

PLAN TO "TELL THE WORLD" ABOUT HEREFORD'S TRADE FACILITIES

LOTS OF LAND TURNING, NEW FACES GALORE, TOWN BUSY—EVERYBODY HUSTLING

COMMITTEE CONFIDENT OF REACHING GOAL WITHIN FEW DAYS; NEW ANGLE POSSIBLE

Wire From Hotel Company At Dallas Says They Have Important Announcement for Hotel Committee; Construed to Mean That Actual Work May Be Undertaken In Near Future; Bonus Funds Grow.

A telegram received Monday from the Dallas interests that are to erect the new Hotel Hereford stated that important announcements would be forthcoming during the week.

Those on the committee construed this wire to mean that contracts will be entered into for the erection of the building—and possibly actual construction started within the next thirty days.

With the large amount of building now going on in Hereford, the starting of this sky-scraper will cause the city to take on metropolitan airs. A number of late subscriptions have been made this

(Continued On Last Page)

Cotton Seed Meet Ready Sale; Get Yours at Once

The car of Half-and-Half cotton seed brought in by Elmer Ireland last week for distribution among local farmers is being rapidly disposed of and Mr. Ireland urges those who are depending upon some of the seed for planting to secure it at once as the supply is limited.

The seed is from a strain that has been acclimated to this section and is said to be the best variety for use here.

Cemetery Improvements Will Be Continued This Summer, Says Mr. Seigler

The Cemetery Association is continuing this week the work of beautifying and improving the cemetery. Following the better organization and systematized program of work effected last year, a very gratifying change is noticeable in the appearance of the cemetery, and President Seigler declares that the work is to be pushed this year and throughout the future until the Hereford Cemetery becomes a worthy resting place for its dead and a tribute to a united public spirit of interest in the enterprise.

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Kelso Is Liberal Guy, Says Hotel Committee After Subscription

Judge I. B. Kelso, head of the Texas Utilities, was in Hereford Wednesday on city business. The hotel bonus committee immediately called on him. When the object of the call was stated, Judge Kelso promptly said: "Gentlemen, I will appoint Messrs. C. H. Dyer, E. B. Black and G. A. F. Parker, all of your own committee, to say what they think is right and fair for the Texas Utilities to give to this bonus. What they assess we will pay."

The committee decided upon \$500 and Judge Kelso signed for it at once. He received the heartfelt thanks and congratulations of the committee upon his fairness and vision.

"Gee!" exclaimed one member of the committee, when it was all over, "this job would be easy if every one was as broad-gauged as that man!"

Is Deaf Smith County Land Selling? Read This

A recent issue of The Brand carried a story of the sale by Hill & Hacketts of more than thirty sections of land within the past six months. Now comes Smith & Jones, another firm of Hereford realtors, with a story of the sale of fifty-one and three-fourths sections in this county since January, 1928.

"At present," said Mr. Smith, "it seems that the whole blooming state of Oklahoma and parts of Kansas, Missouri and Arkansas are coming to the Panhandle. New families are moving in every day, and new homes are springing up like vegetation after our recent fine rains." Of the sales made the following are examples:

Oren Jones, Hiram Jones and James Schultz, who were neighbors near Ada, Okla., have purchased the 1600 acre tract fifteen miles west of Hereford known as the old Ross place. They have moved here with their families and have established homes. They also purchased an adjoining section sixteen miles west and will break it out and plant to wheat and row crops.

T. M. Rushing, also of Oklahoma has purchased an adjoining section and is putting it under cultivation.

J. W. Riddling of Sentinel, Oklahoma, has purchased the section known as the Hobbs place, ten miles northwest of town and will improve it at once.

J. T. Gillebreath sold last week a section lying four miles north of Dawn to R. G. Wiseman of Amarillo.

That these facts speak for themselves and reflect actual conditions here is the opinion of both members of this firm of land men.

Vaugh to Auction Good South Hereford Property

The Tierra Blanco Filling Station, located just across the creek on top of the hill in South Hereford, together with a block and a half of land, embracing a total of thirty lots, is to be sold at public auction on Friday, April 12, according to Auctioneer Ray Barber. The property belongs to Mrs. Al Vaughn.

Included in the sale will be the lots, the filling station building, with all its contents, consisting of a stock of groceries, fixtures and air compressor for the station, and outbuildings, and miscellaneous articles. The location of the lots and station is considered an ideal one from any standpoint, situated as it is on two highways and a big crowd of buyers and spirited bidding is expected by the owner of the property.

Attorney Tucker of Wellington, Texas, was a business visitor in Hereford Saturday.

Plainview Dairy Show Is Greatest Thing of Kind In State, Say Visitors

"Nothing has ever been seen in Texas or even the South, like it," say the delegation of Hereford visitors to the Panhandle-Plains Dairy Show at Plainview Wednesday.

According to these visitors more than 15,000 visitors from all sections of the Panhandle and New Mexico were present, and the animals shown in the ring would make keen competition for the leading herds of the Nation. Already directors and officials of the show

Pitner Cleans Up.

Just before going to press The Brand received the following wire from the Plainview Dairy Show: "Fred Pitner's Guernseys won first senior bull calf, first two-year-old cow, first and second senior heifer calf, first, second, third and fourth junior heifer calf, junior and grand champion bull, junior champion cow, first calf herd, first produce of dam."

Otherwise Pitner seems to have made an awful showing!

Sections of the Panhandle and New Mexico were present, and the animals shown in the ring would make keen competition for the leading herds of the Nation. Already directors and officials of the show

(Continued on Page Seven.)

Brand Blushes, But Such Things Must Be Given Publicity

That the Brand is recognized as a contributing factor in the development of the Plains country is shown in the following extract received by C. A. Skelton from the Amarillo manager of the Case Implement Company:

"We are glad to receive a copy of The Hereford Brand and to note the activity in that country. It seems to us that if papers like that issue of The Brand were sent to farmers' associations in the Central States it would start a real land boom in the Panhandle."

KELIEHOR BUYS MAIN STREET PROPERTY FROM WILLIAMS

Airport Markers Are Going in This Week

Work is under way on the foundation for the beacon light at the Transcontinental Air Transport's emergency landing field one mile north of Hereford. Messrs. South and P. T. Berry, engineering experts, are on the ground with a force of workmen and equipment; it is expected to arrive shortly.

TRADE EXTENSION MOVE IS LIKELY TO RESULT IN GOOD FOR EVERYBODY CONCERNED

"Hereford Trade Bulletin" To Fire Opening Gun of Extensive Campaign to Convince Trade Territory of the Desirability and Advantages of Using Hereford as Trading Point; Other Moves to Be Made.

High Line to Dimmitt Will Be Built Soon

The Texas Utilities Company is arranging to further improve lighting and power facilities for Dimmitt by extending a highline from Hereford to that place.

F. H. Oberthier, Jr., the company's local manager, says much of the equipment for construct the line has already been received and that work will be begun within two or three weeks.

The family of J. B. Elliston spent Easter in Hereford.

"Telling the World" and Hereford's trade territory in particular will be the object of the Trade Extension Committee of the Hereford Chamber of Commerce, who are formulating plans to put on a "Trade In Hereford" week in which practically the entire country within a radius of fifty miles of Hereford will be thoroughly covered by committees.

