

30th YEAR—NUMBER 14.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, APRIL 17, 1930.

FIVE CENTS PER COPY.

## COUNTY FAIR ENDORSED BY CHAMBER OF COMMERCE AND RURAL DISTRICT DELEGATES

It was an enthusiastic bunch of Deaf Smith County Fair propagandists who took part in the Chamber of Commerce luncheon Monday noon at the First Christian church. The roast beef with browned potatoes and gravy topped off with fresh apple pie the ladies served, made a hit with the sixty-four members and guests who partook of the feast.

There was nothing much except fair talked about, and everybody who said anything was enthusiastically for a fair. It was a treat to get that big number together and each lend the others encouragement and determination to have the biggest fair Deaf Smith county has ever seen, here next fall.

There were visitors and delegates present from rural points in all directions from Hereford, and they were not a bit bashful about getting up and telling why and what Deaf Smith County should have for a fair.

President Seliger directed the program and J. E. Hill was the keynote speaker. Mr. Hill started out by saying this region was in a very dangerous condition because of the vast acreage of wheat that is sown each year by many farmers who do not attempt to raise any other crops. "It has been the experience of agriculture everywhere," Mr. Hill said, "that a one-crop country will eventually fail, for there are always some years when any one kind of crop will fail, and if all a region's resources are invested in that one crop that fails, the result is something terrible. The farmer who farms by the cow, sow and hen method and raises much of his own food, using diversified crops so that if one fails everything is not lost, is the farmer who we have all seen is able to stay and makes the best success."

Mr. Hill pointed out that a successful county fair would present the best of all the lines of agriculture Deaf Smith County can produce, and induce more of the farmers here, and especially those who are newly coming, to diversify their farming interests and more nearly balance their crop possibilities. A canvass of the city's business interests has revealed a unanimity in favor of a county fair next fall, the presence of delegates from rural communities testified to their attitude, and prospects were fine for a big county fair if everybody would get started now. The time is right to begin preparing products for a fair and when the populace know ahead there will be a fair, agricultural exhibits will be in preparation from now until time for the fair.

County Agent R. O. Dunkle gave facts and figures concerning the feeding of cattle and hogs for market as it has been done here this past winter, showing that the farmers' grain was worth more per acre when fed to livestock on the farm than when sold at the elevators. He showed how it cost but 5-3-4 cents to put each pound on a drove of hogs that sold for nine cents a pound, and how steers fattened on home-fed grain brought the farmer \$3.57 per acre more for his grain than if he had sold it. "These things can be encouraged by county fairs," said Mr. Dunkle, as he told of one of his club members who in 1928 exhibited at the county fair here a litter of pigs that weighed over a ton when six months old, adding that such an exhibition would encourage others to do as well.

George L. Muse, president of the First National Bank, spoke emphatically of the success of feeding home-raised grains to live stock and said he would rather see a farmer of the "cow, sow and hen" type than one who raised all wheat any time. Wheat might fall except for the value of \$4 for grazing, but row crop grains seldom fall here. "We will have diversified farmers here when the wheat farmers are all gone," said Mr. Muse.

G. A. F. Parker, president of the Western National Bank, at this point moved to vote J. E. Hill as president of the fair; the move was declared out of order by the chairman, but the vote was unanimous for Mr. Hill, anyway.

As the meeting was drawing to close, several representatives of the other communities took the

## Locals Wallop Westway Team In Game Sunday

Not many baseball fans in Hereford know there was going to be a ball game last Sunday afternoon but before the set-to with Westway was over, there were cars strung around the foul lines out beyond first and third bases.

And it was not much of a game, at that. Hereford took the game too playfully and did not get the real practice from it the team should have.

Hereford won by something like ten to one. Westway has a good little team, with some players who could make the grade of any amateur team going. Carmichael and Ciennin did the battery work for Hereford.

## Track Squad To Canyon for League Meet

The Whiteside track squad will be at Canyon tomorrow and Saturday taking part in the annual district meet of the interscholastic league. Probably there will not be as many entries from Hereford as has been at the last two meets, the locals have participated in, as scholarship standings are taken into consideration when an athlete goes into an interscholastic league contest, and a few of the Hereford boys do the same as some boys of nearly all other schools do—wait until too late to bring their studies up to the required mark before they make up their mind to enter the contest. That leaves them out.

## J. W. Vick Says Brand Want Ads Get Results

J. W. Vick believes that it pays to advertise in the Brand. Last week he carried a small two-bit classified in the Brand columns, advertising sudan seed. "One ad was enough," Mr. Vick said, "for I sold all my seed in just a few days after it appeared in the paper."

"Not only that," he continued, "I could have sold several thousand pounds more near Hereford and had an order from White Deer, Texas, for 5,000 pounds more."

## "PATRIOTS' DAY" HONORS AN HISTORICAL EVENT

In explanation of the request of the Sons of the American Revolution that the American flag be flown next Saturday, April 19, it might be well to mention why that particular day is specified. Most everyone has studied about the great events of American history, but dates have a way of being forgotten.

Next Saturday is none other than the anniversary of Paul Revere's famous midnight ride and the battles on the following day of Lexington and Concord, April 19, 1776.

It is fitting and proper that the American flag be flown Saturday in commemoration of that day.

Soor to tell of the willingness of the people of their neighborhoods to take part in holding a fair, and expressing appreciation for the cooperation Hereford has given them in helping carry out plans for their communities. Among these speakers were Mr. Ferring, of Rippus; Mrs. D. E. Turrentine, who raised a good point when she said the rural people delighted in seeing merchants' booths at a fair just as much as business people are pleased with rural communities' exhibitions, and that one was no more trouble than the other; and Mrs. Van Bibber, who said she knew the men were going to need the women to help put over the fair, even if the women were not given much to say in Monday's program, yet the women would go ahead and raise the garden truck for exhibition while the men tended the stock and crops.

