate. Well built—factory assembled and "run in"—ready to do top-notch seeding, year after year. We'll be glad to show you this modern drill and explain its many quality features. Come in any time—try us for reliable service.

C. A. SKELTON
HEREFORD TEXAS DIMMITT



"Must We Live Up To Our Income?"

NO! Perhaps you don't have to save. Perhaps your weekly pay check will satisfy all your needs for a time. But if you look into the future you will see possible emergencies for which it is best to prepare. An ever-growing savings account with this Bank is a sure safeguard against all financial emergencies. **BE PREPARED!**

THE FIRST STATE BANK

M SYSTEM
"Saves for the Nation"

Miss Lucy and H. D. Reed
Owners and Operators

She that knows and knows she knows, is wise. Follow her through our turnstiles to thrift.

Bargains for Friday and Saturday

SOAP, P. and G., 10 bars	38c
SOAP, Crystal White, 10 bars	38c
COCOA, Hershey's	1-4 lb 8c 1-2 lb 16c 1 lb 30c
SUGAR, powdered, lb	10c
CRACKERS, 15c size Saltines	10c
FIG BAR, 2 lb	25c
COCOANUT, Dromedary	1-4 lb 11c 1-2 lb 21c
COOKIES, No. 4 assortment	27c
CHIPSO, large	22c
PINEAPPLE, 2 1-2 lb can, sliced	32c

WE DELIVER PHONE 248

the place to go for
IMPLEMENTS

**Angell "One-Way"
Disc Plow**

Ohio
Fits Wheat Land for 1/3 Less

Flow swaths, 6 to 10 feet wide, 2 to 6 inches deep. Moves all soil "one way," leaving ground level for harvester. Light draft, 15-30 tractor easily pulls 10-foot plow. Weeds and volunteer wheat all killed.

Prevents blowing by leaving stubble and trash in surface. Saves one or two operations because close set discs pulverize all lumps in soil.

For summer fallowing, kills all weeds without going too deep. The Original Angell "One Way" Disc Plow revolutionized wheat farming—cut the cost of preparation by one-third—grew bigger crops. That's why we offer it to you.

J. A. WEAR IMPLEMENT COMPANY
Phone 108 Hereford, Texas

Deaf Smith County Cows "Strut Their Stuff" and Hang Up Some Records In Way of Production

The following is a high honor roll of the Deaf Smith-Brandall County Cow Testing Association for the month of March on Deaf Smith County cows only. The following table gives the names and records of cows in the Association which have produced more than 100 pounds of butterfat or 1000 pounds of milk during the month period of thirty days:

Name	Breed	Like Milk	Butter Fat
A. Smith Bobbin	Gr Jersey	783	6.0
A. Smith Spot	Gr Jersey	840	5.1
A. Smith Boots	Gr Jersey	975	5.1
A. Smith Dell	Gr Jersey	816	5.1
A. Smith B. Joe	Gr Jersey	804	5.5
A. Smith Snoop	Gr Jersey	789	5.2
er Galley No. 1	Gr Holstein	1134	3.7
er Galley EL Gam. Ho.	Jersey	1224	5.0
er Galley No. 16	Gr Jersey	760	5.5
H. Schelthagen Midget	Gr Jersey	891	5.5
H. Schelthagen Cherry	Gr Jersey	1092	5.1
H. Schelthagen Bossy	Gr Jersey	1005	4.2
H. Schelthagen Mullie	Gr Jersey	870	4.7
H. Schelthagen Mott	Gr Jersey	915	4.6
H. Schelthagen Rose	Gr Jersey	846	4.3
Pittner Aug. Pion.	Guernsey	783	5.25
Pittner Maiden F D	Guernsey	972	4.5
Pittner Blanche	Jersey	846	4.8
L. Gillispie Sidney	Gr Jersey	906	4.6
L. Gillispie Brindle	Gr Jersey	945	5.2