An eight-page "Hereford Trade Bulletin" will be issued—five thousand of them, and this will be placed in the homes of those living in this section and in New Mexico.

"We have some of the greatest assortments of merchandise that

(Continued On Page Seven.)

M SYSTEM STORE SOLD TO GYLES AND CARLYLE MONDAY

Dixon Motor Company Locates On Main Street

The Dixon Motor Company, dealers in Pontiac and Oakland cars, moved Tuesday to the Shirley building, formerly occupied by the Garrison Hardware Company. The company announces that it expects to open a garage and repair shop, later.

A change in the ownership of the local "M" System store is announced this week. H. D. Reed, who has operated the store for several years, has sold his contract with the "M" System to two local grocers, L. W. Carlyle and Frank Gyles, but has been retained as manager. Messrs. Carlyle and Gyles announce that the store will be continued under the same name as heretofore and will continue to serve its customers and friends under the "M" System policies and prices.

The store will be closed this week until Friday in order to take stock, after which it will be reopened with its usual Friday and Saturday Specials, as advertised in this issue. The interior of the store is to be freshened up, the floors oiled and stock rearranged.

Star Theatre Promises High Class Vandeville

J. C. Parker, proprietor of the Star Theatre, wishes to assure the theatre-going public of the excellence of the vandyville performance coming to the Star Monday, Tuesday and Wednesday of next week. Mr. Parker has seen this company in the same performance at Lubbock and various other places and has no hesitancy in classifying it as of very superior character. He gives to the show his unqualified guarantee of merit.

School Census Shows Handsome Increase

The school census has been completed for the Hereford Independent district and shows an increase over last year. A total of 783 children is reported, as compared with 705 last year, and about 675 for the year before that. This does not include the six-year old children, only those who will be seven and under eighteen September 1. The law to include six-year-old children as schoolchildren does not go into effect until September 1, 1930, and children of that age will not be enumerated until next spring.

The State Superintendent has stated the state apportionment will not be less than \$16 next year. It is to the advantage of schools to see that each child is included since failure to do so would deprive the district of \$16. Any children missed may be included on a supplemental list if reported in the near future.

TEXAS UTILITIES GIVES CITY REDUCTION IN POWER RATE

A thirty per cent reduction in the annual expense of pumping the city's water supply was effected this week by the terms of a contract substituted for that formerly existing between the city and the Texas Utilities Company. The original twenty-year contract included both street lighting and pumping. Under the new contract the street lighting will continue at the rate fixed in January, 1928, when the original monthly charge of \$2.25 per light was reduced to \$1.75. The pumping, however, will be done under a separate five-year contract at a saving to the city of from two to three thousand dollars per year.

Judge I. B. Kelso, of St. Louis, president of Texas Utilities, and J. M. Brown, general manager, were in Hereford Wednesday negotiating the change with the City Council.

Brumley Sells Wholesale Oil Business In Hereford

The wholesale oil business of G. W. Brumley was sold last week to the Continental Oil Company. Mr. Brumley retains the filling station operated by his son-in-law, Louis Olson, and also the Chevrolet car agency, and both businesses will be conducted as before.

BUSINESS FIRMS TO SHIFT LOCATIONS DURING MONTH

C. A. Skelton and H. L. Broadus announce an interchange of business locations to be effected at once. The Skelton Variety Store moving into the Cardwell building now occupied by the Hereford Bakers, and the bakery moving into the Guthrie building to be vacated by Mr. Skelton.

This change will enable Sam Hutson, proprietor of the Sunshine Cafe, to continue at his present location in the building owned by Mr. Broadus.

Gas Company Truck Burns Friday Evening

A fire at the residence of George Wesley Friday evening destroyed a truck belonging to the West Texas Gas Company. The truck had just been driven in by Mr. Trumana, an employee of the Gas Company, who with his wife have rooms at the Wesley home. A quick run by the fire department extinguished the blaze without further damage than the burning of the truck.

A clue to the probable cause of the fire was found in vessels placed beneath the gas tank, directly underneath the outlet, suggesting the possible effort to secure gasoline by parties who hurried away after a lighted match had ignited the gasoline.

New Camp Grounds for East Hereford

R. Moore, who recently purchased the Santifer filling station and grocery, advises the Brand that in addition to the new dwelling he is building that he has let the contract for seven camp houses each house to have individual garage. The buildings will be finished, finished with stucco.

J. A. Wear Local Agent For Minneapolis Line

A new implement business was launched here this week. J. A. Wear becoming local manager for the Minneapolis Threshing Company, with Carl P. Cockrell as salesman for Castro county.

The new company will have its offices in the Whippet-Knight Motor Company building and the adjoining lots owned by Mr. Cockrell will be used for display and demonstration of their machinery. Their line will include all varieties of tractor-drawn implements.

A. R. Plaham, mechanical expert from the factory, and O. M. Torrence, general agent for the Amarillo branch, were here Tuesday concluding arrangements with Mr. Wear. They announce a demonstration school to be held in Amarillo next week in which six illustrative films will be used.

Harry Seed Goes to New Position At Amarillo

Harry Seed who has been with the Caterpillar Tractor Co. at Stockton, California, for the past four months, will now be associated with the Plains Tractor and Equipment Co. of Amarillo, a manager of their western branch whose territory covers a large part of the Panhandle. He will handle the Caterpillar and Holt lines of implements. Mr. Seed's headquarters will be in Hereford.

Mrs. J. E. Meyer was shopping in Amarillo Friday.

The Oklahomans Are Coming; So Are the Missourians, Arkansans and Kansans—and They Are Bringing the Children With Them

B. F. Snow and son of Bridgeport, Oklahoma, arrived in Hereford Tuesday. They have purchased a half section of land fifteen miles northwest of town, and are arranging for its improvement.

J. W. Breedlove, of Norman, Oklahoma, was looking after business interests here Saturday. He recently purchased the E. L. McWhites farm about seven miles northwest of Hereford and will move to the farm with his family in the near future. A considerable acreage is already sown to wheat and Mr. Breedlove says his prospects for an excellent crop is very encouraging. He declares he has chosen the Hereford country from a number of places where he has

land holdings as the best prospect for a real farm home.

E. E. Robey of Los Angeles is here this week looking after interests recently purchased in this locality. The purchase transfers the ownership of Section 44, block K-7, which lies about twenty miles southwest of Hereford, from a Mr. Jass, of Topeka, Kansas, to Mr. Robey.

The new owner expects to plant half the farm to row crops this season and, in the fall to sow wheat.

F. M. Perry of Hedrick, Oklahoma, has rented the John B. Davis farm one and a half miles southwest of Sumnerfield. He moved to the farm Monday, with

his wife and one son. Other children of the home, now in school in Oklahoma will join the family later.

Mr. Davis, who operates the Great West elevator at Sumnerfield will devote all his time to this business.

C. D. Spencer, who recently moved to the Wyche community, about eight miles southeast of Hereford, is making extensive improvements at his new home. A dwelling is under construction and other buildings to be added will provide facilities for a modern farm home.

Mr. Spencer moved here from Canyon, having purchased the 100 acre tract on which he is building.

Brand Want Ads Pay Good Dividends!

