

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 5.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, FEBRUARY 13, 1930.

FIVE CENTS PER COPY.

WHITEFACE BASKETEERS IN GOOD POSITION TO BECOME CHAMPIONS IN THIS DISTRICT

Basketball history has been made by the Hereford high school team this year and not many citizens and fans are aware of it. After the terrific burst of popularity football received during the fall and lasting until almost Christmas, it was not thought basketball would amount to much for the Whitefaces this season, because of the late time of starting practice, and not much attention has been paid to that sport.

The truth of the matter now is that the boys' team has defeated most of the highest rated teams over the Panhandle and will go to the district tournament at Canyon on Friday and Saturday of next week with the possibility of ranking among the highest there. During the past week Panhandle teams were defeated Friday night, the Tulsa Hornets bit the dust here Saturday night, 26-16, and Vega lost the first of three games to decide the bi-county championship here Monday night, 26-18.

Canyon, after taking the North Plains tournament by defeating the strong teams from the north side of the Canadian, has fallen twice before the Whitefaces. The local team, after getting off to a slow start, has gradually gained scoring and defensive power until it must be reckoned with by the serious contenders for district championship honors. L. and J. Sherman at the forward positions and Babe Russell at center, have been able to lift the basket consistently, while the teamwork and individual floor work of the Whiteface squad has kept their opponents on the defensive.

The probable last home game of the season will be Friday night at 7:00 o'clock when Vega comes down for the second and it is hoped the decisive game of the series to decide the championship of Deaf Smith and Oldham counties. The game is called at 7:00 to get through in time before the starting of the Legion play, "Corporal Eagen" in the auditorium that night.

The city owes much consideration to the Hereford girls' team. With but few exceptions they have lost their games this year consistently with but few points separating them from victory. In truth, they have a right to be downhearted, but they go back into their next game fighting for all they are worth, determined that the tide of fortune will some time turn in their favor. As an example of their ill-fortune, Saturday night the girls tied their Tulsa opponents in the regulation playing period. As the rules provide, a 3-minute extra period was played to decide the score, to find it again tied; another 3-minute extra period resulted in still another tie, and the third 3-minute period found them with Tulsa's winner by one point, with a score of 22-21.

It takes courage to fight hard under those conditions, but that is the thing the Whiteface girls have been up against all season and the city should give them a hand for their pluck and determination to keep on fighting.

Light Docket Scheduled in District Court This Week

Final selection of the grand jury is set for Monday, J. M. Chapman, Mal Stewart, Troy Womble, Geo. L. Muse, C. B. Williams, W. E. Hicks, T. E. Seliger, L. W. Carley, George Larson, Jim Black and C. M. Brown. No date has been set when the grand jury is to meet in the district court.

This week was rather a light week for the District Court and only four cases were called and disposed of. Next week will be a criminal court week, with a new petty jury will be selected.

T. E. Seliger Sells Several Fine Hereford Yearlings

The bull calf that T. E. Seliger made famous last year by naming him Colonel Erasmus Tack for the renowned columnist of the Amarillo News-Globe, has been sold. Colonel Erasmus Tack, with ten other choice registered Hereford yearling bull calves, was shipped last week to Olney, Texas by Seliger Ranch to be delivered to B. W. Hunt, president of the West National Bank.

Can You Design Cross Word Puzzle? Try Your Hand

Cross word puzzle workers are given new and local problems this week by J. A. Miller, secretary of the Chamber of Commerce, when he proposes to give free admission tickets to the Tony Sarg Marionette plays for the best puzzle turned in about Rip Van Winkle and the marionettes, as is explained in the Chamber of Commerce ad on another page of the Brand this week.

The marionettes will be in Hereford in a matinee and evening program week after next, February 26, their appearance here being sponsored by the high school band and the Chamber of Commerce. The afternoon performance will be the memorial story from Grimm's fairy tales, about the donkey, dog, cat and rooster who went to the city of Bremen to play in the band, and the great American early Dutch story, "Rip Van Winkle," will make up the evening's play.

County Mixes Poison Grain to Kill Rabbits

The County Commissioners have agreed to mix and give away 2000 pounds of poisoned grain to farmers who will agree to place it where the jack rabbits congregate. J. M. Hill, with the State Biological Survey, was here the first of the week and mixed a large quantity of the poisoned grain and those who desire the grain are requested to bring sacks for the amount they need.

The free distribution days will be from the 17th to the 22nd inclusive of this month, to be distributed at the court house by County Agent Dunkle and W. B. Phillips. "The poisoned grain will be free of Johnson grass seed," Mr. Dunkle said.

Examination for Postal Clerk-Carrier for Position Here

The Post Office Department has posted announcements of an examination to fill a position of clerk-carrier in this office. Those who wish to apply for this work should get the prescribed forms from the postmaster, E. L. Donner, here prior to February 28. All information for applicants is contained in the application form and the admission cards sent to the applicants by the post office department.

Improvement in Telephone Service In Sight, According to Statement

Fifty-two members and guests were present at the regular Chamber of Commerce luncheon Monday noon, served by the young men of Mrs. S. L. Baskie's Sunday school class in the basement of the Methodist church. Those young men either knew how to do a good job of cooking and serving, or knew exceedingly well how to get someone else to do it for them, which approximates the same thing. It was common comment around the tables that the luncheon was real man's food, served table d'hote, the cleaned up plates were ample evidence of the enjoyment of those present. Alex Thompson says he overate because he didn't have any pretty girls waiting on tables to distract his attention, but it is probable he did it on account of the excellence of the meal, without knowing it. There are plenty of married men who could give those boys some advice about hiding their talents under a bushel of measure.

With the exception of songs in union (1) at the beginning and close of the hour, Monday's program was taken up with various reports and business that was of pertinent interest to the civic and mercantile organizations of the city and county.

Important among these was the introduction of J. M. Hill of the U. S. Biological Survey, who with County Agent R. O. Dunkle was

HEREFORD PLANE FLEET INCREASED TO FOUR; CITY NEEDS LANDING FIELD

Two more planes were shipped in last week, making a fleet of four planes at Port Hereford, on South 25-Mile Avenue landing field. The last two planes received were brought here by Cox and Plunkert, local agents for the Eagle Rock Planes.

"Hereford is in need of a municipal airport," Mr. Cox says, "to accommodate the transients that occasionally land here, along with the local school that is being conducted here."

Feed the Fishes Worms Only Says Warden

S. D. Turner, district game warden at Amarillo, was an official visitor in Hereford this week and stopped in the Brand office Tuesday morning. Mr. Turner has but recently returned from Dimmitt, Maverick and Zavalla counties, where he and another warden were instrumental in breaking up a deer-killing group of men who had been operating for several years in defiance of the game laws.

Mr. Turner asked the Brand to explain details of the fishing laws that might possibly be violated by the uninformed during the next few months. The chief one is that which prohibits the catching of bass or crappie during the spawning months of March and April, or the use of artificial bait during those months.

Catfish or sunfish may be caught at any season of the year, but only fished for with natural bait during March and April.

The duck hunting season closed with the last day of January, Mr. Turner said, and it is illegal to have killed wild ducks in possession since the 10th of this month.

Mr. Turner praised the sportsmen and citizens of Deaf Smith county for the assistance they have given the game warden in protecting the wild life here, both in observance of the laws and courtesies extended to the department in checking up on violations.

SALES DATES

Ray Barber, auctioneer, has reported to the Brand the following sales dates for the next ten days:

Ben Floyd, farm and stock sale near Wildorado on the 18th.

C. O. Sharp, general farm sale, 14 miles west and 4 south of Hereford, on the 19th.

A big ranch and stock sale at Londigan's, 16 miles east of Amarillo, on the 20th.

J. L. Ledford, general farm sale, 3 miles south of Jumbo school house, on the 21st.

S. C. McAdams plans an implement sale on the 22nd.

Elmer O'Farrell intends to hold an auction and general farm sale 25 miles northwest of Hereford on the 25th.

DUNKLE SAYS TO CHECK THE WIND DAMAGE

Several wheat farmers have reported that the winds of the past few days have done considerable damage to wheat. The light snows and recent freezing weather left the soil in a pulverized state, which makes it very susceptible to the winds and unless something is done immediately to forestall blowing before the usual spring winds begin, wheat will suffer serious damage.

This hazard can be greatly reduced by taking the proper precautions now. One of the best methods of meeting this situation, as suggested by County Agent R. O. Dunkle is to run a furrow with a lister 50 to 100 yards apart, according to the looseness of the soil, cross-wise to the direction the hardest winds usually come from. This will not only save many acres of wheat, but will conserve the soil which in itself is worth many times the trouble of running the furrows.

The expense, time and energy it takes to put in a wheat crop would, it seems, be ample incentive for any farmer to try to save every grain of seed planted until it is up, grown, matured and harvested for the farmer cannot collect the reward of his labors until that has been accomplished. So if he planted 200 acres of wheat and 100 acres of it blew away, the other 100 acres would have to bear the expense of the whole, naturally he will realize a big loss.

The object of this article is to urge everyone who has wheat sown in soil that is likely to blow to take the necessary precaution to prevent this, otherwise probable disaster.

Mrs. Tom Vaughn Wins Prize for Best Story Last Week

Mrs. Tom Vaughn of Westway community, was adjudged winner of the one dollar prize for the best rural correspondence in last week's issue of the Brand, with Mrs. F. L. Summer of Flagg getting honorable mention as second best.

Mrs. Vaughn's story of greatest interest was the development of the Westway school district and the educational facilities of the community. Mrs. Summer's outstanding contribution was the story of community progress for the region about Flagg.

Prizes will be awarded the best contributions in this week's correspondence also.

Work Started On New E. B. Black Funeral Parlor

A new funeral parlor for the E. B. Black Company is under construction, having been started the latter part of last week. The new structure, 50 x 75 feet and located on Second Street near the present home, is being erected over a basement measuring 22 x 34 feet. Construction will be of brick and Oriental stucco and tile trimmed. The design is Spanish.

The seating capacity will be about 250, and the interior walls done in texture and floors of hard maple. The ground floor will have an office, waiting room, an elevator, beside the main chapel hall, which will have a seating capacity equal to similar buildings in cities much larger than Hereford. The new home will be complete in every detail, modern in every respect and an institution that Hereford folks can look to with deep reverence and pride.

Canyon Banquet Attended By Hereford Representatives

Twenty or more citizens of Hereford journeyed over to the neighboring city of Canyon Tuesday evening to participate in the annual banquet of their chamber of commerce. Something like 250 were in attendance and an enjoyable time was spent with the Canyon folks, and their program of past progress and plans for the future.