MISSION PLAY IN AMARILLO
APRIL 29-30; PLAY RETURN
 on April 29 and 30. Considering the fact that 3000 or more persons were turned away from the three performances of the famous German cast of the famous show in Amarillo in February, Wilbur G. Hawk, president of the Tri-State Fair, under whose auspices they appear, has arranged to start an early ticket sale so that everyone may have this last opportunity to see the famous German cast of the famous Passion Play, headed by Wolf Fassnacht, seventh generation of this family to portray the artists, are playing in Dallas this week and will start back toward Amarillo, by way of Oklahoma, to keep a return engagement

BIBLICAL STORY OF CHRIST'S ACTIVITIES
 during Passion week portrayed.
 Three performances, two nights and a matinee, will be given on the return engagements. Seats will be reserved for each show. At the first engagement here no reservations were made for the matinee, but seats will be reserved this time so that persons coming in from the surrounding territory may be assured of good seats when they arrive. Mr. Hawk said.
 There will be no advance in prices. Seats will range from \$1 to \$2.50 each for the night performance. For the matinee, school children will be admitted for 50 cents, school teachers for 75 cents and adults for \$1 in the balcony and \$1.50 on the first floor.
 Reservations will be accepted by mail now. Those writing in should specify the performance they wish to attend, whether Tuesday or Wednesday night or Wednesday matinee.
 A Want Ad in The Brand is a sure, steady worker—try it out.

FRAISES DUNKLE'S TALK
 Prof. Frank R. Phillips, who accompanied County Agent Dunkle to the Commercial Club meeting at Friona last Thursday night, stated to a representative of the Brand that Mr. Dunkle made one of the most interesting talks before the farmers at Friona that he had heard made in a long time. He said that Mr. Dunkle gave figures of the demonstration work done in Deaf Smith county along the lines of both pig club and pure bred seed which would convince even the "doubting Thomases" of the value of these two types of improvement in agriculture. Mr. Dunkle has the reputation of being one of the outstanding agents of West Texas in Club work.
ELLISTONS RETURN FROM WINTER IN CALIFORNIA
 The surest sign of spring to the Hereford country is when A. H. Elliston and family arrive home from the winter's abode in Southern California. Mr. and Mrs. Elliston and son, Joe Bailey, and a grand daughter, Miss Anna Elliston, daughter of Mrs. Floyd Elliston of Long Beach, arrived here last Sunday night. Mr. Elliston states that he is enjoying the best of health and that they spent a most enjoyable winter in the West.
 D. H. Alexander, manager of the local Panhandle Lumber Co., left Monday morning for Dallas, where he will attend the State Lumberman's convention there, first of this week. He was joined in Amarillo by a number of company men, all making the trip to Dallas in cars.

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

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

You'll Notice the DIFFERENCE

MEATS OF QUALITY

IN JUST MEAT AND Good, Tasty Meat

Insure your family by serving good, sanitary meat on the table every day.

Texas Meat Market

KING COLOR

Will Supply Paint for Your Home for \$14.10

Based on a 30' x 36' house 12' high with surface in average condition, using regular colors, for a two-coat job, you will need only:

3 gallons of Acme Quality New Era House Paint \$11.75
 1/2 gallon for trim color \$2.35
TOTAL \$14.10

Beautiful your home with Acme Quality New Era House Paint—it is durable and economical. You will enjoy the surprisingly delightful change that painting your house will bring, and incidentally, you will increase your property value.

For over forty years, Acme Quality New Era House Paint has been manufactured and during this time the manufacturing has been in charge of expert chemists, who have produced a paint that has a covering capacity and a durability that is second to none.

Now! You Can Do Your Own Furniture Decorating FREE

"FREE" Acme Quality Furniture Decorating Set

With the purchase of a half-pint can or more of Acme Quality Enamel-Kote (Rapid Drying), you will be given free the Furniture Decorating Set which consists of the following: 1 handy occasional shelf; 3 matched die cut stencils; 1 individual stencil. This offer is made to introduce the new Rapid Drying Enamel-Kote. Available in modern colors.