CHRISTY BROS BIG 5 RING WILD ANIMAL SHOWS

The Newest
Big Show in All
The World
5 Continent Menagerie

1250 People — 500 Horses — 50 Cages Animals
30 Lions — 2 Cars of Elephants and Camels
5 Bands — 2 Calliopes — 2 Complete Electric
Light Systems — 30 Double Length Steel Cars
6-Pole Big Top — 5 Mammoth Rings —
2 Steel Arenas — Wild-Beast Hippodrome

1000 Character Bible
Spectacle

Noah and the Ark

The Longest, Costliest and
Most Magnificent Open Den

Free Street Parade at
12 O'Clock Noon Daily



MATINEE 2:00 p. m. ONLY
HEREFORD WED. 17
MATINEE ONLY

Fifth Sunday Singing Takes Many to Ford

A large crowd attended the Club meeting Friday night at the school house when an entertaining program was given. Mrs. J. L. Hight was re-elected president. Mrs. Fielding Johnson, re-elected secretary, and Mrs. Harold Wilson elected vice-president. Cake and sandwiches were served at the close of the program.

The Fifth Sunday Singing was a decided success. The house was filled to overflowing and a number of good singers came from other communities. Lloyd and Earl Robinson and Ollie Dixon of Hereford were among those who came. Several male quartets were given, a ladies' trio, composed of Misses Schwartz, Morel and Robinson, gave two numbers. After singing the children enjoyed an Easter egg hunt.

Mr. and Mrs. Jim Burham, who have lived on the Harold Smith farm for the past five months, moved to Amarillo Friday.

Miss Olive Davis spent the week end with friends at Kress.

Mr. and Mrs. Edgar Sowell of Hereford spent Saturday night with Mr. and Mrs. Howard Morel.

Misses Grace Johnson and Yvonne Simpson spent Friday night with Mrs. Howard Morel.

Mr. and Mrs. Floyd Benson ate Sunday dinner with Mr. and Mrs. Fielding Johnson.

A number of young people spent Sunday evening with Miss Elizabeth Drummond.

Fielding Johnson and Floyd Bennett made a business trip to Amarillo Monday.

Contract has been let for the new Silverton high school building to cost approximately \$85,000. The building will be completed by September. It will be modern in every respect and will be built and equipped with the latest and most modern of conveniences and material.

Man Far Outnumbered by Lesser Creatures

It is probable that few persons save naturalists ever consider the enormous amount of life other than human which exists in any locality, civilized or not, densely peopled or thinly settled. A plague of rats in London within recent years prompted an interview with a distinguished scientist, who estimated that within the area of Greater London there were 20,000,000 rats, more than three times as many rats as people.

Sparrows undoubtedly come next in point of numbers among London's warm-blooded population, but the scientist preferred to make his estimate cover all the birds of the United Kingdom. He believed that the bird population would average 800 to the square mile. That would give a total of nearly 97,000,000. Thus the bird population outnumbered the human by something like two to one.

As for the insect population, that is quite beyond any statistician. But allowing that each bird eats only 50 insects a day, British birds would consume more than a billion insects in a year. Yet such an estimate seems quite futile when we consider that the insect population of a single cherry tree infested with aphides was estimated by a competent authority to be 12,000,000.

Law of Gravity Not an Obstacle to Incas

The ancient Inca fortress of Saqsahuaman is located on a mountain summit 704 feet above the city of Cuzco, Peru, which is in itself 10,500 feet above sea level. It is made of huge, massive stones, some of which measure 30 by 12 feet, and are very thick. Though irregular in outline, they are fitted together so perfectly that a knife blade cannot be inserted between them.

How the seemingly impossible feat of getting these stones to the summit was achieved is explained by the mystics of India. The Egyptians who built the pyramids, so the legend goes, and the ancient Incas, both knew how to suspend the law of gravity, having learned it from the mystics of the lost Atlantis.

Taken Down

The late Lole Fuller on her last American visit complained to a reporter about the conceit of movie stars.

"The males are the worst," she said. "A young male star in a sealskin-lined overcoat, smoking a dollar and a half cigar, swaggered into his boss' office one day and said:

"I'll tell you, boss, how I want you to feature me on the bills. I want the names of the cast printed in the usual way in rather small type, and then in giant type—'MY NAME under the word AND.'"

"Why not BUT?" said the boss."

Strange Indian Tribe

The Peel River Indians, a tribe living in the Upper Yukon country, are a puzzle to ethnologists. These Indians are as black as negroes, but have long straight hair and aquiline features. They are proud of their blood and permit no mixed marriages.

Whether they are an offshoot of the Hindu race or descendants of a people who came up the Mackenzie from the Arctic has never yet been established. Today the tribe numbers several hundred and is in prosperous circumstances. Like the Seminoles of Florida, however, they are vanishing because of their antipathy toward intermarrying with other Indians.

Good Reason

Although as big and as strong as the policeman who had arrested him, the man with the close-cropped hair and brutal face allowed himself to be marched toward the police station.

"There had been the crack of a whip in anticipation of a scarp, but it had drifted away when they saw there was nothing doing. Even the policeman admitted it was the taniest arrest he had made for many a day."

"It isn't like you to go so quietly," he remarked. "What's taken all the ginger out of you?"

The prisoner sighed. "I've got my best clothes on."

Explains Fire-Walking

The late S. P. Langley of the Smithsonian Institution witnessed the fire-walking ceremony in Tahiti and described it in Nature for August 22, 1921. He says that the stones used in the ceremony were tested and found to be of vesicular basalt, whose most distinctive features are its porosity and nonconductibility. He found that these stones could be heated red-hot at one end while the remaining part was comparatively cool. He was of the opinion that while the lower stones of the pit were glowing, the upper layer was fairly cool.

Dutch Mania for Work

You know the Dutch. They have a mania for work. There is a land which had to be manufactured out of inclosed bits of sea and remanufactured now and then by being pumped dry. They scrub the streets as if they were plates of which to eat. And as for all this toil were but a mere trifling, they have invented a language the pronunciation of which requires more labor to the syllable than any other language to the page!—Salvador de Madariaga in the Forum.

Wise Speech

An african who was asked to make a speech replied that among birds, parrots are the best talkers and poorest flyers.—Oakland Tribune.

EASTER SERVICES

The spirit of the Eastertide was beautifully expressed at the various churches of the city last Sunday, the Resurrection story furnishing the theme for both sermon and its accompanying music. In keeping with the beauty of the services was the external beauty of environment occasioned by the use of cut flowers, blooming pot plants, vines and ferns.

The sacred concert given at the Presbyterian church in the evening was largely attended and is said to have been of unusual excellence as was also the programs at the other churches, which were given as announced last week.

Probably the most impressive service in the day's program at the Christian church was the sunrise prayer service. Another beautiful service followed the evening sermon and presentation of credits obtained in the training school which closed on Friday evening. This was a pantomime with musical accompaniment called "The Garden of Prayer."

Science Given a Boost

You may have noticed that the weather is cooler lately. Science says the earth is cooling at the rate of two degrees each 16 million years.—Yakima Daily Republic.

First Presbyterian Church

JAS. T. ROSS, Pastor

On next Sunday morning the Annual Congregational meeting will be held. This is an all important meeting and each member of the congregation should be present. The monthly session meeting will be held at 2:30 p. m. Evening worship will begin at 7:45 p. m.