T. E. Seliger of Hereford was the principal speaker of the evening, and a quartet of mixed voices by Mrs. R. P. Onaway, Mrs. A. C. Thompson, J. E. Beyer and John H. Olson helped fill out the musical part of the entertainment with several selections.

WANT ADS WORTH PRICE, SAYS MAN WHO HAS HAD EXPERIENCE WITH THEM

O. L. Rutherford says that Brand want-ads get sudden results. Week before last he advertised about rent a farm and in a few days said to stop it as he had more than enough applicants. Last week he wanted some one to do some special work, advertised it, and this week he came in and said his object had been accomplished.

There is nearly always some one wanting to buy, sell, trade, has lost or found, or knows about the thing some one else is curious about. Want-ads bring them together.

Daniel School to Stage "Sock Social" Friday

Residents of Daniel community have a treat in store for them Saturday night of this week when they gather at the school house there for what the teachers have named a "Sock Social." The event will be arranged something like the old-fashioned box socials, except that instead of a box to contain the good eats, the fruits, candies and other delicacies will be wrapped in a sock. The name of the lady who brings the sock is also inside the sock, the "loaded" one is handed in to be auctioned off, while she retains the mate to it, so the one who buys the sock may identify her as his partner. The committee plans to put small prizes in each sock in addition to the collection of food.

A program of entertainment is being arranged for the evening. A representative from the different communities adjacent to Daniel will give selections of music, songs or readings, and it is the intention of a group from Hereford to take part, as well. Ray Barber has consented to be present and auction the sale of socks.

Many of the Hereford merchants assisted the Sock Social committee by taking advertising around the circular making an announcement of the event.

Tom Carter to Erect New Brick Business Building

The Tom Carter business brick building being erected, got under way Monday morning of this week when the trenches for the foundation were dug by Will Carroll with his crew. It is planned to pour the concrete the latter part of this week for the foundation.

The new block, which is located just south of the Jones Furniture store, will measure 33 feet wide by 40 feet deep, and is one story high. A modern front of the very latest design will add to the beauty of the front. The interior will be plastered and finished in stipple and various colors. The building will be occupied by the Dixon Motor Company, dealers in Pontiac and Oakland cars.

Hereford To Get New Elevator; Work Starts Within Few Days

Contract for the new Farmers 35,000-bushel elevator was let Wednesday morning of this week to Bohelle & Rochelle, Plainview, elevator builders. The Farmers Company Elevator, with J. T. Brooks as president and R. M. Edwards as secretary, both of White Deer, held a mass meeting in Hereford several weeks ago and at that time several farmers became interested in the project of a farmer-owned and operated elevator to the extent that Messrs. Brooks and Edwards thought the time ripe for an institution of that nature to be established in Hereford, consequently they signed the contract yesterday morning in White Deer.

The location is to be west of the Santa Fe freight depot about 200 yards, and on the north side of the tracks. Construction of the new elevator will be of frame and iron-clad. The machinery for handling and operating the plant will be of the latest design and capable of handling 5,000 bushels of grain every twenty-five minutes. A Fairbanks dial scale of fifteen-ton capacity will be installed.

C. C. Lisenbe Building New Home In West Hereford

C. C. Lisenbe has under construction a new dwelling on Lake Street in West Hereford. The Lisenbe home will consist of five rooms and bath and will have many of the built-in features so common to the modern dwellings of today. Construction will be of frame and stucco and will be ready for occupancy about the first of March.

SERIES OF DAIRY MEETINGS AT SUMMERFIELD GET MUCH ATTENTION FROM FARMERS

Automobile Club Representative in Hereford This Week

A. C. Robinson, former Hereford citizen now living in Amarillo, has been a business visitor here this week for the Panhandle Auto Club. This organization is a member of the American Automobile Association and Mr. Robinson's work while here was to line up the company's interests in the city for 1930.

The Panhandle Auto Club is a service organization whose members are entitled to certain privileges and discounts dealing with the automobile industry and the problems of car owners. The home office of the company is with the Amarillo Chamber of Commerce, and a considerable number of citizens here are members.

Hereford business firms who are representatives of the club are the Carroll & Morgan filling station at the Chevrolet garage, for gas and oils; the Norton Motor Company for automotive repairs, battery work and wrecking service; E. B. Black ambulance service, and Dr. G. F. LeGrand.

'Corporal Eagen' At High School Two Nights Only

The final rehearsal of the big American Legion play, "Corporal Eagen," was held last night and all is in readiness for the production tonight and Friday night in the high school auditorium. With something like 150 Hereford people taking part in the show, the event promises to be the biggest ever staged in the city. Ticket sales have run away beyond expectation and it seems now that both performances will be played to packed houses.

The play is strictly a farce-comedy built around the incidents of camp life, all in fun, and worlds and worlds of it. The principal characters are two Irish and Jewish youths who have many trials in getting acquainted with army life.

Hereford People to See Passion Play at Amarillo

Many Hereford citizens are planning to attend the showing of the Passion Play in Amarillo this week end. Inquiries have come to the Brand about the hour of the matinee Saturday afternoon and a long distance call gave the information that the hour was 2:30 Saturday afternoon in the Amarillo Municipal Auditorium.

B. H. Hopkins, vocational agricultural teacher of Hereford high school, has been working toward the holding of a series of evening dairy schools at Summerfield, and the first one was held Tuesday evening of this week. Mr. Hopkins is being assisted in this work by County Agent R. O. Dunkle and Superintendent Walker of the Summerfield schools. The next meeting will be held at 8:00 o'clock on next Tuesday evening in the Summerfield school house, at which time announcements will be made relative to meeting also on Thursday evenings of each week, as there is planned to be from twelve to sixteen meetings during the series held at Summerfield.

Outside speakers will be used as occasion demands. Professors Phillips and Moore of W. T. S. T. C., of Canyon, and Dr. E. W. Little of Amarillo, having agreed to be present when needed.

Mr. Hopkins said that Tuesday evening's meeting of this week was a good one, full of interest, for those dealing with dairy questions on the farm, and those present manifested a lively concern over the questions under discussion and had quite a few of their own to ask. All sorts of inquiries relative to farm dairying were brought up, among them being pasture, summer, winter and sweet clover, contagious abortion and other diseases; How to Increase Profits from Present Herds; Calf Raising; Winter Feeding of Dairy Cows; Why Be in the Dairy Business; Development and Care of Heifers; Breeding and Management (dry cows and bulls; Dairy Barns and Milk Rooms; Silos; Herd Improvement; Mechanical Milkers; Registration and Transfers; and Selection of Individuals for Dairying.

'Ideal Winter; 20 Below,' Says Canadian Writer

A letter to the Brand from Mrs. Howard McDougald, of Elphin, F. O. Ontario, Canada, asks: "How would you like to have me correspond for your paper? In exchange I will expect you to send me your paper every week?"

Mrs. McDougald became interested in the Brand through the Hereford Journal, published in Kansas City, and a copy of the Brand, with the account of the McDonald-Ivey sale, mailed to her from this office. She also stated that ideal winter was prevailing with the thermometer at 20 degrees below zero, ice cutting on the Mississippi river, the ice being only 3 inches thick, and the pulp wood bringing \$8.50 per cord; wedding bells ringing for Miss Violet McDougald, probably the daughter of the writer of the letter, and a killing of a prominent citizen. The Brand has come to the conclusion that the Canadians live about the same as we in Texas do.

SUDAN FAMILY TO HEREFORD

W. A. Long and family of Sudan will be new residents of Hereford, as soon as they find a suitable dwelling. Mr. Long owns a half section he has in wheat west of town, and the family will live here while he looks after his farming interests.

MRS. JOHN HEINMAN DIES

Mrs. John Heinman, 48, passed away last Monday in a hospital in Amarillo. The remains were brought to the home in Nazareth Monday afternoon by the E. B. Black Co., funeral directors.

Funeral services were held in the local Nazareth Catholic church Wednesday morning and interment followed immediately in the Nazareth cemetery.

STORK SPECIALS

Born to Mr. and Mrs.—

E. A. Kerr, February 11, a daughter.

Doc Roberson, February 11, a son.

Frank S. Wilder, February 10, a son.

Irvin Robinson, February 8, a son.

C. C. Lisenbe, February 6, a son.

J. L. Morgan, February 5, a daughter.

Mr. and Mrs. F. W. Scovell spent last Sunday visiting with friends in Clovis.

The Hereford Brand

Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

NONN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS
Also Publisher of
THE FRIONA STAR
Friona, Farmer County, Texas

R. E. KESSIE,
Editor and Manager

TELEPHONE 30

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

SUBSCRIPTION PRICES:
Zone 1, per year - - - \$2.00
Zone 1, six months - - - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months \$1.00

ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.

Flagg News

BY MRS. F. L. SUMMER

The community has been sadden-
ed by the death of J. B. Summer,
who passed away Thursday after-
noon, February 6, about 6 o'clock.
He had been ill for more than
five years and had suffered so
much. He was laid away to rest
in the Flagg cemetery. Funeral
services were conducted by Rev.
Britton of Plainview who had been
his former pastor 30 years ago and
was a very devoted friend. Mr.
Summer was a very true Chris-
tian, having been a member of the
Missionary Baptist church for a
number of years. He leaves to
mourn his loss a wife and son, A.
E. Summer, of Amburst, and son,
W. T. Summer, of Flagg, a daugh-
ter, Mrs. Lloyd Smith, Earth, and
a host of friends in the Flagg
community.

Mrs. Sid Sheffy has been on the
sick list several days.

Mr. Johnson was in Amarillo on
business last week.

Miss Orene Ramsey who was
injured in an automobile wreck last
week, is improving.

Rev. Peters of Dimmitt filled
the pulpit here Sunday afternoon.
Attendance at Sunday school was
very light because of bad weather.

Mrs. Garvin of Bovina attended
the funeral of Mr. Summer here
Thursday.

MOVE TO NEW HOME

J. E. Blakemore and family ar-
rived here the first of the week to
take possession of their new home
on Progressive Avenue, about six
miles north of town. Mr. Blake-
more purchased the J. M. Kim-
mons improved eighty acres near
the Progressive school house.

RUPTURE EXPERT HERE

C. F. Redlich, Minneapolis, Minn.,
national famous Rupture Appliance
Expert, will demonstrate without
charge his unequalled method at
Amarillo on Saturday, Feb. 22, at
the Amarillo Hotel from 10 a. m.
to 4 p. m.