A. G. THOMPSON LUMBER
 McKinley & Third Phone 456
 "THE HOUSE OF COLOR"

It's wise to choose a SIX!

After all, it is a perfectly simple matter to decide which automobile to buy. Only two questions must be answered to your satisfaction—

First: Which car gives the most for my money?

Second: Which car represents the soundest investment in satisfaction and pride of ownership?

In buying a low-priced car consider the following facts:

It is wise to choose a six-cylinder motor— for six cylinders are necessary to take out vibration and roughness. Six-cylinder smoothness will save the motor, the whole chassis, the body, the passengers, and the driver.

The Chevrolet is a six. And yet it sells at a price that anyone can afford to pay.

This very low-priced car lasts longer, not only because of fine materials and oversize parts, but also because it is a six. Its big, smooth, 50-horsepower six-cylinder engine is always "taking it easy." There is no feeling of strain at any speed.

With all its six-cylinder smoothness and power the New Chevrolet Six uses no extra gasoline or oil. Efficient design makes this possible—overhead valves—high compression power from any fuel—very latest high-acceleration carburetor—close-fitting, long-wearing pistons—crankcase ventilation—air cleaner. You can really have extreme economy and still satisfy your ideal of truly modern transportation.

Chevrolet economy is also the mark of Chevrolet sincerity in manufacture. To illustrate: Chevrolet valves are readily accessible and adjustable. This saves replacing valves, and also makes it possible to preserve efficiency.

A similar example is found in Chevrolet's molded brake lining—reducing the necessity of frequent replacement, and consequent expense.

Furthermore, there is a rear axle inspection plate on the new Chevrolet Six. This makes it unnecessary to take the axle apart to examine it or clean it.

The Chevrolet Six is full of such evidence that true motor car economy comes from advancement and refinement.

Like the finest cars, the Chevrolet Six provides the comfort and protection of four springs controlled by hydraulic shock absorbers. They are mounted lengthwise, in the direction of car travel, and self-adjusting springs shackles maintain quiet.

ROADSTER OR PHAETON \$495
 F. O. B. FACTORY, FLINT, MICHIGAN

The Coach\$565
 The Coupe 565
 The Sport Roadster..... 555
 The Sport Coupe..... 655
 The Club Sedan..... 625
 The Sedan 675

The Special Sedan.....\$725
 (6 wire wheels standard)
 The Light Delivery Chassis..... 365
 The Sedan Delivery..... 595
 The 1 1/2 Ton Chassis..... 520
 The 1 1/2 Ton Chassis with Cab..... 625
 The Roadster Delivery (Pick-up Box extra)..... 440

All prices f. o. b. factory, Flint, Michigan

With modern low suspension and extra wheelbase, the Chevrolet Six has excellent proportions.

Its impressive front view is distinguished by the genuine honeycomb radiator, another mark of modern cars.

The gasoline tank is in the rear, for safety and finer appearance.

Chevrolet beauty instantly says "Body by Fisher"—costly car style, with the permanent quiet of Fisher composite steel-and-wood construction.

Body by Fisher also gives you a genuine non-glare windshield, adjustable driver's seat, more space, deeper cushions, clearer vision, finer fabrics and fitments.

There is just as much extra value everywhere in the car. BY ANY STANDARD the Chevrolet Six is the greatest value in the low-price field.

It is wise to choose the Chevrolet Six with its six-cylinder valve-in-head motor... with full scientific equipment... with its Body by Fisher... with four long semi-elliptic springs, long wheelbase, low suspension, rear-mounted gasoline tank, honeycomb radiator and all the many other features of this day and age.

See your nearest Chevrolet dealer today and drive a Chevrolet Six. Ten minutes at the wheel will show you what a remarkable difference six cylinders make.

Brumley Chevrolet Co.