## Vega Players Tax Six Out of 22 Golf Matches

Vega golfers came down last Sunday and proceeded to take six out of 22 matches from the Hereford club, which is a god showing considering the fact that the neighboring club is but newly organized.

Hereford fans perhaps got the greatest pleasure from seeing several of the old-timers back on the links again. Features of the play Sunday centered around the matches Ike Crosthwaite and E. F. Chick pulled off by chasing their respective opponents to the 20th hole only to lose.

## Russell Cops Two Events At Amarillo Meet

Babe Russell did as was expected of him last week at the Tri-State track and field meet in Amarillo when he won both the 100 and 220 yard dashes. Those who saw the finals in those events say Babe was not pushed hard to win either of them, so it is only fair to expect him to repeat the performance when he starts in those same races at Canyon tomorrow and Saturday in the District Meet.

Along with the winning of the ten points for Hereford in the 100 and 220, Babe also took the laurels for being high point man of the whole contest, which makes him a marked athlete as he was last year when he won the 100 yard dash in the state finals. He won the wrist watch given for high point man by a fortunate choice when he and another athlete, who had also won ten points, tossed to see who would receive the prize. This opponent was also a state final winner last year, and made good at Amarillo Saturday by taking first in both the 120 high and 220 low hurdles.

But one more point was won by Hereford beside the ten Babe delivered, and that was when Harold Broadwell, freshman who delighted his home town bunch by winning the mile here two weeks ago, again made good by finishing fourth at Amarillo. That gave Hereford 11 points in the contest, as compared with the 16 Plainview too to win the meet, although there were several other teams between the two in the totals of points won.

## Easter Services In All Hereford Churches

Easter services will be held at each of the churches in Hereford Sunday morning, and union service will be held that evening at 8:00 o'clock in the First Christian church for the presentation of the cantata, "The Greatest Love," by a chorus of fifty voices made up from among all the singers of the city who would take part.

## R. L. ELLISTON TO PUT UP SEVERAL RENT HOUSES

R. L. Elliston is tearing down his home on North-25-Mile Avenue and will use the lumber to build three or four residence houses north of the home place. These dwellings, when completed, will be modern live-room stucco houses and are being built for a rental proposition.

## SUMMERFIELD TO PUT ON HEALTH PROGRAM

Miss Nell Hall and C. W. Humble were in Summerfield last Friday where Miss Hall, county health nurse, made an inspection of the Summerfield school. The teachers there plan to institute a better health program before the school closes. Mr. Humble says, and a health contest is now in progress. Ford, Dean and Gyns schools will be visited this week.

Messrs. and Meses. C. F. and W. S. Kerr attended the Hardware Men's Convention in Amarillo on Tuesday and the banquet Tuesday night.

Mr. and Mrs. A. H. Streu and little daughter were in Amarillo Tuesday to attend the Hardware Men's convention and banquet.

Mrs. A. J. Hicks of Lubbock spent the week end here in the home of her sister, Mrs. J. Kemp.

## REVIVAL BEGINS MONDAY



REV. J. S. FULLER  
Rev. Fuller, while living in Hereford for six months, has made many warm friends for himself and family, and the cause of his church. He will be assisted in the work of the meeting by R. E. Houston of Dallas, who will lead as singer and serve as director of the young people's work.

## SANTA FE TO IMPROVE LOCAL YARD

A brick express room addition is to be built to the Santa Fe passenger station soon, according to J. E. Beyer, agent. The extension will extend east eighteen feet and will be as wide as the original building. The brick platform will also be extended east to the street crossing at the same time.

Other improvements such as extending the spur track in from the passenger station west to connect with tracks in front of the freight depot. The loading dock, now located in front of the passenger station will be moved west to directly in front of the freight depot and enlarged to make it about twice the present size. The stock yard east of town will be moved west along the main tracks to about half way between the Brumley and Mooney crossings.

Contractors for the depot extension have part of the building material on the ground and have orders to begin construction at once.

## Gifts to Library Continue; Many Worth While

A number of valuable gifts to the Deaf Smith County free library have been received during the past few weeks. These donations include more than 30 volumes of fiction, a number of splendid study texts, "The Masterpieces of the World's Best Literature" in nine volumes by Gliden, children's classics, autobiographies of Billy Sunday and G. C. Rusk, and a large number of standard magazine files. These donations are appreciated both by the library board and the reading public. The magazine files make a valuable asset in reference.

## Page Ripley; Mrs. Hill Makes Hole-In-One!

Mrs. O. G. Hill, playing on the Hereford golf course Tuesday morning of this week, made a shot the menfolk of the club will be quite a while attempting to duplicate. She made a hole-in-one on No. 6, a drive of 135 yards, while she and Mrs. O. M. Shore were playing a round.

No. 6 has been made in one stroke on several occasions, but with but one exception that was on the old course before it was rearranged in its present layout. Frank Marrs is given credit for being the only other golfer who has made the shot Mrs. Hill turned in Tuesday morning.

## Ollie Dixon Makes Trip To Temple In Airplane

Messrs. Ollie Dixon and Ovid Pinckert flew to Temple, Texas, last Tuesday morning, arriving at 1:00 p. m. The trip was made in the Cox & Pinckert three-place Eagle Rock plane. The occasion for the quick journey to Temple was the serious illness and operation of Mrs. Dixon, who went on the operating table shortly after Mr. Dixon arrived. Mr. Dixon received a message Wednesday night that Messrs. Dixon and Pinckert were enroute to Hereford Thursday morning.

## Deaf Smith to Attend Canyon Meet Tuesday

A meeting of importance to Deaf Smith county agricultural workers and advocates of the services of the extension work of the state agricultural college, will be held in Canyon Tuesday, April 22, when Miss Mildred Horton, state demonstration agent, will address those interested.