Woman's Missionary Society on Wednesday at 2:30 p. m. Westminster Guild Tuesday, 3:30 p. m. Choir rehearsal Wednesday at 7:30 p. m. Our new church year is now beginning. Let every person resolve to make it the best of his own life and the best of the church's history.

A most hearty welcome is hereby extended to the worship services of this church. Strangers are especially invited.

NOTICE IN PROBATE

THE STATE OF TEXAS
To the Sheriff or any Constable of Deaf Smith County, Greeting:
You are hereby commanded to cause to be published once each week for a period of ten days before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of

not less than one year in said Deaf Smith County, a copy of the following notice:

THE STATE OF TEXAS.

To all Persons Interested in the estate of Charley C. Slaughter deceased: Clyde Laura Slaughter has filed an application in the County Court of Deaf Smith County, on the 18th day of March, 1929, for the probate of the last will and testament of Charley C. Slaughter, and that she be appointed Executrix of said estate and with said application the said Clyde Laura Slaughter filed the last will of said Charley Slaughter, which said application will be heard by said Court on 1st day of April, 1929, at the Court House of said County, in Hereford at which time all persons interested in said estate are required to appear and answer said application should they desire to do so.

Herein fall not, but have you before said Court, on the first day of the next term, this writ, with your return thereon, showing how you have executed the same. Witness my hand and official seal at Hereford, Texas, this 18th day of March, 1929.
(SEAL) L. H. FOSTER,
Clerk, County Court, Deaf Smith County, Texas.
By Evelyn Jackson, Deputy.

HOT HOLLIS - BUTTER and COFFEE

WILL BE SERVED SATURDAY MORNING APRIL 6
BEGINNING AT 11:00 O'CLOCK

demonstrating the new
NESCO SAFETEMATIC STOVE, "THE STOVE WITH A
BRAIN" AND IT USES GASOLINE—CAN YOU BEAT IT?
—a cordial welcome is extended to all

Kerr-Anthony Hardware Company

Auction Sale Real Estate Friday, April 12

SALE STARTS PROMPTLY AT 2:00 P. M.

30 TOWN LOTS 30

Building, Filling Station and Grocery Stock Combined, Equipment and Fixtures.

—I will sell at PUBLIC AUCTION said property mentioned, located on South Main Street in South Hereford, Texas, on main highway. This property consists of a new, modern, up-to-date store building and filling station, with cement drive-in, fully equipped with new Curtis air compressor, air lift gas pumps, water and air, drain pit and out buildings. Grocery stock consists of good clean merchandise, including a small stock of automobile accessories, and the nicely arranged fixtures consisting of show cases, counters, shelving, large refrigerator and other fixtures.

THE POPULATION OF SOUTH HEREFORD ALONE OFFERS A PROFITABLE GROCERY TRADE

—Thirty CHOICE LOTS, size 50x150 feet, 750 feet frontage on Main street. These lots will be found very desirable for residence of business locations—also one of the best camp ground sites anywhere around Hereford. Anyone seeking a location for a good paying business will find it profitable to take advantage of this rare offering.

SOUND INVESTMENTS ARE BASED ON REAL ESTATE.

—My reason for selling this property is on account of my bad health and need to raise some money at once.

TERMS AND CONDITIONS OF SALE—

Store building, filling station and six lots will be sold together, one-third cash, balance in two years at eight per cent interest. Grocery stock will be sold separately for cash. Lots will be sold separately, one-half cash, balance in one year at eight per cent interest. Five per cent discount for cash will be allowed for full payment on property. No discount on grocery stock.

Mrs. Ida May Vaughn, Owner
RAY BARBER AUCTIONEER

"M" SYSTEM "Saves for the Nation" ANNOUNCEMENT

The "M" SYSTEM STORE is now under new ownership, although the old management will continue, and the store will be closed until Friday of this week in order to take stock, when it will be re-opened with Special Offerings at "M" SYSTEM prices, as shown below.

A bigger, better, more modern "M" SYSTEM STORE will be the outcome and we hope our customers and friends will like the new lineup and the SERVICE we are determined to offer.

Specials for Friday and Saturday

BANANAS, Per Dozen	24c
SUGAR, Ten-Pound Sugar	59c
CORN, No. 2	9c
TOILET PAPER, six rolls	25c
PRUNES, four pounds	32c
FLOUR, 48-pounds Great West	\$1.75
LARD, eight-pound bucket	\$1.19
COFFEE, two-pounds Schillings	\$1.05
CATSUP, 14-ounce bottle	19c
CELERY, per bunch	10c
FERRY'S SEEDS, 10c pkgs., 3 for	25c
WALNUTS, one pound	27c

Will The New Ford Stand Up?

How Well a Car Performs—and Lasts—Under “Battle Conditions”—When Put to the
ACID TEST—Tells the Story of Its Stamina and Worth.

Here's One True Story About the Model “A”, Beat It If You Can!

Here's the Testimony--

OVER 31,000 MILES
In One Year Under
Hard Service
Conditions

THIS MODEL A, FORD TUDOR Sedan, Motor Number A-37302, was purchased new from the Farmersville, Texas, Motor Company in March, 1928, by J. W. Price, an Implement and Service man. It was driven hard, across plowed fields and furrows, under all sorts of bad weather conditions, and was not spared in any particular.

We purchased this car in March, 1929. After just one year of this kind of handling. We found it in excellent condition and ready to go.

It has never been tightened up, and has never used any oil whatsoever, except the regular crank case drainage given this car every one thousand to fourteen hundred miles.

CANYON, TEXAS

April 3rd, 1929

Hereford Motor Company,
Hereford, Texas.

Dear Sirs:

The Tudor Sedan which I traded you on the Coupe was driven THIRTY-ONE THOUSAND, NINE HUNDRED AND SEVENTY-FOUR (31,974) MILES. It was driven under all weather conditions and through fourteen different states. I was out \$6.60 for repairs, which was for rebushing the front wheels.

I averaged twenty-one (21) miles per gallon on gas and changed oil about every thousand (1,000) to fourteen hundred (1,400) miles.

I had just as good service out of the car the last months as I did from the first day I drove it out.

Hoping there are more Fords made like this one, I am,

Yours very truly,

J. W. PRICE

The State of Texas,
County of Randall.

Before me, Lee R. Foster, a Notary Public in and for Randall County, on this day personally appeared Mr. J. W. Price known to be the person whose name is subscribed to the foregoing instrument and acknowledged he executed the same for the purpose therein expressed.

Given under my hand and seal of office this 3rd day of April A. D. 1929.

LEE R. FOSTER,
Notary Public Randall County, Texas.

The Average Family
Drives a Car Less
Than 5,000 Miles
Per Year

WHICH IS LESS THAN 15 miles per day. But an Implement and Service man exceeds this average by many miles per day, and cannot spare his car. At this mileage rate this car would have served the average family SIX years, and even longer on account of the hard service it gave the salesman.

We have put out about one hundred and fifty of the new Model A cars here, and have never tightened a bearing, or replaced a piston due to wear in a customr's car.

This Car Is On Exhibition

At Our Place of Business In Hereford

Come and See It --- Drive It Yourself!