Mr. C. F. Redlich says:
The "Perfect Retention Shields"
hold the rupture perfectly, no mat-
ter what position the body assumes
or how heavy a weight you lift.
They give instant relief and con-
tract the opening in a remarkably
short time.

The secret of their success is in
their simplicity. An expertly ad-
justed device seals the opening with-
out discomfort or detention from
work. It is practically everlasting,
sanitary, comfortable and ac-
tually holds ruptures which here-
before were considered uncontroll-
able.

"If you want to have it done
right—See Redlich."

Doctor J. W. Seaver, for many
years in charge of the Physical
Education of the students of Yale
College, has recorded 75 per cent
cures with this system.

Mr. Redlich is internationally
known and speaks English, German
and Spanish.

Home office: 535 Boston Block,
Minneapolis, Minn. —Adv

ANY KIND OF WORK
Done in wood.

REPAIR OR NEW
WORK

See Me at My Home
In North Hereford.

Phone 513 After 5 p. m.

J. J. (Scotty) BUCKNER

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

We have been enjoying the warm
weather lately.

Manson Zaring was in Adrian
Tuesday afternoon.

J. M. Chapman and family visit-
ed relatives at Happy last Sun-
day.

Miss Maude Malone was a Here-
ford visitor Wednesday.

Miss Josabel Rice visited over
the week end with Miss Elizabeth
Chapman.

A birthday dinner was given on
Sunday, February 9, in the Chap-
man home honoring Miss Josabel
Rice, when games and music were
enjoyed during the day. Dinner
guests were Misses Josabel Rice,
Louise Hopper and Elizabeth Chap-
man; Messrs. Dale Bodkin, Wesley
Collier, Ray Chapman and Greg-
ory and Mrs. Hopper.

Del Guthrie went to Vega Fri-
day.

FAMILY REUNION

The family of Mr. and Mrs.
Henry Behrends, west of town
about a mile, had a happy reunion
Sunday, February 9, when all the
children were at home for the first
time in 20 years, and plates were
set for a big dinner for more than
a score. The children present
were Henry G., Andrew L., and O.
E. Behrends, of Summerfield;
Mmes. Herman Ricklefs and Jno.
Saathoff of Gilmore, Iowa; Mrs.
Fred Sjogren, of Plainview; Mrs.
Ben Moseley, Tulla; R. G. Beh-
rends, Kress, and G. J. Beh-
rends, Dimmitt. Quite a large num-
ber of other members of the Beh-
rends families were present, and
the day was spent in recalling
earlier days when the family was
living at the old homestead near
Summerfield. Mmes. Ricklefs and
Saathoff left Monday morning for
their homes in Iowa.

**WEATHERFORD MAN BUYS
LAND IN DEAF SMITH**

I. W. Head of Weatherford, Tex-
as, on a recent business visit to
Hereford, informed the Brand he
had closed a land trade for the
W. J. Sullivan quarter section
south of town about 12 miles on
25-Mile Avenue. He also purchased
a half section about 35 miles west
in the wheat belt which he ex-
pects to improve later in the year.
Mr. Head's son, Lester, and Clint
Connaway and family are expect-
ed here this week to take posses-
sion of the Castro county farm.
Mr. Connaway is a nephew of Mrs.
W. M. Megert of this city.

Locals

Mr. and Mrs. Alois Stadler, hav-
ing had to take their son, Armond,
back to the State Hospital at Ab-
ilene, wish to thank their many
friends and neighbors for their
kind hospitality during this visit
home.

CARD OF THANKS

We wish to express to our friends
our appreciation of their kindness
and of the beautiful floral offer-
ings, in our recent bereavement.
May God bless each of you.

G. N. Greife and Boys.
The Frye Brothers and Sis-
ters. 11

G. G. Foster and son, Hosea, of
Canyon were here last Thursday
doing some surveying in the west
part of the county.

Mr. and Mrs. C. W. Dixon and
son of Friona visited in the home
of his parents, Mr. and Mrs. W.
S. Dixon last Saturday.

Clarence Danner of Gage, Okla-
homa, was here last Friday trans-
acting business. He recently has
purchased an improved section from
J. G. Evans, seven miles east of
Happy.

W. F. Gillis returned home Sat-
urday from Wichita Falls where
he has been visiting his mother.

**OKLAHOMA MAN TO KEEP
UP WITH DEVELOPMENTS**

J. J. Doyle and son, R. W., of
Apache, Oklahoma, were visitors
at the Brand office last Monday.
Mr. Doyle had the Brand sent to
his home in Oklahoma for a year
in order that he might keep up
with the fast-growing Hereford
country. He owns 800 acres of
land about 30 miles west of town
and has let a contract for a resi-
dence and other buildings on his
ranch, work to begin at once. The
ranch will be occupied by his son,
R. W. Doyle.

Roy E. Fielder of Gage, Okla-
homa, and J. D. Faulkenburg and
son, E. J., of Garmon, Oklahoma,
were here the latter part of last
week negotiating for land in the
western part of the county. Mr.
Faulkenburg proposes to bring
enough equipment to farm several
sections of land should he make
the purchases he has in view.

Frank Corn and wife left over-
land last Saturday for San Diego,
California, after having received
a message stating the illness of
their son, who is a sailor in the
United States Navy.

FEDERAL
TIRES
Western Chain Tire Stores
Second and Main Streets

NOTICE

In accordance with city ordi-
nances, all persons possessing real
estate or personal property within
the city limits of Hereford, Texas,
must render same for 1930 taxes at
the city hall at an early date.

EVA SKEELTON,
City Clerk.

J. C. Allred of Wilkboro was
attending court here this week.

M. A. Crum, of Friona, was a
business visitor here Monday.

A. G. Carver returned Thurs-
day from Abilene, where he had
accompanied Armond Stadler to
the State Hospital.

Joe Mitchell
Will Buy Your
Horses and Mules

FOR QUICK JOB SERVICE SEE THE BRAND

**Hereford Nursery and
Landscape Architects**

Chinese Elms, best qualities, all sizes, from 50c to \$5.00.
For Thirty-seven years growers of and dealers in choice
fruits, shades, ornamentals, roses, bulbs, etc.

BEST BY TEST IN THE SOUTHWEST.
Out of more than 300 varieties in our own grounds,
and we can landscape and plant them, too.

Call At Nursery or Phone 99

L. P. Landrum
Pomologist, Proprietor.

HEREFORD TEXAS

**There Is a
Certain
Ease**

In doing business at this bank which has long been
one of our most highly prized assets. Perhaps it
is the helpful, homelike atmosphere which light-
ens all tasks and converts any transaction into a
pleasant talk with a friend.

If you are looking for a financial connection
where it is possible to bank in comfort—where the
size of your account makes no difference in the ser-
vice rendered—we believe you will find here every-
thing you have hoped for.

First State Bank

**BUILT
TO OUT-PERFORM**

... the vital reason
why BUICK out-
sells every other
fine car by 2 to 1

Keep in mind, when you buy your car, that you are buying miles
—and that you will get more and better miles in a Buick, as
more than 2,400,000 owners have proved.

Buick builds so thoroughly—builds such extra strength and
stamina into the Buick Valve-in-Head engine and sealed chassis
—that many Buicks, five, ten or fifteen years of age, are still in
service... and the speedometers of many of these cars register
100,000 miles and more.

Buick is built to out-perform. This, together with the beauty and
comfort of Buick's Bodies by Fisher, explains why America is
driving 700,000 more Buicks than any other car in Buick's
price class... and why Buick today wins from two to five
times as many buyers as any other car priced above \$1200.
Come, see Buick's wide range of body types. Then take the
wheel. A single drive will convince you that Buick is the big
motor car value of the day.

Buick offers 15 body types, priced from \$1260 to \$2070,
f. o. b. factory. Marquette offers 6 body types, ranging
from \$990 to \$1060. Special equipment extra.

Convenient terms can be arranged on the liberal G. M. A. C. time payment plan. Buick
and Marquette delivered prices include only reasonable charges for delivery and financing.
Consider the delivered price as well as the list price when comparing automobile values.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Canadian Factories Division of General Motors Builders of
McLaughlin-Buick, Oshawa, Ont. Corporation Buick and Marquette Motor Cars

BUICK

Norton Motor Company
Buick and Marquette Sales and Service Hereford, Texas

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

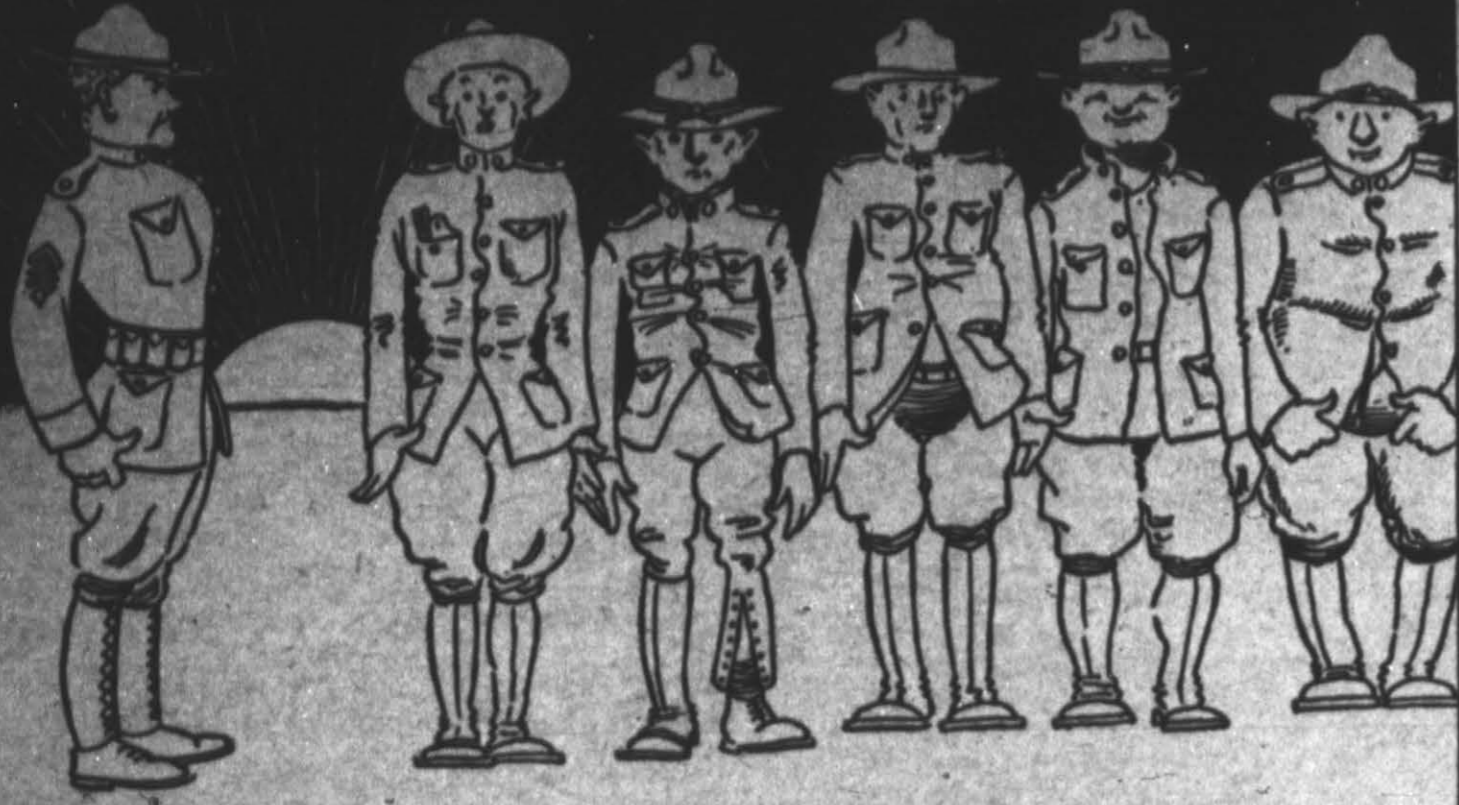
SYSTEM
"Saves for the Nation"