The meeting is being sponsored by Miss Myrtle Murray, district No. 2 demonstration agent, with headquarters at Plainview, and Miss Minnie Mae Grubbs, district No. 1 demonstration agent, with headquarters at Amarillo.

Deaf Smith County Agent E. O. Dunkle is desirous of as many as possible interested club work advocates attending the meeting at Canyon Tuesday and has asked that all who contemplate going let Mrs. Bob Wilson, who will be in charge of this county's representation, know their intentions by Saturday. Each interested person is urged to see others in the community so that those from each neighborhood be together in reporting their presence at Canyon.

Those who will go are asked to meet for departure from the free county library rooms at 9:00 a. m. Tuesday. The Brand, along with its desire for every progressive movement possible for Deaf Smith County, feels that no greater good can be done than to get its people interested in home demonstration work to the extent that the county will have such a worker in its own extension program.

## Car Smash Hurts Four Young Men Saturday

Four Hereford young men were seriously injured Saturday afternoon when the roadster in which they were riding on the road east of the stockpens became unmanageable, left the highway and scattered them out by the roadside and in an adjacent field.

James Morgan, probably the most severely injured, received a broken jaw bone along with the serious bruises and minor cuts that he and the other three, Geo. Connel, Rice Hughes and Taylor Thurmond suffered. All four are getting along as well as could be expected, although they are still very sore and not able to go about their regular duties.

The car, apparently completely wrecked, has been in use all this week, and beyond repairs to the top, body and fenders, was not greatly damaged.

## Poultry Expert to Stage Clinic Here Next June

Walter Burton, renowned poultry expert and judge, of Arlington, Texas, was in Hereford Tuesday conferring with R. P. Conaway, owner of the Hillside Hatchery and Poultry Farm, relative to holding a chicken clinic here some time in the early part of June.

Judge Burton was here representing the George H. Lee Company of Omaha, Nebraska, manufacturers of the famous Lee poultry remedies. Mr. Burton stated that several poultry specialists will accompany him here to aid in holding the clinic.

## HOSPITAL NEWS

Mrs. H. A. Weiss of Friona, operation April 9. Mrs. Weiss is reported doing well.

T. S. Lawrence, Friona, operation April 14. Mr. Lawrence is reported improving.

## EASTER CANTATA EXPECTED TO DRAW BIG CROWD WHEN PRESENTED SUNDAY EVENING

## Census Takers To Finish Next Week, Belief

The city census takers are planning to finish their counting the latter part of this week, too late to give the results in this week's issue of the Brand.

Estimates ranging from 2500 to 4000 are being made of the population of Hereford. Too many are not taking into consideration that South Hereford cannot be counted for the city limits extend only to near the South Main Street bridge, also there is an East Hereford just east of the Landrum nursery and quite a string of residence just outside the city limits in North Hereford, which, if counted, would make many more inhabitants who really do belong to the city proper.

## Rains General Over Region; Help Farmers

Deaf Smith County and this region has been the recipient of more good rains during the past week. While the rains were local in nature, each day they moved over territory a little farther east than the day before, so that most of the land received good moisture.

The rain gauge in Hereford registered 3 on an inch for the Saturday night precipitation, and other moisture fell here Friday night as well. Other communities reported heavier downfall to the west, northwest and southwest of town.

It is all good and adds to the general feeling of optimism concerning crop outlooks here this summer.

## Legion Auxiliary Meets Thursday Evening

The Auxiliary of the American Legion Post of Hereford is building up its membership right along, now having 25 ladies on the roll. It is announced this week that all who enroll at tonight's meeting of the Legion and Auxiliary at the county court room will still be entitled to charter membership, but that privilege will be closed to all who join after tonight.

## Panhandle Music Festival Under Way This Week

The only music lovers of Hereford who are not in Amarillo this week attending the Music Festival have been either too busy to get away or too sick to go. Practically all of the music organizations of the high school are entered in the contests, and many pupils of the music instructors of the city have been entered in the individual contests.

For many years Hereford has held a high place among the winners of the Amarillo Music Festival and it is not too much to expect them to again take the lion's share of the honors.

The Amarillo News today carries the names of the following Hereford winners and their scores as made in the contest yesterday: Bill Montgomery, 90, son of Mrs. Faye Montgomery of Amarillo, who makes his home with his grandmother, Mrs. J. W. Alexander of Hereford.

Chilton Foster, 95, son of Mr. and Mrs. A. A. Foster of Hereford; and Frank Owen Marrs, 89, son of Mr. and Mrs. Frank Marrs of Hereford.

## STOCK SPECIALS

Born to Mr. and Mrs. J. A. Wilson, April 12, a daughter.

Burkhalter, April 12, a son.

(Continued On Last Page)