Hereford, Texas

FREEZE WITH HEAT The ELECTROLUX Refrigerator

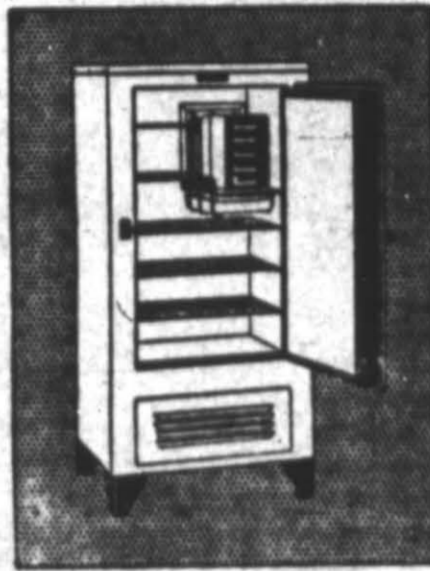


The Hostess model has a food capacity of 3 cubic feet. 43 large ice cubes between meals.

ELECTROLUX

HAS NO MACHINERY

to get out of order



THE new Gas Refrigerator has no compressors, fans, belts or any moving parts to wear out or make the slightest noise. A tiny gas flame and a trickle of water do all the work of making cold.

Drop into our display rooms today and let us show you the many different models.

Streu Hardware Co.

ard Golden, Edith Kropf and Zella Mae Walter. Mr. Ferguson is also a member of the Scribblers' Club and won an unusual prize given by the Texas Interscholastic Pen Association.

Gladiolus bulbs, 75c per dozen, **NETTIE PRICE SLATON.** 18-1c

Sam Cunningham blew into town the latter part of last week to visit with old friends. Mr. Cunningham is employed on the D. L. McDonald crew, which is making foundational tests for the proposed Santa Fe bridge about 25 miles north of Amarillo.

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

Mr. and Mrs. W. T. Sumner and Mr. and Mrs. N. A. Arms of Flagg were in Hereford Tuesday and Wednesday to attend the convention of the Baptist Sunday schools and B. Y. P. U. workers. Mr. Arms is superintendent of the Flagg Sunday school and Mrs. Sumner is correspondent to the Brand from Flagg.

Everything in radio accessories. **ORR TAILOR SHOP,** Phone 16.

Car of La Crosse Plows expected soon. **WHITAKER & SEED.** 13-1c

HATS



Cleaned and Blocked

—Have you old felt or straw hat made like new by our factory experts. Indicate size and style desired. New band 35c, new lining 35c extra, if desired.

LADIES' HATS 50c

Suits Cleaned and Pressed **75c**

—Alterations, Repairing, Rerolling — Pant making by expert tailors.

Two-day service guaranteed. Mail them today to **NATIONAL TAILORING COMPANY** 6th and Polk, Amarillo, Tex.

Rice Bran makes excellent hog feed, \$1.00 per 100. **McLEAN & PITMAN.** 13-2c



SOFT WATER

Water softener for shampooing, is of the latest type. You are sure to get a shampoo that will leave the scalp and hair in perfect condition.

You'll Like Our Permanent Wave

Work done by graduate Beauticians

ORR'S BEAUTY SHOP Phone 15

MONEY TALKS BY YOUR CASH



If your money burns a hole in your pocket, the best fire insurance is to spend it wisely. And a good policy is to spend it at E. B. Black's, says Your Cash.

E. B. BLACK Co. We Are Satisfied With Small Profits

Concentrated Sunshine

Nature captures for you the sunshine that filters over the mountains into the green meadows of Deaf Smith County. Many of the elements in Sunshine which give health and vigor are present in the product of the dairy cow. Butter has been called "concentrated sunshine." Butter is a natural food. It provides the substances which build and replenish bones and tissues. And Nature has given to Butter a charming, elusive flavor that imitative man has never been able to duplicate.

Farmers Creamery Ass'n, Inc. Hereford Phone 3.