For Hard Service---Buy A Ford!

Hereford Motor Company

“HOME OF THE FORD”

SPECIALS FOR FRIDAY AND SATURDAY

LEMONS, large, per dozen 23c
 SPINACH, large can 35c
 PORK and BEANS, Libby's No. 2, 6 cans for 59c

COFFEE, Sun Garden, 3 lb can, with cup and
 Saucer \$1.65
 BROOMS, white handle, each 59c

SUMMER GIRL Marshmallows, 1 lb pkg 27c
 HUCKLEBERRIES, Old-Fashioned kind, per
 gallon can \$1.25

HEREFORD WHOLESALE GROCERY COMPANY

L. W. CARLYLE

FOR QUICK JOB SERVICE SEE THE BRAND

Ready for Your Inspection

The latest in clothing for men and youngmen. Dress shirts of all the latest patterns, ties, socks, Oxfords, luggage, gloves, underwear and work clothes of all kinds.

—everything moderately priced

The Popular Store

The Exclusive Men's Store In Town



MRS. ROSE McLEAN HONORED

A surprise dinner given by relatives of Mrs. Rose McLean of Dimmitt Sunday was attended by Mr. and Mrs. C. W. Anthony and daughter, Helen, of Hereford, Mr. and Mrs. C. W. Dixon of Friona, and Mrs. J. A. Hodges of Lubbock. Mrs. Anthony, Dixon and Hodges are daughters of Mrs. McLean.

SHOWER FOR BRIDE

Mmes. Austin Hill and O. G. Hill and Miss Willa Thurman were hostesses Tuesday afternoon at a miscellaneous shower honoring Mrs. Frank Carl, a recent bride.

The receiving rooms were beautiful with spring flowers, violets predominating. Following a brief program, the bride was told to follow the rocky road of matrimony and was then directed from room to room, the entire route being strewn with "rocks" in the form of packages wrapped in brown paper and which contained the "shower". After the gifts had been gathered from the "road" the guests enjoyed with the happy bride the pleasure of admiring the array of lovely gifts.

Brick cream and cake were served with violets as plate favors. About fifty guests shared the delightful hospitality.

CHILDREN'S PARTY

A lovely children's party was enjoyed by the friends of little Miss Orvella Hill and Master O. G. Hill Monday afternoon, the oc-

casional celebrating the birthdays of both children.

The big green lawn at the Hill home provided an ideal playground for out door games and these were happily supplemented by games indoors. A delicious refreshment course closed the jolly afternoon which was enjoyed by Betty Jo and Lois Cockrell, Mary Louise Hill, Margery and Lella Thurmond, Irma Fay Robertson, F. L. Lucas, A. J. Robertson, Jimmie Joe Johnson and Gail Higgins.

ATTENDING MISSIONARY CONFERENCE

Mrs. F. T. Tolson is attending the district missionary conference of the Methodist church at Plainview this week as a delegate from the local missionary society and will appear on the conference program. Mrs. Bowen and Mrs. Tolson went to Plainview Tuesday. Mrs. G. A. F. Parker joining them later in the week.

CLUB MEETING.

Thursday's Bay View club program included a study of Southern novelists and novels. Harris Dixon's "An Old-Fashioned Senator" was reviewed in a very interesting manner by Mrs. E. W. Harrison. "The Chicken Wagon Family" by Barry Benefield, delightfully reviewed by Mrs. Conaway. A discussion of these outstanding works and their authors concluded the program.

HUSTLERS ENTERTAIN

The home of Mr. and Mrs. A. H. Streu was the scene of much merriment last Tuesday evening, April 2, when the Hustlers Sunday school class of the Methodist church entertained its members. Supper, consisting of Irish stew, bread, sour pickles, hot cocoa and ginger bread was served to a large group of young men.

Later forty-two games were interspersed with music on the air and a sing-song by the boys. Messrs. Elbert Bowen and Linton Wilson acted as hosts, assisted by their teacher, Mrs. Easley. Mrs. Streu and son, Urlin Streu. The monthly meetings of this group are growing very popular. An invitation is extended to all young men who do not attend any Sunday school to join this wide-awake class.

REPORTER.

VISITORS

Rev. Dow Heard of Big Spring was in Hereford Monday evening looking over the now nearly com-

pleted Baptist church. He was accompanied by some members of his church at Big Spring, who were also interested in viewing the new church interior.

B. Y. P. U.

Intermediate, No. 2, program for April 7:

The greatest of these is love. Scripture, 1 Cor. 13. Group captain, Maurice Warren. The three ifs, Marilynne Jowell. Description of love, John Hill. George Harris, E. Dora Smith. Love lasts, Walter Richards.

TRY A WANT AD IN THE BRAND.

CHRIS RENFRO IMPROVING

Chris Renfro, of the Chrysler agency, who has been in Temple for medical treatment for the past several weeks, is reported to be improving and his return home is expected within a few weeks.

MOVING TO AMARILLO

Will Adkinson and family are leaving this week for Amarillo to make their home. He has leased his farm seven miles southeast of Hereford to H. Earl Smith. Mr. Adkinson expects to be employed with the Adkinson-Gunn Company, dealers in Goodyear tires.

MRS. LAIRD IMPROVING

The many Hereford friends of Mrs. D. C. Laird of Plainville be glad to learn of a very good improvement in her condition. Mrs. Laird is now able to some of the time and she no longer needs a special nurse. Complete recovery soon is dently expected.

CITY AND FARM LOAN

See me for city and farm amortization plan, 8 per cent delay. 12-31. A. M. JOE

Hail

—While we are rejoicing over that great rain and fine wheat prospects, don't overlook the possibility of HAIL before harvest. A wise farmer protects his wheat acreage with HAIL INSURANCE.

—We are writing Hail Insurance this year, anywhere in Texas, in the same Old-Fine Reliable Insurance Companies we have always represented.

QUICK SERVICE, PROMPT ADJUSTMENTS SATISFACTION

Plains Insurance Agency

JOHN PATTON

Manager

Announcement

I am still in business and intend to stay there. I have a lease on my building now, and intend to render a

BIGGER AND BETTER SERVICE THAN EVER

I deeply appreciate the fine support of my customers and friends in the past, and hope to merit their continued confidence and business.

When You Are Hungry, Come to See Me—FILLER

The Sunrise Cafe

SAM HUTSON, Proprietor

MINNEAPOLIS THRESHING CO.

HAS ON DISPLAY HERE A COMPLETE LINE OF COMBINES, TRACTORS AND PLOWS AND ARE READY TO DEMONSTRATE THEM

LA CROSSE FOUR-ROW LISTER

—with independent beam, also the LaCrosse One-Way Plow and the Heavy Duty Montana Type LaCrosse Breaking Plow.

We are located on the lots just south of the City Hall, office with the Whippet Motor Company, Phone 53.

J. A. Wear, Dealer

Hereford District



A Suit Is As Old As It Looks

—A suit of clothes is new just as long as it looks new. Our modern dry cleaning method keeps clothes looking NEW. They help you get more wear and value and service out of the clothes you buy.

—To the man or woman who is interested in economy we offer an economical service which will save them money in the long run.

—Phone us at 160—we call for and deliver.