## There is not going to be room in the Christian church next Sunday evening at 8:00 o'clock to hold the folks who will want to see and hear the singing of "The Greatest Love," the cantata the combined choir of Hereford has been training for during the past eight weeks. Ardelle George, who directs the choir, and Mrs. G. A. F. Parker, pianist, deserve credit for the way the cantata has been prepared. When the singers gave the cantata in Canyon last Sunday evening hundreds were turned away for want of seating room, and praises from Canyon people have been coming over to Hereford all this week, telling of the excellence of the production in all the many things necessary to successful choral singing. For years Hereford has anticipated the organization of a choral society. Individuals and small groups of our citizenry labored patiently and persistently until anticipation has turned to realization. The Hereford choral society has come into being, and has determined never to die. About two months ago a call was issued to all members of our church choirs to unite in a bit of real community service—the preparation of an Easter cantata. Under the able leadership of Ardelle George, with Mrs. G. A. F. Parker at the piano, this group of about fifty singers has worked with real faithfulness and loyalty in the finest co-operative spirit. The result is most gratifying. The program last Sunday night proved to be a great surprise to Hereford's little sister city, Canyon. The Baptist church where it was held was filled to capacity and hundreds were turned away. And the commendatory remarks about the work of the chorus and about Hereford would fill a volume. Here are just a few: "Leadership wonderfully capable." "An abundance of soloist material." "The chorus alert and responsive to director." "A great asset to any community." "Of more advertising value than any commercial organization." "A most effective, refining and cultural agency." "Beneficial pleasure and happy service." To see and hear this splendid group of singers be present at the Christian church next Sunday evening at 8 o'clock. Come early to be sure of a seat. Of course there will be no charge for admission. This is Hereford's chorus and every singer is very happy for the opportunity to serve Hereford gratuitously. The message they will bring in song is beyond price. But, as evidence of our appreciation, let all of us come prepared to give liberally in the offering that shall be taken to defray the necessary expense of the concert. Let us demonstrate our faith in this group by a generous contribution, and thereby stimulate interest in one of Hereford's best and most promising organizations. The following singers are taking part in the production of the program Sunday evening: Ardelle George, director. Mrs. G. A. F. Parker, pianist SOPRANOS Mrs. Homer Fox Mrs. Ray Conaway Mrs. F. J. Owen Miss Lucile Hicks Miss Ruby Fay Bennett Mrs. Gertrude Brotherton Mrs. J. E. Beyer Mrs. E. E. Fridley Miss Ursula Fridley Mrs. D. H. Alexander Mrs. John McLean Mrs. J. T. Glibbreath Mrs. E. F. Chick Miss Dessie Mae Steele Mrs. Jesse Stanford Mrs. J. B. Jones Mrs. Earl W. Wilson Mrs. C. H. Dillehay Mrs. B. E. Guthrie Mrs. O. C. Steele ALTO Mrs. Alvin Thompson Mrs. H. H. Hawkins Mrs. H. D. Reed Mrs. L. H. Spratt Mrs. W. E. Hicks Mrs. H. L. Graham Mrs. Audrey Thompson Mrs. H. L. Broadwell Mrs. G. M. Hudson Mrs. Chiff Estes Mrs. C. H. Dyar

**The Hereford Brand**  
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**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 RICKETTS  
H. M. (Mack) BEACH  
R. A. (Artie) 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

**SCATTER YOUR RISK**

It has been taught, and many believed, Much human want could be relieved if all the farmers only knew, How to raise two blades where but one grew. But it seems the farmer plays bad bets, The more he raises the less he gets; For the word goes out there is a big crop, Then the market begins to drop and drop. The First National would like to impress: By diversification your risk is less. (Copr.) 1927 14-1c

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**LADIES' HATS 50c**  
Suits Cleaned and Pressed **75c**  
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The demand for Sargon and Sargon Soft Mass Pills has probably broken all world's records for the length of time they have been on the market. Rice Drug Store, Agents.

Mr. and Mrs. W. J. Todd of Canadian, were here Thursday visiting with Mrs. Todd's mother and brother, Mrs. N. M. Patton and John Patton and family. The Todds attended the Historical Society banquet in Canyon Friday night, then returned to Hereford where they remained until Monday morning, accompanied by two sisters, Mmes. J. O. Newell and L. A. Ricketts.

Mrs. George Gammon and baby of Canyon visited with her parents, Mr. and Mrs. Omer Baker, the first of last week.

Mrs. C. C. Acker and Mrs. Homer For were in Amarillo last Friday.

**Northwest News**

BY MRS. H. O. DORRIS

Rev. Pryor of Adrian preached at the Bippus school house at 9:30 o'clock Sunday afternoon and his address was greatly enjoyed by the congregation. Several conversions were made.

C. S. Perring, Mmes. H. O. Dorris and H. C. VanBibber were guests at the Chamber of Commerce luncheon Monday noon at the First Christian church in Hereford. The purpose of the meeting was to suggest and discuss plans featuring exhibits at the county fair this fall, and those named above were chosen to represent the northwest part of the county.

H. C. VanBibber spent the latter part of last week in White Deer on business.

H. O. Dorris attended the I. O. O. F. lodge meeting in Hereford Monday night.

Jim and John Perring of Haskell and S. M. Smith of Fort Worth were here over the week end attending to business in connection with C. S. Perring, who is manager and part owner of the eight sections of land being broken up and put in wheat in this vicinity.

Mr. and Mrs. Vernon Monroe spent Sunday evening in the J. G. Fortenberry home.

Mr. and Mrs. J. G. Fortenberry attended the Sunday school and B. Y. P. U. convention at Hereford last week.

Vernon Monroe, Orb Fincher, Jack and Hugh Fortenberry made a business trip to Hereford and Amarillo Thursday.

Mrs. Strong spent Friday after-

noon with Mrs. N. O. Phillips. Mrs. J. G. Fortenberry called on Mrs. George Bippus Thursday afternoon.

Mr. and Mrs. Stone were in Adrian Wednesday.

Mrs. Dolly Stone entertained the Community Club Thursday afternoon when seven members were present and the time spent in making a quilt. Refreshments of sandwiches, cake, fruit salad and lemonade were served.

Phalace, Lois and Mozella Phillips of Binna community attended choir practice at the Bippus school house Sunday night.

The young people Sunday school class practiced their Easter program songs at the school house Wednesday night.

Mr. and Mrs. W. B. Carey and children and Thomas VanBibber all of White Deer, were dinner guests in the H. C. VanBibber home Sunday.

Farmers are rejoicing over the fine rains which fell the latter part of last week.

We hope everybody will remember the box supper at the Bippus school house April 16, Saturday night of this week, when everybody is cordially invited to come. If any of our Hereford friends see this we will be glad to have them come out and enjoy the good time with us.

**STATEMENT**

Statement of ownership, management, etc., required by Act of Congress of August 24, 1912, of The Hereford Brand, published weekly at Hereford, Texas, for April 1, 1930.

STATE OF TEXAS, County of Deaf Smith.