Miss Lucy and H. D. Reed
Owners and Operators

Specials for Friday and Saturday

COOKIES, assorted, per lb	24c
SUGAR, 10 lb cloth bag	62c
RAISINS, 15 oz pkg, per pkg	10c
KRISPIES	11c
COFFEE, 3 lb Cup and Saucer	\$1.29
GRAPEFRUIT, large Texas, 3 for	25c
COMPOUND, Swift's	4 lb \$.57 8 lb \$ 1.14
CANDY, Hand-Dipped Chocolates Soft Centers	lb 33c
GOLD DUST, large	29c
SOAP, Palm Olive, 3 bars	21c

WE DELIVER PHONE 249



OH HOW I HATE TO GET UP IN THE MORNING

The above cartoon portrays the famous awkward squad in "Corporal Eagen" that is to be given tonight at the high school auditorium. The show opens with a

reviellie and the top sergeant, A. C. Hales, commands this formation. He is plenty tough. The following men make up this famous awkward squad. Curt Bippus, Floyd Hacker, John Fry, Arthur

Grimes, W. T. Kucker, Jim Lipscomb, R. L. Manjeot, H. H. Miller, Dick Whiteside, Archie Dobbins, V. T. Downs—and you can't afford to miss them.

merchandise, fruits or vegetables, or other products, whether natural fruits or manufactured articles.

Section 4. Nothing herein shall be construed as giving the licensee the right or privilege of selling or offering for sale any goods, wares, merchandise, fruits or vegetables or other products, whether natural fruits, or manufactured articles within the restricted business district of the city of Hereford, Texas, as defined in ordinance No. 173, of the Ordinances of the City of Hereford, Texas.

Section 5. Nothing herein shall be construed as requiring a license of any person selling or offering for sale any fruit, vegetables or products, which is actually produced by the person or persons offering same for sale, from the soil of the earth within a radius of fifty miles of the City of Hereford, Texas, but such persons are expressly exempt from the payment of such licenses.

Section 6. Nothing herein shall be held as to deprive the City Commission of the City of Hereford, Texas, of the right to levy and collect other license, and from other persons or firms under the general authority given in said Article 1031, Chapter 5, Title 28, above referred to; and this ordinance shall not repeal or in any wise effect any other ordinance now in force not in conflict herewith.

Section 7. Any person violating any of the provisions of this

ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not less than One dollar nor more than One hundred dollars.

Introduced and passed this 6th

FIRST CHRISTIAN CHURCH
Sunday school 9:45, morning worship 11:00, special message by

day of January, A. D., 1930.

Approved January 6, 1930.
(SEAL) E. S. IRELAND
Mayor of the City of Hereford,
Texas.
ATTEST:
EVA SKELTON,
City Secretary.

Our evangelistic meeting will begin Sunday, February 23, with Rev. G. C. Schurman, Amarillo, in the pulpit. He is a strong forceful speaker and you will enjoy hearing him. Don't forget the date. The public is cordially invited to attend all services.

J. M. Chapman of the Adrian district was a caller at the Brand office Monday afternoon.

ORDINANCE NO. 242

An ordinance passed by the City Commission of the City of Hereford, Texas, requiring every person or firm operating a ball alley or tin pin alley; every person or firm selling goods, wares or merchandise at public auction; every person or firm pursuing the occupation or avocation of a hawker or peddler of goods or any article whatever, within the City of Hereford, Texas, to be licensed by the City of Hereford, Texas, before being permitted to operate or carry on any such business or occupation or avocation within the corporate limits of said City of Hereford, Texas; defining the business, avocation, occupation or calling of a hawker or peddler, and prescribing a penalty for the violation of this ordinance.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HEREFORD, TEXAS:

Section 1. That as authorized by Article No. 1031, Chapter 5, Title 28, Revised Civil Statutes of the State of Texas, 1925, the City Commission of the City of Hereford, Texas, hereby levies and assesses a License against business, occupations, avocations, calling or professions, as follows:

(a) On every person or firm selling goods, wares or merchandise at public auction, an annual license of \$25.00.

(b) On every person or firm operating a Ball Alley, or nine or ten-pin alley, an annual license of \$0.00.

(c) On every person or firm pursuing the business, occupation, avocation or calling of a Hawker or peddler of any goods, merchandise, fruits, vegetables or other products, whether same be of natural

products or manufactured articles, excepting those expressly exempt in section 5 of this ordinance, an annual license of \$25.00.

Section 2. All licenses levied herein shall be payable in advance, and shall be due and payable on the 1st day of April each and every year, and shall be in full force until the 31st day of March, next following the date of issuance, and in no event shall a license be issued to expire before the 31st day of March following the date of issuance. Licenses issued after the 1st day of April, shall be charged for pro-rata from the date of issuance to March 31st following the date of issuance; provided further, that no license shall be issued for less than a minimum sum of one-fourth (1/4) of the total annual license fee levied herein.

Section 3. The business or occupation of a Hawker or Peddler defined:

The business, occupation, avocation or calling of a Hawker or Peddler, is hereby defined as being the business, occupation, avocation or calling of selling, or offering for sale, upon any street or

Federal Tires and Tubes



alley, or upon any vacant lot or parcel of ground within the corporate limits of the city of Hereford, Texas, of any goods, wares,

Specials

Friday and Saturday

LADIES FULL FASHION HOSE
\$1.29 VALUE FOR 98c

DAINTY BLUE ENAMELWARE
VERY SPECIAL, 59c

A Stainless Paring Knife FREE With Each Enamelware Piece Purchased

TRY US FIRST!

Chick - Hagood Variety

OUR PRICES ARE ALWAYS RIGHT

THE DAY-FAN Radio

Made with the utmost care by one of the greatest electrical manufacturers in the world. The engineers of the Texas Utilities Company investigated its merits thoroughly before approving it for sale by our dealers.

In reception, sensitiveness, simplicity of control, beauty of proportion and cabinet work, selectivity, power, trueness to tone values, amplification, and all the many requirements of perfect radioing the DAY-FAN stands out as a distinct leader.

YOU OWE IT TO YOURSELF TO HEAR THE DAY-FAN

Texas Utilities Company

Auction Sale

AT THE FARM THREE MILES DUE SOUTH OF JUMBO

FRIDAY, FEBRUARY 21

SALE BEGINS PROMPTLY AT 1:30 P. M.

HOUSEHOLD GOODS

- 1—Bedstead and springs.
- 1—Rug, 9 by 12.
- 1—Wash chest.

- 1—Kitchen cabinet.
- 6—Dining chairs.
- 1—Rocker.
- 1—Hot-blast heater.
- 1—Stand table.
- 1—Child's bed.
- 1—Aladdin swinging lamp.
- 1—Neutrodyne 5-tube radio.
- 1—Ear phone.
- 1—DeLaval cream separator.
- 2—Cream cans.
- 4—Dozen half gallon glass jars.
- 4—Dozen quart glass jars.
- 1—Ten gallon stone jar.
- 1—Eight gallon stone jar.
- 1—10-gauge shotgun.
- 1—20-gauge shotgun.
- 1—22-calibre repeating rifle.

MILK CATTLE

- 1—Guernsey cow, aged 5, will give five gallons a day.
- 1—Jersey cow, aged 4, giving milk.
- 1—Jersey cow, aged 3, fresh in March.
- 1—Guernsey cow, aged 8, fresh in April.
- 2—Bull calves, age 7 and 2 months.

FEED

- 1000—Bundles of hegaria.
- Many other articles too numerous to mention.

POULTRY

- 50—Buff Orpington hens.
- 16—Guineas.
- 1—Net wire chicken coop.
- 3—Zinc brooder coops.

FARMING IMPLEMENTS

- 1—John Deere cultivator, good as new.
- 1—P. & O. lister planter.
- 1—22-horse drag harrow.

- 1—Four-horse evener.
- 1—Slide go-devil.
- 1—Knife sled.
- 1—Bain wagon with bundle frame.
- 2—15-gallon oil barrels.
- 1—55-gallon oil barrel.
- 1—Dodge truck.
- 1—Block and tackle.
- 2—Maize forks.
- 2—Pitchforks.
- 2—Grain scoops.
- 1—Garden plow.
- 1—Oil burner for heater.
- 100 feet of 1-inch pipe.
- 1—120-gallon hog water tank
- 1—3-barrel tank.
- 1—Stilson wrench.
- 1—Single stock plow.
- 1—Set of leather harness.
- 2—Sets of chain harness.
- 4—Collars.
- 4—Bridles.
- 4—Halters.
- 1—Movable hog pen.

WORK STOCK

- 1—Blue mare mule, 16 1-2 hands high, age 7, weight 1200.
- 1—Brown horse mule, 16 1-2 hands, age 7, weight 1200.
- 1—Blue filly, aged 3, weight 1000.
- 1—Dun horse, age 8, weight 1100.

HOGS

- 1—Brood sow with six pigs.
- 1—Gilt.

TERMS OF SALE: CASH.

J. L. LEDFORD, Owner

BRUCE McLEAN, Clerk.

RAY BARBER, Hereford, Auctioneer.