Brand Want Ads Pay Good Dividend

FRIDAY and SATURDAY Specials

LETTUCE, large heads, two for	13c
BEANS, Wapco, red kidney, 3 for	25c
PICKLES, sweet, 14-oz bottle	26c
BLACKBERRIES, gallon	56c
BANANAS, pound	6c
CLEANSER, Sunbrite	5c
POTATOES, new, pound	7c
SYRUP, Sunnyland, gallon	87c
ONIONS, five pounds	18c
OATS, Bowl-O Oats, large package	31c

With Each \$7.00 Purchase You Are Entitled to a Draw On China Ware.

Carl's Cash and Grocery

Phone 324

FOR QUICK JOB SERVICE SEE THE BRAND

Mrs. R. P. Conway returned home last week from Indianapolis.

Allis Chalmers tractors on the floor. **WHITAKER & SEED.** 13-1c

Mr. and Mrs. J. C. Cummins and son, and Mr. and Mrs. E. E. Fridley and daughter, Miss Ursula, motored to Amarillo last Sunday to see the giant plane that has been commissioned for service over the W. A. E. line.

Don't forget that we have a fine line of Easter Box Candles. **CITY DRUG STORE,** Phone 300. 13-1c

WANTED—Dress making. With each silk dress made I will make one house dress free, for Saturday only. **MRS. MOORE,** one mile north on 25-Mile Avenue. 13-1p

The new Avery combine is here. **WHITAKER & SEED.** 13-1c

Mr. and Mrs. Luther Hough and daughter, Miss Mary Inez, and Miss Kathleen Croun were Amarillo visitors last Sunday.

Car of La Crosse Plows expected soon. **WHITAKER & SEED.** 13-1c

Mr. and Mrs. C. R. Smith and son, Roy, and daughter and Miss Elaine Newell motored to Amarillo last Sunday.

Don't forget that we have a fine line of Easter Box Candles. **CITY DRUG STORE,** Phone 300. 13-1c

The new Avery combine is here. **WHITAKER & SEED.** 13-1c

Mrs. Rosa McLain of Dimmitt passed through Hereford early Tuesday morning enroute to her old home in Taylorville, Illinois. She was called to Taylorville by a message stating the death of her brother, Warren Clawson, who passed away last Sunday.

Just received "Reddy" golf tees at **RICE'S TIRE SHOP.** 13-1c

A large stock of Denison crepe paper in all colors. **CITY DRUG STORE,** Phone 300. 13-1c

Among those on the winter honor roll at W. T. S. T. C. from Hereford were Charles Ferguson, How-

Pattern Hats

—Just in, a fine line of Pattern Hats in Bakou and Visca Lace.

CHILDREN'S HATS —All children's hats going at a big reduction.

SPECIAL —For Friday and Saturday it will pay you to see the \$5.00 Specials.



Vogele Millinery Parlor

Easter Dress Sale

—The Easter sale on dresses still continues. Wonderful selections, lots of new numbers, beautiful styles and quality. —Come and select your Easter Dress.

COATS

—A few numbers left in pretty spring coats at marvelous values.

LINGERIE

—Beautiful line of Silk Lingerie.

Wash Frocks

—A pretty line of WASH FROCKS, fast colors and in Linens, Shantung and Voile combination prints, at \$1.95 and up.

—Try a pair of Country Club Hose—\$1.50 and up.

BEST BY EVERY TEST

Fashion Dress Shop



Stationery

AT

Half Price

Our stock of box stationery is entirely too large and it must move.

LAY IN A SUPPLY WHILE IT IS CHEAP

City Drug Store

PHONE 300

Pre-Easter Clearance Coats and Dresses

—We have a few Spring Coats left for sport and dress wear. Colors are tan, black and tweeds.

GOING AT—

Half Price

One rack of Dresses, all good styles, colors and materials. Some are ensembles. All sizes.

GOING AT

Half Price

Sprolws-Cronin & Co.