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Buicks as any other car priced above \$1200.

TOTAL IN U. S.	BUICK	2nd Car in U. S.	3rd Car in U. S.
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the combined sales of these fifteen makes—but they are giving Buick a greater proportion of the total sales in its field than of any previous period in Buick history.

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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!

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MUSTARD, French's, 9-oz	12c
LETTUCE, large, firm	7c
COMPOUND, 8-lb Jewel	\$1.08
JELLO, three for	24c
CORN, No. 2 Justice, two cans	27c
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CORN FLAKES	11c
SEEDS, Ferry's, 10c pkgs, 3 for	25c

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Ask your Oldsmobile-Viking dealer to give you the famous "11-Test" demonstration that proves Oldsmobile's Balanced Design.

The surest way to learn all the facts about a motor car is to drive it yourself. Then you can tell exactly how it suits you. Then you are in a position to compare it with other cars on a price and performance basis.

For this reason, we urge you to come in—to inspect Oldsmobile's many fine features—to drive the car and put it through your own performance tests.

Without changing the tried and proved fundamentals which have made this car so dependable and so popular, Oldsmobile offers important improvements which add materially to style, comfort, performance, and value.

These advancements include smarter Fisher Body lines, resulting in longer, lower appearance—increased roominess in body interiors—more comfortable seats—greater engine efficiency—more responsive steering—and improved, fully-enclosed four-wheel brakes. Just try Oldsmobile and you'll know why it is gaining in public favor everywhere.

TWO-DOOR SEDAN  
**\$895**

L. O. D. Lansing, Mich.  
Spare tire and bumper extra

**OLDSMOBILE**  
PRODUCT OF GENERAL MOTORS

Hereford Oldsmobile Co.  
HEREFORD, TEXAS

## "No Medicine Ever Helped Me As Did Konjola"

Tulsa Lady Is Enthusiastic About New Medicine—"Best In the World," She Says.



"No medicine ever helped me as did Konjola," said Mrs. G. I. Crabaugh, 739 Quaker Street, Tulsa. "For more than nine years I had trouble with my stomach. Gas accumulated after meals and I bloated terribly. The pains and pressure often made me short of breath and dizzy. Constipation was another of my worries and I became an almost daily user of cathartics. I had terrible headaches and found it difficult to sleep. My nerves became badly affected and my general condition badly run down.

"I am delighted with the results I obtained from Konjola. Before I had finished the second bottle my constipation had been relieved and my stomach greatly improved. As I kept on with this great medicine my general health improved until I am feeling better today than I have in a long time. I have an excellent appetite and eat heartily without distress. Even neuritis which attacked me occasionally has been totally driven from my system. I cannot say too much in praise of this great medicine."

Though Konjola works quickly, six to eight bottles are recommended as a fair trial. Although many people are benefited within a few weeks, the longer period is best.

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

## BRAND ADVERTISING PROVES SUCCESSFUL

The Brand has been advised by G. A. Skelton, local Case dealer, that they are very well pleased with the results of the advertising campaign they are now running. They report an unusual amount of interest has been aroused in their product through this advertising which is tied up with the big Case national advertising campaign.

Mr. Skelton said today: "The modern farmer is fast turning to power farming. He realizes if he is going to stay in the farming business that he must make a profit. He realizes that if he is going to make this profit he must reduce his cost of raising crops and that he cannot do this with old, out-of-date equipment. He knows that he cannot farm today as his father did in yesteryears and that the only way is to be up-to-date, which means that he must use modern machinery.

"We certainly are gratified to see the way our farmers are taking to modern equipment. We lay much of this increased interest to the splendid cooperation the farm press and the Brand have been giving to modern farming. The publicity used is having a truly wonderful influence. We would like to express our gratitude to the Brand for the splendid results we have obtained from our advertising campaign. We have received inquiries from local farmers whom we had no knowledge were even in the market. Many of these farmers have already placed their orders for modern farm machinery.

And the company writes: Racine, Wis., April 4, 1930. Hereford Brand, Hereford, Texas.

Att: R. E. Kessie, Editor, Dear Sir: The campaign of advertising which we have been running in your good paper for our local dealer has proven very successful. Our paper has given our product some very good publicity in your territory.

We would like to tell your readers how very well pleased we are with your cooperation.