Revalue your Home by Modernizing

Your home will be a more livable place and a more salable place after modernizing. As done by the Panhandle Lumber Company, this process consists in putting every part of the house in A-1 condition. New roofing, tuckpointing, stuccoing, painting—whatever is to be done we do with the hand of a master craftsman. And yet you'll find the cost surprisingly low. We will gladly give estimates.



Westway News

BY MRS. TOM VAUGHN

The basketball game between Dawn and Westway Friday was called off because of the funeral of Clara Grepe, who was a sister to August and Adolph Frye of Dawn.

Kelley Gray is reported some better after an attack of appendicitis.

Mrs. A. B. Schulz and son, Mr. and Mrs. Ronald Matthews and Mr. and Mrs. Herman Schulz took dinner in the Tom Vaughn home Sunday.

Mr. and Mrs. Welton Roe returned from Plainview Monday after several days there with Mrs. Roe's parents, who plan to leave for California in the near future to make their home.

O. Wilder has bought a new tractor and plows, dug a well, put up a windmill and make other improvements lately.

J. O. Roe left Wednesday for Dallas to be with his father who has been critically ill for some time.

Mrs. Carl Jennings, Hereford, and Mrs. John Gentry, from Kentucky, spent Sunday evening in the A. Pierce home. Mrs. Gentry and family lived in the community about 18 years ago. She is renewing old acquaintances and has found a wonderful improvement in this country since she left here.

Westway plans to play basketball with Jumbo Friday on the Westway court.

Jim Hendrix and family spent Sunday in the home of Mr. and Mrs. A. Pierce.

A letter was received this week from Mrs. Will Gore at Cortes, Colo., who recently lived at West-

way, and she says she eagerly looks forward to her Brand which reaches her on Monday of each week and it is as good as a long letter from home.

Nestled among the canyons along the Tierra Blanca about 5 miles west of Hereford is a typical old ranch house known as the old Mounts headquarters. "Bob" Mounts, who was owner and manager of this ranch, was one of the most prominent cattlemen of the Panhandle. Until the time of Mr. Mounts' last illness and death he owned or controlled about 132 sections of land which was practically all in grass. This land extended from the headquarters to the New Mexico line, the Harrison highway being on the north border, excepting a few sections which were lying north of it. Within this territory Mr. Mounts kept two camps for the cowboys who cared for from 3000 to 5000 head of whiteface cattle. There were no other improvements and but few fences on any of this land. A short time before Mr. Mounts' death he began to farm on a small scale and found it to be profitable. After his death about 10 years ago the estate decided to sell out their land in small tracts for farming purposes. Different one who had been leasing their land to Mr. Mounts began to take notice of what could be done with this land. Prospectors were investigating this part of the Panhandle; farmers began to experiment and soon learned this land was too valuable for farming purposes to leave in grass. Rainfall was scarce, so different plans were tried to hold the moisture. Farming has progressed until alfalfa, maize, kafir and cane and other small grains are very successfully grown. Good homes have been

built on this land until nearly every section is improved and fenced. Trees are being put out and good roads are crossing at most section lines. Many half sections and more quarters are also improved. Several schools are villages have been built up and it would be hard to estimate how many families are now living on the land that Mr. Mounts once controlled. Farmers have learned that it is profitable to keep a few milk cows, hogs, chickens and turkeys to feed this wonderful feed to that is being raised. In the last few years wheat and corn have been raised successfully as moisture is more plentiful since the country has become more settled. In fact, farming has progressed so much here in the last ten years that it has been decided that almost anything will grow in this wonderful soil of this Panhandle country.

Summerfield

BY MRS. L. JOHNSON

The Women's Missionary Society met with Mrs. Walter Hawkins in an all day meeting last Tuesday and quitted a quilt for Mrs. Walter Huntley. Business pertaining to the society was discussed and a very profitable day was spent.

Miss Eva Blakemore is visiting her sister, Mrs. G. W. Miller at Amarillo. She will stay indefinitely.

Summerfield and Black schools clashed in a basketball game last Friday afternoon and Black won for the boys with a score of 13-2, while the girls game resulted 12-0 in favor of Summerfield.

L. G. Harris, and sister, Wilma of Canyon spent the week end with friends here. A friend, Paul Beyers, accompanied them.

Glee J. Meharg, Asa and Thurmond Atchley, John and Donald

Morgan and Jack Strain attended church at Hereford Sunday night. Mrs. James Morgan of Hereford visited Sunday with her sister, Mrs. Alton Lookingbill.

Miss Annie Lance visited over the week end with her parents. She is attending school at Canyon College.

Mr. and Mrs. Emmett Blakemore of Chowell are visiting her parents here.

A. M. Walker, superintendent of school, went to Canyon last Saturday.

Mrs. Joe Kendall was hostess to her Sunday school class at a party given at her home last Friday night.

Miss Lorraine Hays, primary teacher, was unable to teach last week on account of sickness. Mrs. Walter Huntley substituted in her place.

Mr. and Mrs. Jim Black of Bovina, were Sunday visitors in the home of Mr. and Mrs. Tom Gibson last Sunday.

Mr. and Mrs. Brit Boyd and Joe Rogers of Hereford and Miss Claudia Sahn of Fortales, N. M., were Sunday dinner guests of Mrs. Beulah Roberson.

Mr. and Mrs. Will Schultz and daughter returned from Gatoeville last Sunday, leaving Mrs. Schultz's father somewhat improved in health.

Members of the Sunday school class taught by Mrs. Ky Lawrence gave her a surprise by walking in on her last Friday night. Everyone reports a good time.

Mr. and Mrs. Henry Beckner of Unabarger visited in the home of Mrs. L. Johnson last Monday afternoon.

Miss Beatrice Lawrence was hostess to a number of girl friends at dinner last Sunday. Those present were Maude Noland, Middy Meharg, Alla Fay Lance, Bell Lou Joyce Davis and Lucille Hays of Black.

Mrs. Chalm was called to Dismitt last Friday on account of death of her father.

Doc Collins who was so critically ill some days ago, suffers a relapse of pneumonia and was taken again to the hospital Hereford.

Bill Eddleman of Plainview spending a few days here attending to business in connection with his farm.

RCA Radios and Tubes
RICE DRUG STORE

HOW FORD METHODS CUT COST OF DISTRIBUTION

Lower profits in selling save you at least \$50 to \$75 in addition to the many savings in manufacturing

TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.

The profit margin on the Ford car has always

been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.



FORD MOTOR COMPANY

Half Price

On
Winchester and Acme
PAINT

**Kerr - Anthony
Hardware Company**

PHONE 169



Fashion Dress
Shoppe

Big Sale

ON DRESSES

—Beautiful styles and quality. To make room for future shipments of merchandise, I am giving you one of the biggest money saving values ever offered.

—Dresses \$15.00 to \$19.75, on sale at \$12.75; Another lot, \$12.75 to \$15.00 values, now going at \$8.75.

COME WHILE THEY LAST!

Ask for Country Club Hose—

"Best by Every Test"

\$1.50 to \$2.25

Friday and
Saturday

Any Felt Hat in the Store at \$2.00 each. Metallics \$2.50 to \$3.00

—Just received a fine line of spring hats, priced at \$3.50 to \$12.50, in all the latest colors and braids. Come in and see us.

**Vogele Millinery
Parlor**

PHONE 201



Marvelous Work Of New Konjola Medicine Told

Corner Drug Store to Introduce
Advanced Remedy for First
Time in Frisco.

If you were told that one single medicine put hundreds of men and women back to work in Chicago, Philadelphia and other large cities after they had been idle for months with health troubles, it



G. H. MOSBY
Discoverer of Konjola

would sound impossible, wouldn't it? And that countless people were completely relieved of rheumatism and neuritis, and that they were able to walk again, without cane or crutches, and that this same medicine restored health to men and women who had suffered with stomach and kidney troubles for years, that complete relief had come in cases of misery where health resorts, expensive treatments and medicine upon medicine had failed—indeed, it seems impossible! Yet it is all true and the medicine that has done all these things is the new Konjola, which is being introduced, starting today at the Corner Drug Store, this city.

Wherever introduced, Konjola is vastly different and more effective in thousands of cases of ill-health than any previously known medicine. It is a remarkable liquid compound for the following well-known troubles:

RHEUMATISM: Especially se-

FEDERAL
TIRES

Western Chain Tire Stores
Second and Main Streets

vere cases, where pains are intense, muscles swollen, joints stiff and rigid. In the milder cases of this disease, Konjola relieves almost at once, and this medicine brings the same results to the neuritic victim that it does for the rheumatic sufferers.

STOMACH, LIVER, KIDNEYS, and BOWEL TROUBLES: Nearly all forms of misery that arise from these unhealthy organs have been so quickly relieved by Konjola that men and women sufferers everywhere were surprised. It is the action of this medicine on the organs of the inner-system that removes toxic poisons from the system and brings quick relief in so many cases. The secret of this Konjola is the way it acts on the important functional organs of the body, namely, the stomach, liver, kidneys and bowels. So many diseases and long standing disorders of these organs were so completely conquered and entirely banished by this new compound that thousands of people in larger cities were able to give up taking medicine for time to come.

After the great accomplishments and wonderful work of Konjola in other sections, it is declared that this medicine is what hundreds of sufferers in Hereford and vicinity have long needed to actually reach their cases, and preparations are being made to introduce Konjola for the first time at the Corner Drug Store, where this medicine will be sold and explained to the public daily.

Progressive News

BY MISS OLIVE PERKINS

About thirty friends and relatives met with Mrs. Ira Ricketts last Wednesday to honor Mrs. Jim Ricketts with a miscellaneous shower. Mrs. Ricketts thought the ladies were meeting to quilt and was surprised when she was presented a large basket heaped with bundles. She received many beautiful and useful presents, which will be a reminder of her many friends in this community. Refreshments of punch, cake and fancy cookies were served.

Last Friday evening the Literary Society was re-organized at Progressive. The next meeting will be Friday, February 21, and will be a Lincoln-Washington program. The following officers were elected: President, Millard Gregory; vice president, Miss Olive Perkins; secretary, Miss Augustine Gregory; critic, Albert Higgins, journalist, Mrs. Jim Ricketts. The meetings will start promptly at 7:45 and we hope there will be a large crowd at the next meeting.

Mr. Johnson of Claude visited his sister, Mrs. G. D. Webb and family last Wednesday.

Mr. and Mrs. Ray Hershey and Misses Lois and Gusta Samuelson visited the Parks home Monday evening.