Carroll and Corbett TAILORS

Rear Beene & Shaw Barber Shop

How to Have Foot Comfort

An Exposition of the newest, scientific, most advanced methods of relieving and correcting Foot Troubles will be held at our store

WEDNESDAY, APRIL 10

How they give Comfort will be explained

By an Expert from Chicago



ON the above date we shall have at our store an Expert from the staff of the world's most noted Orthopedic authority, Wm. M. Scholl, M.D., at which time the newest, most advanced scientific methods of correcting foot ailments will be shown and explained.

No matter how painful, difficult or long-standing your foot trouble may be, you will be shown how instantly modern science now brings you foot comfort. This Expert will Pedro-Graph your stockings and show you exactly the nature and extent of your foot trouble. He will then prove to you how the specific Dr. Scholl's Foot Comfort Appliance or Remedy made for your particular ailment, relieves you of pain and removes the cause. All this without any charge or obligation to you! Don't miss this opportunity.

Dr. Scholl's Arch Support relieves and corrects tired, aching feet, weak or fallen arches, cramped toes, stiffness, tender, painful heels, etc. Light, comfortable, adjustable. Worn in any shoe. \$3.50 to \$15.00 per pair.

Dr. Scholl's Heel Pad relieves and corrects tired, aching feet, weak or fallen arches, cramped toes, stiffness, tender, painful heels, etc. Light, comfortable, adjustable. Worn in any shoe. \$3.50 to \$15.00 per pair.

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CALLUSES?

Dr. Scholl's Zinc-Pads for Calluses instantly relieve the pain of hard growths on the skin. Remove them promptly. Positively safe, sure, soothing, healing. 25c box.



CORNS?

Dr. Scholl's Zinc-Pads for Corns give instant relief. They remove the cause, friction and pressure of shoes. This cushioning, safe, sure, healing, soothing. 25c box.



PAIN, CRAMPS HERE?

Dr. Scholl's Heel Pad relieves and corrects tired, aching feet, weak or fallen arches, cramped toes, stiffness, tender, painful heels, etc. Light, comfortable, adjustable. Worn in any shoe. \$3.50 to \$15.00 per pair.



SORE, BURNING FEET?

Dr. Scholl's Foot-Pads is a delightful cooling, soothing, healing emollient for sore, swollen, hot, tender, smarting, itching feet. Gives instant relief. 25c per box.



BUNIONS?

Dr. Scholl's Bunion Pad relieves and corrects tired, aching feet, weak or fallen arches, cramped toes, stiffness, tender, painful heels, etc. Light, comfortable, adjustable. Worn in any shoe. \$3.50 to \$15.00 per pair.



CROOKED TOES?

Dr. Scholl's Toe-Pad straightens the crooked toe without discomfort by exerting an even continued pressure to the grain. Builds up the crippled structure. 75c each.

D. R. Gass & Son

Wednesday, April 10

TO PHYSICIANS You are invited to refer or bring your foot troubled patients to our store during this demonstration. The newest scientific methods of Wm. M. Scholl, M.D., will be fully explained.

Summerfield Wheat Looks Good Now

There will be religious services Sunday at the church. Rev. Brownlow, regular pastor, will be in charge.

Mr. and Mrs. Alois Degursie and family of Trinchera, Colorado, visited in the Louie Hucker home. Mr. Degursie and Mr. Hucker and families came from the old country together about twenty-five years ago and enjoyed a pleasant time talking over old times.

John L. Wilson of Hereford visited in the home of his daughter, Mr. and Mrs. Gerald Morgan.

George Storey and family, Mrs. Hattie Roberson and sons, Chas. Noland and Jim Clark spent a pleasant day Sunday visiting in the home of Ira Storey at Westway.

Several of the ladies entertained with an egg hunt Saturday afternoon. The Junior B. Y. P. U. by Mrs. Sherman, the Intermediate Sunday school class by Mrs. Bernard Roberson, and the primary class by Mrs. Hattie Roberson.

Mike Hucker returned with the Alois Degursie family to Colorado and will spend a few days visiting in their home.

Mrs. Jessie Hines returned from Liberal, Kansas, bringing with her Mr. Hines' father and two brothers, who will improve the Mat Tidler land south of this place.

The Dramatic Club will put on their play Friday night, "The Path Leads Over the Hill." They have put lots of hard work into the play and promise the public a good entertainment.

Mrs. Ray Johnson who has been very ill was taken to the sanitarium Monday. Her many friends are hoping she will soon return, much improved in health.

J. H. Murdock came from Lubbock Monday and will visit a few days among friends when he will return and take Mrs. Murdock with him.

The Ladies' Club will serve luncheon to members of the Hereford Chamber of Commerce at the school house next Monday.

Few Found Unfit
The national average for physical reflections of drafted men during the World War was 8.1 per cent. Maryland had the lowest, only 4.5 per cent.

More Land Goes Under Plow In Ward District

There was good attendance at the "blow-out" party Friday night. Irish games were played and some splendid music rendered throughout the evening by the Ward orchestra. Refreshments of cake and lemonade were served and the men gave a rising vote of thanks to the club ladies for the splendid entertainment.

Mrs. Caraway has been on the sick list the past week.

Jim Lipscomb went to Plainview Saturday to attend the big Dairy Show.

Mr. and Mrs. Strynes and family are located in their new home which they purchased from Bill Hutson a few weeks ago. They came here from Oklahoma.

Mrs. Herbold called on Mrs. Caraway Friday afternoon.

William Cole and Miss Mildred Brewster were united in marriage Saturday evening by Rev. Bonninghouse, pastor of the first Christian church at Hereford. Only immediate relatives were present.

Mr. and Mrs. Cole left at once for a honeymoon trip through New Mexico.

Mr. and Mrs. Carroll of Hereford spent Sunday in the home

of Mr. and Mrs. Fred Saultzman. Mr. and Mrs. Wiley Roberson and sons and Jack Hubbard visited in the home of Mr. and Mrs. Arlie Dean Thursday evening.

Mrs. George Lewis called on Mrs. Caraway Monday.

Mrs. Schraeder arrived Saturday to make her home with Mr. Lisense and family. Mr. Schraeder has been here some time.

There was good attendance at Sunday school and immediately after there was an Easter egg hunt for the children.

Most of the Ward community attended the Fifth Sunday singing at Ford Sunday.

Mrs. Jim Lipscomb spent Saturday night and Sunday in the home of her parents, Mr. and Mrs. G. M. Suggs.

Meers, Hicks and Conkwright were dehorning cattle at the Dean Ranch Monday and Tuesday.

Everyone is wearing a smile since the rain and farmers are starting low with renewed vigor to breaking sod.

Since last week's report plowing has begun on another section on the Williams ranch, making four sections in a row east and

west that are being plowed up for wheat.

Arlie Dean and son Jack visited relatives in Amarillo Sunday.

Miss Brunson spent Saturday night and Sunday in the home of her brother, Fred Brunson in Ford community.

Mr. and Mrs. Wiley Roberson and sons took supper in the home of Mr. and Mrs. J. H. Copeland Sunday.

Mrs. Dean and Miss Brunson called on Mrs. Hodge Saturday.

B. W. Williams and Bill Hutson have purchased a quarter sec-

tion of land one mile west of Ward school house and are plowing it up for wheat.