With all best wishes, we are, yours truly,

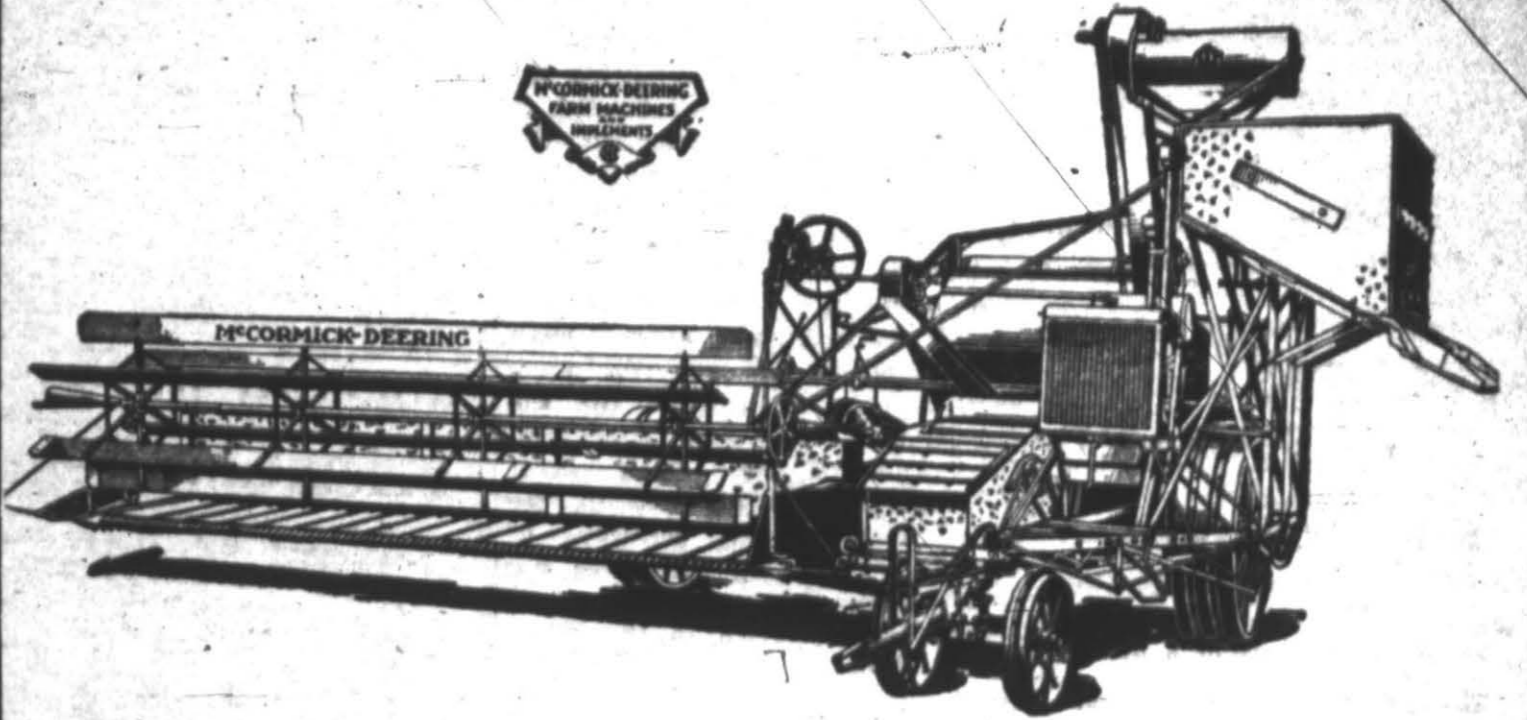
E. B. DURGIN,  
Editor The Case Eagle.

An Easter program is scheduled for the Bippus school for Sunday of this week when a special program will be rendered in the morning, immediately followed by a basket picnic and easter Easter egg hunt in the Mohair Canyon in the afternoon.

# MCCORMICK-DEERING NEWS

Good equipment makes a good farmer better

Published by  
**Buchanan & Rosson**



The McCormick-Deering Harvester-Thresher has a spike drum feed control which prevents wasteful feeding, and a steel ladder plate guard to prevent a ragged job of cutting.

Husband: "I just paid the doctor some more money on our bill."  
Wife: "Oh, goody—two more payments and the baby is ours!"

Second-Hand Machinery  
1—6-disc sod plow.  
1—15-30 tractor.  
1—1-ton I. H. O. truck.

Ben Davis of the Summerfield community, is a new owner of a Farmall, delivered last Friday.

"Some men thirst after fame, some after love."  
"I know something they all thirst after."  
"What is that?"  
"Farmalls!"

W. A. Hise, a new man from Floyd county, was in the other day and stated that he needed more power to farm his land with, and is now the happy owner of a 22-36 International.

Now is a good time to get that tractor or combine motor worked over before harvest.

Farmer: "What is the interest on one thousand dollars at 2 per cent for one year?"  
Banker: "For 2 per cent I ain't interested."

Don't forget the \$10 prize we are offering for a good name for this paper.

Donald Alexander says: "If you don't think that there is going to be a harvest, come out on the lot north of the store and look at the combine going up."

Marvin Morrison was in Tuesday from the northwest part of the county after some disc harrow repairs.

There is a great contagious epidemic going over the country at this time, known as "Farmall Fever." We can very highly recommend Dr. J. D. Buchanan as a specialist on this disease. Be careful that the bug don't get you!

We have just delivered two new 22-36 International tractors to Mr. W. B. Wilson of Slaton, Texas. He owns land in the Chas. Donald pasture.

If it isn't a McCormick-Deering, it isn't a Farmall.

# Announcement—

OF THE ORGANIZATION OF THE

## Business Men's Association, Inc.

AFFILIATED WITH THE STATE AND NATIONAL ASSOCIATIONS

—Object of this association is to furnish credit protection to all its members and to promote co-operation for the purpose of creating a business-like and fair system of and for handling of credits, and to eliminate existing trade evils which are detrimental to the merchants and to the buying public.

—To co-operate with other local associations throughout the State whose objects are the betterment of the retail business and promotion of a better understanding between the merchant and his customers.

This organization has been created in the interest of fair and honorable business dealings in this community. People with honest intentions need not fear its operations since the character of these will only be enhanced in effect. On the other hand, bad traders and those with dishonest intentions to encroach on the good will and liberality of merchants and professional men are to be known as a protection to the merchants. Every worthwhile trading center has found it necessary to organize these protective associations. Hereford is now responding to the need. It is sincerely believed that an accompanying effect of the association will be to encourage thrift, industry and more prompt

business methods and for these reasons it will prove a splendid public benefit. It should also minimize merchants' losses and thus tend to economy.

THE BUSINESS MEN'S ASSOCIATION HAS OTHER BENEFICIAL FEATURES WHICH IT WILL STRIVE TO CARRY OUT. THE "DRY," "HOT," "COLD," OR HABITUAL CHECK WRITER WILL COME UNDER THE ESPIONAGE OF THE ORGANIZATION AND BE MADE RESPONSIVE TO THE TERMS OF THE STRINGENT TEXAS BOGUS CHECK LAWS. ALSO ITS PERMANENT ADVERTISING

—To promote a fair and honorable competition between its members, encourage the strict enforcement of all laws and ordinances regulating retail trade, further honest advertising and clean business methods.

—To furnish credit rating on individuals for mutual protection of its members and to keep in operation a reliable credit rating system in charge of a salaried secretary.