C. P. Caldwell threshed last week.

Mrs. Nannie Hutcherson visited Mrs. Baker Saturday.

Mr. and Mrs. Jim Ricketts visited Sunday with her parents. Arthur and Ella Mae Baker and Adeline Hutcherson visited in the Elwyne Hutcherson home Sunday.

Misses Katherine Hershey and Gusta Samuelson spent Sunday evening with Leatrus Benson.

T. E. Baker and family motored to Earth Sunday to visit Mr. and Mrs. Dudley.

Mrs. Henry spent Monday with her mother, Mrs. Jim Park.

Mr. and Mrs. Ira Ricketts, Catherine, Ira Jeanne and Glenn, Mr. and Mrs. Arch Daugherty and daughter were dinner guests of Mr. and Mrs. Luke McBrayer Sunday.

Mrs. Baker spent Monday with Mrs. Charles Jones at Hereford.

WILLIAM BOYD STAR IN "HIS FIRST COMMAND"

With the blare of trumpets, the clatter of horses hoofs and the flourish of sabers, Wm. Boyd will arrive at the Star Theatre Saturday next in Pathe's all-dialogue

and sound romance of the U. S. Cavalry, "His First Command." Coming on top of his fine portrayal of the marines in "The Leatherneck" and his performance as a West Point cadet in "Dress Parade," Boyd's appearance as a cavalryman should hold much interest for theatregoers. Preview reports indicate that "His First Command" is one of the best pictures in which Boyd has appeared. The picture was photographed at Ft. Riley, Kas., and tells a story of a wealthy man's son who enlists in the cavalry to be near a certain colonel's daughter. What happens provides plenty of the Boyd type comedy and romance.

Scenes include some of the most thrilling horse pictures ever taken. Dorothy Sebastian plays opposite Boyd in this cavalry romance and others in the cast are Gavin Gordon, Paul Hurst, Ross Tapley, Jules Cowles, Howard Hickman, Helen Parrish, Mabel Van Buren, Alphonse Ether and Chas. Moore.



A Complete Auto Service

Every aid you need for your car is here in a complete array of better services. Experts in every phase of mechanical attention ready to put and keep your car in shape for enjoyable and inexpensive motoring. Make this your headquarters for all automotive attentions. You will find it pleasant, profitable.

COX & HUCKERT

IF YOUR GAS BILL SPOKE

Perhaps it would justify its existence in the following language:

"I kept a family of four warm and comfortable for 30 days.

"I cooked three meals a day for four persons for 30 days—90 meals in all.

"I kept on hand a supply of hot water for washing, shaving and baths for four weeks.

"I boiled clothes once a week for four weeks.

"I saved, as compared to other fuels, at least two hours a day in the kitchen for 30 days—60 in all.

"I saved in cleaning and laundry bills and damage to furnishings by the smoke and soot that would have resulted from the use of other fuels.

"I saved the time and trouble of ordering fuel, storing and handling, cleaning stoves, making fires and emptying ashes.

"I was ready to serve you at any time, night or day, heat was needed.

"And now I am ready and anxious to serve you again and to retain your everlasting goodwill."

West Texas Gas
Company

FIRST CHURCH OF CHRIST, SCIENTIST
of Canyon, Texas

announces a

FREE PUBLIC LECTURE ON CHRISTIAN SCIENCE
"Footsteps and Stepping-Stones In Christian Science"

by

PROFESSOR HERMANN S. HERRING, C. S. B.
Of Boston, Massachusetts

Member of the Board of Lecturship of the Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts

In Olympic Theatre
SUNDAY EVENING, FEBRUARY 16, 1930
At 8:00 O'Clock

The Public Is Cordially Invited to Attend.

DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST

626 Polk Street, Amarillo, Texas

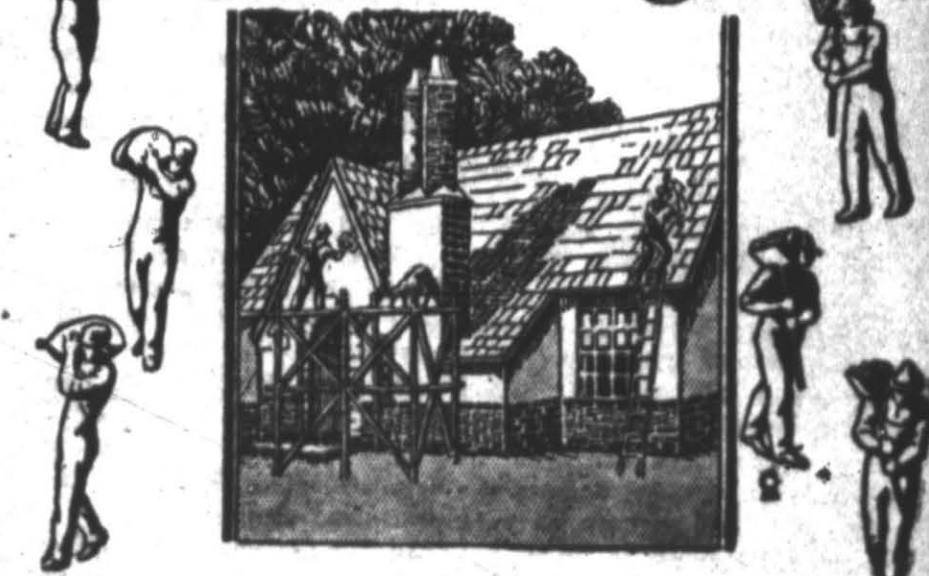
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.

OFFICE RAY'S JEWELRY STORE.

Telephone 188 for Appointment.

Brand Want Ads Pay Good Dividend

Lasting—



The Arabs, they tell us, fold their tents and silently steal away. But we Americans, when we erect a dwelling place, expect it to LAST. That is why it is important to select the BEST in every form of building material.

ROCKWELL BROS. & COMPANY

Lumbermen
IN HEREFORD 32 YEARS.
Phone Four—The Lumber Number..



Can You Make a Crossword Puzzle?

There are so many cross word puzzles nowadays that most of the fun is in making the puzzles, so we are going to give you a chance to make a cross word puzzle. It is needless to say that in this one there will be a reference to Tony Sarg and his marionette reproduction of Rip Van Winkle which appears here Wednesday afternoon and night, February 26th, at the high school auditorium under the auspices of the high school band and the Chamber of Commerce.

The Chamber of Commerce will give one free ticket to either performance to each of the five persons submitting the best cross word puzzle. The answers will, of course, be the across and down definitions and the lists of words as a key. The thing to do is for each contestant to find the words of the right number of letters, preferably about Rip Van Winkle, Tony Sarg's marionettes or their appearance here, and number the words so they will readily go into their places in the puzzle. There must also be a narrative, or list of words, that give hint as to the correct word for each place, as is customary in all cross word puzzles. The numbers need not be arranged as in the above sketch, but as in accordance with the lettering of the words you place in the squares.

All puzzles must be in the Chamber of Commerce office by 12:00 o'clock noon, Monday, February 17.

Hereford Chamber of Commerce



THE DREAM That Came True!

"Before and After" Photos...

Perhaps you are torn between two forces. On the one hand is the dream of a new and charming domicile, with modern conveniences, ample play-room for the children and handsome appearance. On the other hand there is your loyalty to the old homestead, linked with so many tender memories of dear yesterdays. The solution: let R. H. Kemp Lumber Co. renovate the old home. By painting, new plumbing, re-roofing, landscaping, redecorating, etc., we can transform the old house into a splendid mansion, radiant with elegance.

To prove our prowess in renewing the smartness of old homes we can show you "before and after" remodeling work we have done around Hereford and Deaf Smith County.

R. H. Kemp Lumber Co.

FOR COUNTY TREASURER

The Voters of Deaf Smith County: A large number of my friends have been kind enough to volunteer their support if I would myself as a candidate for the office of County Treasurer of Deaf Smith County, and after thinking the matter over I have concluded to do so. Many of the voters of the county are familiar with the circumstances that cause me to run for this responsible position and my qualifications to serve if elected. I will make an active campaign of the county and expect to meet personally each and every voter and solicit their vote and support and will very graciously appreciate the aid of all of my friends in helping me to win at the election to be held on July 14, my candidacy being subject to the Democratic primary to be held on that date. With the assurance that if elected I will serve you faithfully and efficiently, very sincerely,
MRS. BESSIE L. SMITH.
Hereford, Texas,
February 12, 1930. 5-14c

WELCOME DANGER" HERE THREE DAYS NEXT WEEK

After an absence of nearly a year a half Harold Lloyd returns to the screen in his first all talk picture, "Welcome Danger," at Star Theatre next week. He spent many months mastering the new screen technique and "Welcome Danger" is said to have developed what will prove the fastest production shown since the advent of talking pictures. He has not deviated from the old method of producing his comedies, maintaining all the speed and accuracy of his past successes but adding sound and dialogue as good nature entertainment. Many of the scenes in his picture are laid in San Francisco's underground district and combine action, romance and mystery with a whirlwind series of laugh episodes. He is one of the last of the silent screen actors to yield to talkies, holding out until he was convinced of its merit. Once sold on sound and dialogue he plunged in to the work to the fullest degree. A new leading lady is presented, Barbara Kent, a sure fire screen partner for the comedian. She has an excellent voice and her performance is said to stamp her for future progress.

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

C. T. KIBBE
Phone 9018-F4
Office 207

W. A. ROBINSON
Phone 194
Office 207

KIBBE & ROBINSON
CHIROPRACTORS
9 to 12 Buckner-Lambert Bldg. 1 to 6

Ward News Notes

BY MRS. WILEY ROBERSON

The Willing Workers Club met Wednesday, February 5, with Mrs. C. T. Kibbe as hostess, when the afternoon was spent quilting. After a short business session, delicious refreshments were served to fifteen members and four visitors, Mrs. Moore, Weems, Donald and Rutter were the visitors. The next meeting will be with Mrs. Bill Hutson February 19.
Rev. Hornbeak filled his regular appointment here Sunday.
Mrs. Bob Higgins had relatives from Plainview visiting her the latter part of last week.
Miss Hughes spent the week end with Miss Boyd in Easter community.

Mr. and Mrs. Arch Daugherty and little daughter, and Dr. and Mrs. C. T. Kibbe and son spent Wednesday evening in the home of Mr. and Mrs. W. A. Daugherty. Lon Harrison of Hale Center spent Saturday night and Sunday in the home of his brother, W. R. Harrison.

John Hutson and family visited Mr. and Mrs. Jack Hutson Sunday. Three sections of land west of Ward are being turned under the plow during the recent pretty weather.