Make for Health

Hope, faith and buoyancy are stronger handmaids to health.—W. G. Koolie

Both Fatal

It's a question which kills most people, germs or grouches.—Farm and Fireside.



It's The Turnover

"THE FIELD SHOULD BE POORER THAN THE FARMER"

Sufficient capital is necessary for the success of any business but much depends on how intelligently capital works.

Customers of this bank are welcome to our advice on financial matters.

The First State Bank

Hereford, Texas



The April gift a diamond-set Gruen

As a gift to her whose birthday comes in April, we suggest a dainty Gruen watch set with diamonds—her birthstone. A dependable timepiece and an exquisite jeweled treasure, all in one! We have many charming designs, some priced as low as \$60. See them today!

Kestel's
JEWELRY STORE
Diamonds
Watch Repairing
Eye Service



LIST YOUR LAND

—with us and we will sell it for you if your price and terms are right. There are plenty of buyers, especially after the recent fine rains.

We Solicit Listings From Owners Who Mean Business

Hill & Ricketts

Farm and City Realtors Phone 358

There's more punch to work when You wear

FITZ Overalls



"They wear
beyond
compare"

You notice the difference the minute you put them on in the morning.

So roomy and comfortable you feel good all over.

Worlds of strength and protection in that heavy denim.

You never worry about the buttons coming off.

Wider and longer suspenders rest gently on your shoulders.

You have confidence in those heavy buckles.

You can run your hands into pockets, pockets everywhere... front, back and sides... big pockets, little pockets, a watch pocket and then loops for tools.

Someone who actually works as you work has thought out these features.

There is no binding of arms, body or legs. You have freedom of movement—plus!

You can give entire attention to the day's work. You are properly clothed and have confidence to go ahead, to do more work, better work and enjoy it.

That's why FITZ overalls are known as the greatest overalls for the money in the United States.

Give yourself the benefit of FITZ comfort, FITZ convenience, FITZ value from now on.



Trade Mark Registered
U.S. Pat. Off.

Visit our store and try on a pair. You will realize that here are the real work clothes, the genuine article.

FITZ overalls are absolutely guaranteed. They must give you satisfaction or you get your money back. Make the change today and feel the "kick" of being dressed for doing things.

SPECIAL OFFER for seven days only

We are prepared to make a special offer to all who buy Frigidaire during our 7-day demonstration. Let us tell you about this offer. Let us give you the surprisingly low prices. Let us tell you about the General Motors liberal payment plan. Come in tomorrow or at your first opportunity. We will be open evenings until ten o'clock all this week.



Tuesday

we start a
special

7-day demonstration of the new Frigidaire Cold Control

Delicious frozen desserts will be served. Valuable books will be given away. You will have an opportunity to operate the new "Cold Control"... to see exactly what it does and how it does it. And in addition to all this, the most sensational electric refrigerators ever announced will be on display. Will you be our guest?

J. C. CUMMINS

FOX MERCANTILE COMPANY

Hereford, Texas

Chamber of Commerce to Summerfield Monday

A jolly, hungry crowd that filled every seat in the hall attended the Chamber of Commerce luncheon at the Christian church Monday and heard County Agent Dunlap plead for a big delegation of Hereford business men to attend the Plainview Dairy Show Wednesday. N. O. Bendickson announced that the contract for the creamery had been let. County Judge Wilson explained a drive now on for the retention of auto license money in each county for lateral road construction, and Secretary Arnold explained the details of the Trade Extension campaign now planned by the organization.

President T. E. Seliger presided. Secretary Arnold was the guest. Small cakes covered with custard were served by the ladies of the church as dessert. The perpetrators of the joke have not been apprehended, but it is through no lack of diligence of the Secretary. When he dug into his dessert he found himself attempting to swallow a ball of cotton, which had been cleverly substituted for the cake and covered with custard. Mr. Arnold batted both eyes rapidly, maintained his usual poise, and announced calmly: "I accept the nomination."

At Summerfield Monday.
It was announced Monday that the next luncheon of the Chamber of Commerce will be held at the Summerfield school house, Monday, April 8, where the good ladies of

that community will officiate. This is a gesture of good will and neighborliness, which may be extended to other communities in the future. Business men who go next Monday will leave the city hall at 11:20, and expect to get back to their places of business by 1:30 p. m.

In discussing the big Dairy Show at Plainview this week, Mr. Dunlap said that Fred Pitner and Jim Lipscomb of this county are exhibiting the first named with his famous Guernseys, and Mr. Lipscomb his noted strain of Jerseys. A large delegation was urged for the trip Wednesday.

Mr. Bendickson outlined the creamery situation, given in full on the first page of the second section of this issue of The Brand.

Judge Wilson read a petition to the Forty-first Legislature, soon to be called in extra session, urging changes in the automobile tax laws whereby the entire amount collected in each county collected from automobile registration fees shall be retained in the counties, to be used in opening up and maintaining lateral rural roads, while state roads are to be financed through a gasoline tax. Judge Wilson said this petition was being sponsored by the County Judges and Commissioners Association of Texas, and was being signed in every county in the state. He said that at present Deaf Smith county is paying between \$20,000 and \$25,000 annually into the state treasury that is badly needed right here in the country districts. A motion endorsing the movement carried and

the petition was numerously signed on the spot.

After Secretary Arnold had briefly outlined the Trade Extension campaign, described in another column, the diners adjourned until 11:20 a. m. next Monday, when they will start for Summerfield.

Club Activities In H. H. S. Attract Attention

The following report of club activities among high school students was submitted by Miss Irene Crawford of the English department:

"The success of our democratic government and social order depends upon the intelligence, conscience and skill with which the mass of our people attack our political, social and economic problems. The way which society can most successfully direct the actions and thoughts of the mass is through the school. The high school should have for one of its aims the highest type of citizenship; and it is obvious that if the high school is to train for citizenship it must provide five situations. One of the best means of providing such situations is by means of extra-curricular activities. These activities are found to offer the school its best opportunity to help students do certain desirable things they are going to do any way as they take their places as members of social units and exercise these qualities of citizenship which are fundamental to society. One of the marked expressions of the new spirit was the coming of athletics into prominence. Then the program was broadened to include many activities growing out of the curriculum, and now almost all of the better high schools of the country have a regular extra-curricular program. These activities take the form of various clubs in which the students participate. They elect their own officers, plan their own programs and, as far as possible, execute all their own business. Of course, there is a sponsor—a member of the faculty—who is always ready to give advice and suggestions and to supervise the club. These clubs meet regularly and have a definite program for a certain period of time. Believing that clubs should be a part of the school life and training of every student, we have recently initiated the movement of extra-curricular activities into the Hereford high school. We now have ten clubs and the greater part of our students belong to one or more of these clubs. No student can belong to more than two clubs at the same time. The clubs which have been organized are: radio, foreign language, literary society, home economics, art, handicraft, mathematical recreation, local history, athletic and dramatic. Each club has definite aims and purposes for work in the regular meetings which are held every two weeks. Reports from the following clubs are representative of the aims, purposes and work of all the clubs: "Radio Club: Meetings of the Radio Club are held every other Thursday afternoon in the physics laboratory of the high school building. Three subjects that receive the most attention are the code, simple set construction and the theory of radio. The theory is discussed at every meeting by Mr. Hudson, the sponsor. Members desiring to construct sets receive special instruction and aid. Several members are planning to construct their sets. Although the club has not existed long enough to show very definite results, it is already evident that much benefit and pleasure will result from the regular club meetings.