COMMITTEE WILL ENDEAVOR TO PROTECT THE COMMUNITY FROM THE PEST OF FRAUDULENT ADVERTISING SOLICITORS AND SELLERS OF CHEAP, UNWARRANTED GOODS.

May 10 has been adopted by the association as the date when final reports will be made on business rating of customers of members of the organization. Until that date you are accorded an opportunity of having an understanding with your creditors with whom you may have accounts which are not in a satisfactory business condition.

DO YOU OWE PAST DUE ACCOUNTS? Do you owe notes that have not been renewed? Are you in any manner obligated so that you should have an understanding with a business or professional man who has trusted you?

If so, come in now and make some kind of satisfactory settlement. Pay the accounts up if you can, or else pay a part. At least renew your honest notes. There is not any disposition to be hard with any who display honest efforts and earnest intentions.

## BUSINESS MEN'S ASSOCIATION, Inc.

HEREFORD, TEXAS

First National Bank  
First State Bank  
Western National Bank  
Buchanan-Rosson  
Mont Baker  
Bramley Chevrolet Company  
City Drug Store  
Corner Drug Store  
R. H. Kemp Lumber Company

Dixon Motor Company  
Lee Electric Company  
Magnolia Filling Station  
(Arthur Thompson)  
Rice Drug Store  
Rockwell Bros. Lumber Company  
J. O. Newell, Dry Goods  
Panhandle Lumber Company  
Willard Battery Station

Phillips Petroleum Company  
(T. E. Majors)  
Streu Hardware Company  
Sprawls-Cronin Company  
A. C. Thompson Lumber Company  
Hart-Parr Farm Implements  
(M. D. Womble)  
Texas Oil Company  
(R. J. Richardson)

Magnolia Petroleum Company  
(W. D. Kelieher)  
Ike Crosthwaite  
C. E. Stone Company  
Gulf Refining Company  
(Dow Mercer)  
Carlyle Grocery  
Welch Machinery Company  
West Texas Feed & Seed Company

Hereford Motor Company  
E. B. Black Company  
Blythe Brothers  
Continental Oil Company  
(O. E. Easley)  
Hereford Brand  
Fox Mercantile Company  
Texas Filling Station  
(N. Je-Lenox)

Establish Your Credit—It Is Your Best Asset!

H. L. Graham, Sec'y

## Regulations Outlined for Kids' Teams

Team requirements of the American Legion Junior players and the Homer Fox Midgets are as follows:

Who is eligible? All white boys between the ages of 12 and 16 on the 15th of September, 1930, who show apparent playing talent, who conducts himself in an orderly manner on the playing field; who refrains from smoking and using profane language on the playing field; who has the permission of his parents to play; who keeps up

his class studies during the school year; who plays the position assigned him by the coach to the best of his ability; who refrains from censoring another player regarding a play made by another player; who obeys the assignments of his team captains; who obeys cheerfully the orders of the coach who shall have entire supervision of all members and teams and captains, either in regular played games or practice, and whose decision shall not be contested on the grounds; who shall conduct himself in a becoming manner off the grounds and maintains the clean, orderly character needed to uphold the better honor of the team and the community.

What is required? Each player shall provide his own glove and shoes, except the catcher and first baseman's mits will be furnished, as well as a mask. Each player after making the team shall become responsible for the upkeep and cleanliness of his uniform and its use. Each player shall pledge himself not to use his uniform at any occasion of practice or playing unless so authorized by the coach, and shall return the uniforms to the coach at any time he sees fit to require them. Each player shall be obliged to surrender his place on the team at any time the coach so orders, and shall obey the order of the coach, whether playing in the game or practicing, or not. Each player shall report for special instructions to the coach at such occasions as he, the coach, sees fit to order, whether it be regular or special occasions.

What is not allowed? Playing of Sunday baseball, lending uniforms, in whole or in part; petty complaints, disrespect, disobedience, shirking or uncalled for "smart" remarks or gestures. Violation of the coach's orders as to removal from the game or practice or from the grounds, or out of the organization completely. Any other team to be played with, either in practice or a regular game, who do not completely agree to all the conditions and observe them under the direct supervision of our coach.

Your coach has complete and entire charge of your competing in this team, and he is empowered to use such measures as he deems to the best interest of the game, and you must obey his orders.

Hereford Post No. 92, American Legion.

By C. W. Humble, Sank Ramey, S. P. Rossion, F. E. Givan, Committee.

Homer Fox, manager of the Midgets.

Hereford, Texas, April 1, 1930.

Names of candidates.  
Wm. Vaughn, Smoky Burkett, Billie Patton, Jasper Vaughn, Herbert Boardman, L. B. Russell, Travis Matthews, Palmer Norton, Bernard Gillispie, Edward Fullwood, Edgar Horton, Louie Weedel, Roy Hastings, Woodrow Whitaker, Robert Hill, Billie Roberson, James Bell, John Vaughn, Dorol Cochell, Roger Brumley, Albert Hubbert, Prentiss Hughes, Clinton Jackson, Jack Wederbrook, Marvin Purcell, O. J. Beene, Charles Bell, Billie Smith, Frank Manjeot.

Frances Harris, Paul Matthews, David Bartley, R. A. Daniel, Junior Seed, Wilbur Womble, Donald Guseman, Jim Burleson, Loy Smith, Sherwood Speegle, Basil Hodge, Pless Baker, Dennis Baker, Alva Barber, L. W. Carlyle, L. A. Bentley, Elmer Vaughn, Luther Howard, Jimmie Ashlock.

The tallest boy on the list is Loy Smith, measuring 69 inches and he equals the weight of L. A. Bentley, weighing 138 pounds. The shortest candidate is Frank Manjeot, who only measures 51 inches. He is also the light weight at 63 pounds. The youngest boys are J. C. Vaughn, Palmer Norton, Chas. Bell and Frank Manjeot, each registered at 10 years.