Mr. and Mrs. D. O. Beebe and sons, Vern and Denzil, of Lubbock visited in the home of Mr. and Mrs. G. W. Roberson Saturday night and Sunday.

Jno. Northern and children, Uble and Ella, of Black and Allen Hughes of Hereford visited the Geo. Lewis home Sunday afternoon.

Katherine Daugherty spent last Thursday night with Allene Caraway.

Mrs. Sonny Ledbetter of Vega and Miss Beatrice Hutson of Amarillo spent the week end with their parents, Mr. and Mrs. Jack Hutson.

W. A. Daugherty made a business trip to Las Cruces, N. M., last Monday.

Mr. and Mrs. Jimmie Harrison were Amarillo visitors Friday.

Mr. and Mrs. Herbold spent the past week with Mr. and Mrs. Chas. Vernon.

W. E. Hicks, Hereford, took dinner in the Wiley Roberson home Monday.

Mr. and Mrs. C. B. Williams of Hereford visited in the home of Mr. and Mrs. Malone Sunday afternoon.

Ladies of the community and the school team played another exciting basketball game Friday. Walcott team will be here Friday for a basketball game.

Mr. and Mrs. Frank Richards of Hereford and Mr. and Mrs. Bob Allison spent Sunday in the home of Mr. and Mrs. George Lewis.

Mr. and Mrs. Bob Herbold and Bobbie Jean spent Monday night in the George Lewis home.

Mr. and Mrs. Jack Baker and Willie Baker spent Friday night in the W. P. Caraway home.

Hobart Caraway spent Saturday and Sunday with his uncle, W. P. Caraway.

Mr. and Mrs. Bob Allison gave a party for some of their friends of Hereford and Amarillo Thursday night.

Mrs. Suggs visited her son, George, who is attending school at Tech in Lubbock.

Ford Doings

BY MISS EDITH MANN

Sunday school and singing were well attended Sunday and we urge everybody to come out and take part in the community affairs.

The double-header basketball game between Fort and Progressive Friday afternoon proved to be an exciting event. Several from both communities were on the sidelines to yell for the teams. The boys' score was 5-21 in favor of Ford and the girls' score was 5-7, also in favor of Ford.

The farmers are enjoying the beautiful weather and are rapidly progressing with sod breaking and barley sowing.

Frank Vance and James Garrett were visitors in the Bob Orr home Thursday.

Mr. Caraway ate Sunday dinner

with Mr. and Mrs. Howard Morel. James Garrett at supper at the D. B. Mann home Sunday night.

Visitors in the J. Y. Norton home Sunday evening were LaVerne Mann, Vineta Simpson, Blanche and Maple Thurman, Ruby Rempel, Thomas and Floyd Simpson, J. B. and C. C. Thurman.

Miss Edith Mann spent the week end with Miss Adessa Goad.

Mr. and Mrs. Howard Morel spent Thursday afternoon at the home of Bernice Harris at Vega, Mrs. Morel's brother. They also ate supper at the Miller home the same night.

Mrs. Bassett returned to her home in Amarillo last week.

Fred Brunson visited at the Man home Monday night.

Bob Thurman made a business trip to Dalhart last week.

Euna Mann spent Sunday afternoon with Mabalee Rempel.

Mr. and Mrs. August Koch took supper with Mr. and Mrs. George Rempel Sunday night.

Mrs. D. B. Mann visited Mrs. F. W. Brunson Friday afternoon.

Mrs. Bob Thurman and daughter, Lura, visited at the O. L. Goad home Wednesday.

Several in this community are suffering with colds and influenza.

The Music Study Club will meet with Mrs. H. H. Hawkins on Monday, February 17. The lesson on Gluck and Opera reform will be led by Mrs. Sanford and a program illustrating the lesson will be given.

Mr. and Mrs. Marvin Garner of Plainview spent last week end here visiting in the home of Mrs. Garner's mother, Mrs. Hettie Cochell.

Wrist Watches and Jewelry

RIECE DRUG STORE



**Pull Together
HAVE MONEY!**

When both husband and wife do "team work" and pull together they can succeed.

Bank your money and INCREASE YOUR BALANCE so you can buy or furnish a new home; educate your children; start them or yourself in business.

Start Saving Regularly NOW

Have your money SAFE in our Bank.



**THE FIRST NATIONAL
BANK OF HEREFORD**
—a strong bank thoughtfully managed—
HEREFORD, TEXAS



A Good Place to Buy YOUR Car

We take a personal interest in every purchaser of a Ford car and we are fully equipped to give you good service.

Our mechanics have been specially trained and our service equipment is new and complete and unusually accurate. Only genuine parts are used and all labor is billed at a low flat rate. That's why we say this is a good place to buy your new Ford car.



Hereford Motor Co.
PHONE 177

Rock Island Tractors

IN TWO SIZES—15-25 AND 18-35

The light-weight tractor, with the unusual pulling power in proportion to its weight. An ideal tractor which will pull an eight or ten-inch disc and plow or a fifteen to twenty disc cylinder plow.

SANDERS PLOWS

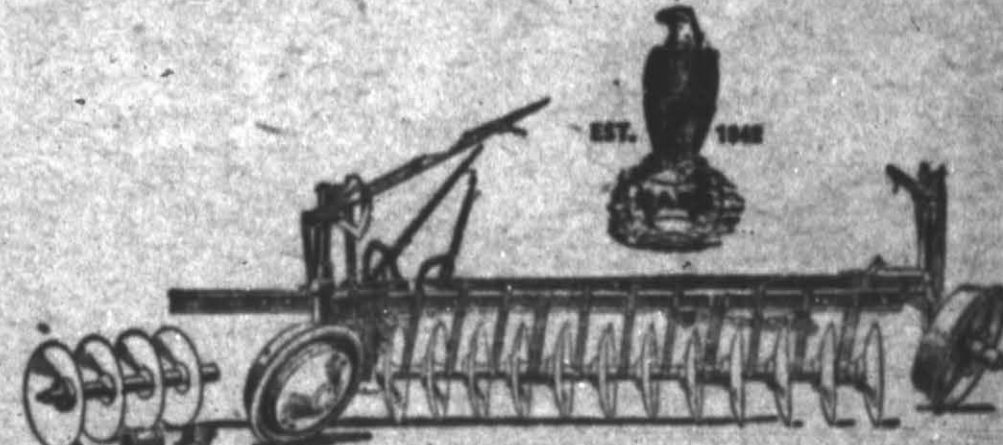
The Sanders plows are the simplest and strongest disc plows made. Our patent frame construction is the strongest of all. We make gangs with one to twelve discs, which is impossible with other kinds of frames. They can easily be changed from one number of discs to another. Our plows can be set to cut either 6, 8 or 10 inch furrows. Our 24-inch series frames will carry either 24, 26 or 28-inch discs.

GUARANTEE: We guarantee all our Sanders Plows to do good work in any kind of land and not break from defects in material in ONE YEAR.

FULL LINE OF SANDERS PARTS KEPT IN STOCK ALL THE TIME.

Welch Machinery Co.

PHONE 33



WE'VE GOT a modern cost-cutter and crop booster here—the Case Wheatland Disk Plow—that saves time, prevents waste and increases work done per man per day.

With the Case Wheatland, you can realize a saving in cost per acre of 100 to 200%—by cutting your best time with a mold-board plow in half, or better.

It penetrates to a uniform tilling depth—shallow or deep, 6 inches if you like. Used immediately after harvest—it kills weeds, conserves moisture—all ground completely turned.

Build strong—light in draft—handles easily. Plow capped, heat-treated disks give extra wear. Disk cylinders, built in sections—turn as one. It's easy to remove a section if soil conditions require it.

Come in and see this money-saving plow—or use your phone. Call on us for service—any time.

C. A. SKELTON

HEREFORD, TEXAS, DIMMITT

CASE

COMPLETE LINE OF QUALITY IMPLEMENTS

A. C. Thompson Lumber

Phone 456

"Dependable Lumber"

East Third and McKinley

Here and There.

BY MRS. C. E. TICE

The landing field is getting to be a busy place. Four planes are making their home there now. A number of people were out Sunday to see some stunt flying. There are several students who are now learning to fly.

Mr. and Mrs. Brit Boyd and Miss Claudia Sain spent Sunday at Summerfield with Mrs. Benlah Robinson.

Mrs. Henry Allman is enjoying a visit from her parents this week. Mr. and Mrs. Lester Sparkman, Mr. and Mrs. Earl Springer and Mrs. Springer were Sunday guests in the Andrew Gilliam home.

Mrs. C. E. Tice spent Friday in Hereford with Mrs. John Gaetz. Mrs. O. M. Bell spent Monday with Mrs. Clarence Beauford.

Mary Lois Springer has been absent from school the past week on account of sickness.

Mr. and Mrs. Jim Berry spent Sunday with O. T. Jones.

Misses Mattie, Elsie and Ruby Andrews, Vernon and Robert Barton attended a party at the Russell home near Progressive Friday night.

The Rogers farm, which was purchased by a Mr. Doss of Groom earlier in the winter, is being sown to small grain. This place has changed hands twice since Mr. Rogers sold it.

Mr. and Mrs. Leo Williams visited their parents at Floydada first of the week.

C. M. Bell and Dick Pare of Happy were business visitors at Gads and San Jon first of the week.

Mr. and Mrs. Boyd entertained a jolly bunch of youngsters with a party Friday night and it was in the wee sma' hours of the morning before they departed for their homes.

The Flynn sale was well attended last Tuesday. The Flynns are new people who recently moved here from Groom. They purchased

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

For County Attorney:
JOHN A. COFFEE

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

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

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

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

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

For Commissioner, Precinct No. 2:
W. M. COGDILL
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

the Doak farm south of town.

Mr. and Mrs. Boseman spent Sunday at the J. J. Lindsey home.

Mrs. J. W. Berry spent Saturday afternoon with Mrs. Hazel Sparks.

Nearly every farmer has teams

or tractors in the fields breaking sod or sowing small grain.

The pipe on the gas line which goes south of the track on to Clovis has been laid and the ditch filled. We understand that several of the farmers along the route are having the gas piped into their homes. Here's wishing we lived nearer the line. However, we are glad for those busy housewives who are fortunate enough to get it.

The Barber farm home is being completed since the weather has moderated. This is the farm usually known as the Beedle place on Frio draw.

The county singing convention meets on the fourth Sunday in this month at Cleo, south of Dimmitt about 10 miles.

Mr. and Mrs. C. M. Bell spent Thursday evening at the Emmett Dixon home.