The Spanish Club has been organized to create more interest in the Spanish class and for the advanced students, for whom there are no classes, to refresh their memory on Spanish. Members of the club hope to become better acquainted with Spanish ideas and customs. A very interesting course has been outlined for the future.

The Dramatic Club was organized to fulfill an urgent demand on the part of many students. Self-expression is one of the chief aims of education and among all possible means to that end not one is capable of greater results than in dramatic art. The objects of the present dramatic club are: to encourage dramatic interest which students have and to give them an opportunity for self-expression; to promote an appreciation of dramatic literature; to study drama as a means of interpreting life; to play for the pure joy of acting. The club is divided into special committees each of which has as its special duty a study relating to play production. Each group will also study and produce a finished play."

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

WEDDING ANNOUNCED

Announcement of the marriage on February 12 of Miss Verna Wood and Mr. Charles R. Sowall was made this week, the announcement coming as a complete surprise to friends of the young couple.

The bride is a daughter of Mr. and Mrs. G. L. Wood, proprietor of the City Camp Grounds. She has been employed in the Modern Beauty Shop and will continue there for the present. The groom is a son of Mrs. Julia B. Sowall of Hereford and is engaged in farming. Mr. and Mrs. Sowall have housekeeping rooms in the Speer apartments.

The Brand joins their many friends in congratulations.

G. M. Hudson's Mother Dies Suddenly Monday

Principal and Mrs. G. M. Hudson and baby left Monday night for Pecan Gap, Texas, in response to a message apprising them of the death of Mr. Hudson's mother, near that place. Death resulted from an attack of acute indigestion, the patient surviving only fifteen minutes following the attack. She was but fifty-seven years of age.

Grade Crossing Accidents.

Collisions at railroad grade crossings in Texas in 1928 took 47 lives and injured 82 others. Most of these could have been avoided and many of them should have been by the easy construction of underpasses and over passes. In the old days when people traveled slowly in wagons, railroad crossings were not so dangerous and many of them were constructed at high grades and dangerous curves. In a few trips recently I have been impressed that there are a number of dangerous grade crossings in Texas where underpasses could be built at extremely low cost, but the railroads and the people permit the hazards to remain. As I write I have in mind at least two crossings on the Santa Fe in Mills county where the highway grades are very steep and the curves very dangerous. It is due to the indifference of the people as well as the railroads that such conditions are allowed to exist, especially where they could be remedied at small expense.

Women Succeed as Farmers.

Most women who engage in farming succeed better than men. The reason seems to be that they believe in diversifying and are not ashamed to make small sales of milk, butter, eggs and fruit. In the year these sales run large amounts. A Brazos county woman farmer last year made profit of \$1,085 on the two items of milk and turkeys, in addition to the profit from farming.

Having Sold My

Wholesale Oil and Gas Business

I take this method of asking the parties that owe us to please call and settle. If you can't pay all now we will gladly take your note till wheat harvest.

Brumley Oil Co.

By G. W. Brumley

Big Bargains In Used Cars

Folks, the big rush is now starting—more new Chevrolets are here and people who buy them sell us their trade-ins with the money. This means we give you, Mr. Used Car Buyer, the benefit of the bargain.

We Invite You To Inspect Our Shop

—and see how well equipped we are to take care of your requirements when you are in need of any repair work.

—Come down and see our cars—we are never too busy to show you around, whether you buy or not. You are invited to visit us and we want you to feel at home in our place of business.

Notice These Offerings:

- 1—1928 Chevrolet Coupe, almost new.
- 1—1928 Chevrolet truck, a real buy in a truck.
- 1—1927 Ford Coupe, best in town.
- 1—1926 Chevrolet coach for quick sale at \$200.00.

We have a few Ford tourings, 1926 models, and also a Ford pick-up we will trade for cows or mules..

Our Wash Rack is always ready and the job will be done right for only \$1.50.

Yours for Service,

Brumley-Chevrolet Co., Inc.

"A Reliable Institution"

CREAM WANTED

We pay all transportation charges. Our method of selection open above-board market price for cream is to your advantage. The direct shipper method of marketing cream is the only sure way for you to receive the highest possible price regardless what price cream buying stations pay. It costs from 5c to 6c a pound on but 4c flat to operate these stations and eventually the producer pays the bill. We protect you in every way. We need your cream.

Reference: Richardson County Bank.
FALLS CITY CREAMERY CO.
Falls City Neb

Well and Windmill

Repair Work

Tower Building

Satisfaction Guaranteed

J. E. TURNER

Phone 9

Just Telephone Your Order—
We Deliver Promptly

The best in groceries at the lowest prices—and we deliver all telephoned orders with speed and accuracy.

Watch for our specials on display at our store. They are specials that ARE specials.

Bakers Cash Grocery

Silver Fleet To Visit Hereford April 9—Local Goodrich Dealers Plan Great Reception

Something decidedly new and unique in cross-continent tours, was begun at New York January 23, when Mayor "Jimmie" Walker, of New York, launched the Goodrich Silver Fleet with impressive ceremony before a throng of thousands of persons. Mayor Walker signed a good-will message to the mayor of Los Angeles, christened the flagship car, and fourteen silver lacquered cars and a huge truck got under way on a tire performance tour from coast to coast and return. Side runs are being made from the main

routes which will pile up a grand total of 30,000 miles. A year will be consumed in making the tour according to Lieut. H. R. Schaeffer, fleet commander.

Goodrich officials explain the purpose of the tour as a practical demonstration of tire performance. It is pointed out that Goodrich has tested tires in practical road service since 1911 with a fleet of cars very much like the Silver Fleet. However, the motoring world has never had its attention directed to this fleet in performance. The Silver Fleet

demonstrates how Goodrich has been testing in the interest of better tires for the past eighteen years.

Representing, in total, the manufacturers of motor cars who produce 95 per cent of the world's output, the Silver Fleet is shod with tires that represent the widest range of popular sizes. Piloted by 19 young college men who are tire experts the fleet will give demonstrations of tire care and exhibit tires in actual service that have negotiated highways of all kinds under every kind of weather condition.

Special Low Prices on GOODRICH TIRES On Tuesday, April 9, Through Saturday, April 13.

Watch for the Silver Fleet, Tuesday Morning, April 9!

Phillips Service Station

WEST AND SNYDER, Managers



Marinello Beauty Shop

Now Permanently Located at Beene and Shaw Barber Shop

—Marinello Beauty Shop is operated by Marinello-trained experts. All beauty treatments given by specialists.

Permanent Waving

—Eugene and Realistic permanent waving done by graduate operators and you can be sure of the best possible service at our shop.



Manicuring Made an Art

Our manicures are perfect—we are as careful in giving a manicure as a permanent wave or other extensive treatment.

—We do not force you to submit to our ideas in our art—but we do suggest the coiffeur that would suit you best.

—We also do Marcelling, Finger Waving, Facials and Shampoos. Our work is guaranteed and you must be pleased.

Phone 160 for Appointment

Ruth Graves

Ruby Red