J. C. Parker, proprietor of the Star Theatre, has invited the boys to a free picture show on Friday night of this week.

## Amarillo to Stage Friendship Trip Next Month

Mason King, manager of the Extension Department of the Amarillo Chamber of Commerce, accompanied by Mrs. King and Ham Luna, of the Panhandle Plains of Texas, Inc., stopped at the Chamber of Commerce offices for a few minutes Wednesday morning and announced that a delegation of 150 Amarillo business men, together with their high school band, would arrive in Hereford May 13, at 10:25 a. m. and remain until 1:10 p. m., when they will proceed southwest on their good-will tour, stopping at all stations along the line from Amarillo to Carlsbad, New Mexico, where they will visit the famous Carlsbad Cavern.

The purpose of the visit, as explained by Mr. King, is to give the Amarillo business men an opportunity of getting better acquainted and cementing the friendship of the people in the towns included in their trade territory. They extend an invitation to as many Hereford men as care to go to join them on the trip, assuring them a good time. The party will be aboard a Santa Fe special deluxe train, provisioned for a three-day trip. Plans are being made by the local Chamber of Commerce to give the good-will trippers a hospitable reception upon their arrival in Hereford.

Assortment of dahlias for sale. MRS. J. F. WARD, Phone 250. 14-tfc

Assortment of dahlias for sale. MRS. J. F. WARD, Phone 250. 14-tfc

WHEN YOUR  
**RADO**  
GIVES TROUBLE  
CALL ME!  
I am qualified by training and experience to do efficient work.  
PHONE 344  
**S. L. EASLEY**  
Radio-Trician

## KITCHEN CUPBOARD

By NELLIE MAXWELL

We know but this: a glint afar  
Through darkness of a heavenly light:  
Beyond that star another  
night:  
Beyond that night another star.

—John Hall Ingham.

## A Word About Coffee

COFFEE is the fruit of the coffee tree, a native of Abyssinia. It was introduced into the Western hemisphere about two centuries ago. It is grown in Central and South America, but Brazil is the world's great coffee country. A large part of the coffee consumed in the United States comes from Brazil. The coffee berry, when ripe, resembles a red cherry. The berries are picked, washed and hulled, revealing two small green beans in each. Coffee in the green state is allowed to season for a year and often two years before it is roasted. The green coffee is shipped to the United States and here it is roasted for the market. Originally the coffee was sold in its green state to the housewives, and the browning was all done in the home. Now, however, coffee is browned and placed on the market, whole or ground. This method insures a uniform quality and blend which was not possible in the old days. Containers are airtight, for we know we lose the delicate aroma of coffee when it is ground or left exposed to the air. Package coffee may be obtained in various degrees of grind for different uses.

A few cents to the pound will mean a better coffee, often of greater strength and so more economical than the cheaper grades. Flavor is the important consideration when purchasing coffee.

When coffee is ground the cells which hold the aromatic substances which give flavor and aroma, are broken and exposed to the air. Many good housewives prefer to grind their own coffee daily. With the modern air-tight can, all the labor of grinding the coffee is eliminated. The method of making coffee regulates the coarseness or fineness of the grind. The finer the grind the quicker is the release of the good qualities of the coffee.

For the best results the ground coffee should be neither coarser than corn meal nor finer than powdered sugar.

(© 1929, Western Newspaper Union.)

## Week-End SPECIALS FRIDAY AND SATURDAY

### Sheeting—

9-4 Bleached Sheeting, yard ..... 25c

### Towels—

Double Terry Towels, colored borders, size 20x40, five for .. \$1.00

### Towels—

Single Terry Towels, 17x34, ten for ..... \$1.00

### Muslin—

Double-L Unbleached Muslin, fifteen yards ..... \$1.00

### Ticking—

Feather Ticking, 8 ounce, yard ..... 25c

### Canvas—

Canvas, wide selvage, sold in bolts of 60 yards, yard ... 4c

### Work Sox—

Men's work sox, colors black, brown, gray, tan, 12 pr for \$1.00

### Bloomers—

Ladies' Rayon Bloomers, 42-gauge, two pair ..... \$1.00

### Hose—

Ladies' Rayon Hose, three pair ..... \$1.00

**Sprolws-Cronin & Co.**

# Keeping Up with the Times

Having served Hereford and Deaf Smith County through the cow pony and horse-and-buggy days and moved along with its community during the advent and perfection of the automobile, tractor and combine. The Hereford Brand is still on the job seeking to be of service to those progressive spirits that continue to lead the way to newer and better things.

The material success the Brand has enjoyed, has been possible only through the satisfactory service it has been able to render its community. Where the paper recognized an opportunity to help promote that which was best for Hereford and the county, the Brand has done its best to bring that thing to pass.

Today the Brand stands supreme as the medium to carry the message of this region to all the world, and to bring the knowledge of world accomplishments to the citizens of this territory. The more good the Brand is permitted to do, the wider its vision and possibilities of promotion of Deaf Smith County's interests.

The confidence of those it serves is as necessary to the Brand as the breath of life, and it is with pride the management acknowledges the pledges of fidelity given by advertisers and readers alike by their support and allegiance to the Brand.

Now that many new homes are being built and new citizens coming to our region, the Brand expects to enlarge the field of its service that all alike may be benefitted.

We want everyone in Deaf Smith County to read every issue—there is and will continue to be something of more value each week than the price of a whole year's subscription.

**The Hereford Brand**  
Published Every Thursday  
Our Slogan—Here People—Here Farms  
1930 Year  
Hereford, Deaf Smith County, Texas  
R. S. Kettle, Manager  
DAILY PRINTING BY WATKINS  
Linn Brownlee, Editor  
C. C. Calk, Sheriff  
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A NUNN-WARREN PUBLICATION