A large crowd was out to singing Sunday night and all seemed to like the new books.

Mrs. John Gentry of Slaughter, Kentucky, is visiting here this week in the home of Mr. and Mrs. Carl Jennings and other friends. Mrs. Gentry and family formerly lived near Hereford about eighteen years ago.

Mr. and Mrs. N. J. Scott and family motored to Roswell, New Mexico, last Sunday morning.

FEDERAL TIRES

Western Chain Tire Stores
Second and Main Streets

W. A. HUBBARD DIES

W. A. Hubbarly, 77, a former resident of this city, passed away January 25, and burial was at Vernon the following day beside his wife, who died there several years ago.

Mr. Hubbard will be remembered here as a member of the firm of Hubbard & Barnett mercantile store and Hubbard & Rice grocery company. Hubbard and Barnett occupied the same building in 1908-

1909 in which the D. R. Gass & Son have their store at this time. Hubbard and Emmett Rice occupied the Palmer building next south of the First State Bank building.

Mr. and Mrs. Roy Hancock, Mrs. E. W. Plummer, grandson and grand daughters of this city attended the funeral services.

Valentine party, Saturday night dance at the new pavilion, East Hereford. Everybody invited.
COMMITTEE.

Genuine Cordova Leather Goods

RICE DRUG STORE

PURE CLEAN BUTTER

—Is considered to be one of the best foods you can eat. All of our cream is pasteurized before churning and you are assured of a germ-proof product. Take home a pound of CREAM O' PLAINS BUTTER with your next grocery purchase.

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

BARGAINS IN

USED CARS

with an OK that counts

During the month of February we are offering unusual values in our used car department. See these cars before you buy.

- (2) 1927 Chevrolet Coupes.
- (4) 1928 Chevrolet Coaches.
- (2) 1929 Chevrolet Six Coaches.
- (2) 1929 Model Ford Coupes.
- 1929 Model A Ford Tudor Sedan.
- 1928 Chevrolet Sedan.
- 1928 Whippet Coach.
- 1928 Whippet Coupe.
- 1928 Chrysler Coach.

Come in and see these cars and be convinced we are selling them away below their actual value.

Yours for Sales and Service

Brumley Chevrolet Co., Inc.

"A Reliable Institution"
Phone 216

We also have three nice JERSEY cows for sale at a bargain.

FOR QUICK JOB SERVICE SEE THE BRAND

SPROWLS-CRONIN & CO.

Ready! Tomorrow Morning!

Sale of "Spic and Span" Wash Frocks

Newest Patterns . . . Quality Fabrics

THESE pretty wash frocks in innumerable styles and becoming models will be ready for your selection tomorrow. They are made by a manufacturer who has specialized in the better wash dresses. The style, workmanship and appearance of these smart wash frocks is beyond the usual standard offered at this price.

Styles: Smart Flares . .
Fitted Waists . . Princess . .
Straight Line . . Side Effects
. . . and a variety of New
Fashion Creations.

Trimmings: Broad-cloth . . Colored Organdie
. . . Contrasting Self-Material . . . Piping . . . Binding
. . . Buckles.



Sizes 14 to 20 36 to 44 46 to 50

Never before have such extraordinary values been possible.

Sale Starts Promptly at 9 a. m.



FRIDAY and SATURDAY Specials

- KRAUT, Wapco, three for 29c
- GRAPE FRUIT, five for 27c
- APRICOTS, gallon 62c
- HEALTH BRAN, Pillsbury's, two for 21c
- PEACHES, Pomona, 2 1-2 lb can, two for 35c
- LETTUCE, nice head 8c
- LIGHTHOUSE CLEANSER, two for 9c
- SWEET CORN, Tender brand, 3 No. 2 cans 33c
- CAKE FLOUR, Pillsbury's, 2 large packages with cake plate free 74c

Carl's Cash and Carry Grocery
Phone 324



When the family says "My, but this bread tastes good," you will have the added knowledge that it IS good—thoroughly; that it was baked for health as well as for flavor; that its ingredients were of the purest and finest; that it came from the

Hereford Bakery

WANT Ads

to Advertisers: All classified advertising ordered to run "forbid" must have a written order; also the order discounting ads must be in writing. It will enable us to give more satisfactory service.

Wanted

TED—To buy shoats and ear Phone 137. H. C. BOW-SHER. 5-1p

TED—To do plowing; have International tractor and a new plow; customary price. Address O. E. Easley. L. F. GREEN. 5-4p

TED—Dress making, see my residence on 25-Mile Avenue, residence south of R. J. KIBBE residence. MRS. MOORE. 5-2p

TED—Small furnished apartment. Address Box 391, or phone 5-1p

TED—Feeder hogs or stock-Phone 250. J. F. WARD. 5-2c
SALE—Winter barley seed seed oats. Phone 250. J. F. WARD. 5-2c

TED—A job on a farm or looking after cattle, or farm on shares. H. H. ROBERTSON, Sudan, Texas. 4-2p

TED—To buy ear corn and feed. H. C. BOWSHER, Phone 137. 3-1c

DO YOU LEASE YOUR LAND? We good farmers who want to lease land for wheat; raw or improved; prefer 5 to 10 year leases. If interested. D. P. CARTER, Lada, Texas. 2-8p

TED—To buy shoats and hogs. H. C. BOWSHER, Phone 137. 3-1c

Lost and Found

A ladies felt hat, almost found on corner of Miles Seventh Streets. Call at the office. 4-10h

For Rent

RENT—One side of a new school; prefer no children; near school. J. S. ORR. 5-2p

RENT—Eight room modern house, \$27.50. See L. BASKIN, Phone 138. 5-2c

RENT—Bedrooms with private bath room; close in. Phone J. H. OLSON. 5-1p

RENT—Two bedrooms in a new home, close in. Phone 114-J. J. C. BURTON, 204 Cleburne. 5-1c

RENT—Furnished apartment block north of high school. J. E. WILLIAMS, Phone 1-1c

Lodge Directory

HERFORD LODGE No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome. West, N. G. H. Foster, Secretary.

HERFORD POST NO. 192 AMERICAN LEGION meets at 8:00 p. m., first and third Friday night in County Court House. 4-5

For Sale or Trade

SALE—Low price on carrots, parsnips, fresh pulled and the best you ever tasted. Box 235, Herford, Texas, or phone 138. 5-4c

PLENTY MONEY FOR YOU

With which to Build a Home, Refinance into a loan to suit you, or rebuild your present home. Monthly pay, low rate interest.

RALPH BARNETT

Federal Tires and Tubes



For Sale or Trade

FOR SALE—A good 500 capacity Simplex oil burner brooder stove, in good repair. Box 473. 5-1c

FOR SALE—250 head full blood yearlings and coming year heifers out of Hines and O'Brien cows; Price \$60.00. A chance to own one of the best bunches of yearlings in state. Also have bulls and cows for sale. OWENBY & YOUNG, Portales, N. M. 5-2

FOR SALE—\$6,000.00 vendor lien notes on Sec. No. 80, Block K-3, Deaf Smith county, Texas. Due in one, two and three years, from October 3, 1929, bearing 6 per cent annual interest. If interested, write V. E. STEWART, Cainsville, Missouri. 5-2p

FOR SALE—Seed barley and oats, 75 cents per bushel. J. M. CHAPMAN, 30 miles northwest, Adrian, Texas. 5-2c

FOR TRADE—Will trade for milk cows latest 7-tube screen grid radio (practically new, complete in beautiful walnut console); an ideal set for country home. Box 42, Herford. 5-1p

FOR SALE—Three or four good brood sows; 11c per pound on foot; worth the money; located one mile north of nursery. BEN WRIGHT. 5-1c

FOR SALE—Single comb Rhode Island Reds, cockerels, pullets, hens and cocks of breeding or fine exhibition quality. Birds that will satisfy and are outstanding in the field of egg production or in the show room. CHAS. E. FERGUSSON, Jr. 5-2p

FOR SALE OR TRADE—Fresh and springer Jersey heifers. BRUMLEY & SON. 5-1c

FOR SALE—Nice assortment of evergreens, suitable for shrubbery and decorative landscaping. J. F. WARD, Phone 250. 5-2c

FOR SALE OR TRADE—Pure blood high grade German Police pups; also 32-Colts automatic and a Browning model shot gun; also new and used typewriters. Will trade for anything. JOWELL MURCHISON. 5-1c

FOR SALE—Used Cofeman gasoline heater. Phone 453-J. 5-1c

FOR SALE—Good barley seed. Phone 137. H. C. BOWSHER. 5-1p

FOR SALE—Two burner gas plate on legs; fine for washing. \$6.00. BELLMAN SHOE SHOP. 5-1c

FOR SALE—Marcus spring wheat seed. Pure, no Johnson grass. Located at Dawn. H. H. MILLER. 4-3p

FOR SALE—Marcus spring wheat. Nine miles north of Dawn, one mile north and a half mile west of Daniel School. CHARLIE or C. W. HODGES. 4-4p

FOR SALE—320 acres, 160 acres in cultivation, near railway station. \$20 per acre. 160 acres near good school, 100 in cultivation, \$30 an acre. 160 acres raw land to sell on long time, up to 12 years. 32 acres in Castro county, one of the best, well improved, \$36.75 per acre. See J. E. BRAY, Dmiap Building, four years in same office. 5-2p

WINDMILL FOR SALE—10 foot steel mill in good repair; self oiler. Also 3-inch galvanized piping, pump outfit, and 60-barrel galvanized iron tank. Address BOX 473. 3-1c

FOR SALE OR TRADE—One Browning model pump shot gun; also a Remington pump rifle, 22 calibre. Will trade for anything. JOWELL MURCHISON. 3-1c

FOR SALE—100 acre farm, close in; price reasonable. Phone 404-J. MRS. F. J. EBERLE. 3-1c

FOR SALE—Used No. 12 six disc sod plow in good working order. Good used 15-30 International tractor, just been worked over. Also good P. & O. horse drawn lister. BUCHANAN & ROSSON. 51-1c

FOR SALE—Feeder hogs and brood sows, reasonably priced. M. J. FRISKE, 7 miles northwest of Herford. 4-2p

FOR SALE—Seed oats, free from Johnson grass seed, heavy. J. J. WILDER, three miles east of Jumbo. 4-3p

FOR SALE—Emerson mould board plow in good shape, price \$50. J. M. CHAPMAN, Adrian, Tex. 4-3c
FOR SALE—My home at 311 West First Street. E. A. HEINE. 4-3p

FOR SALE—Good fresh milk cow. Write to JOHN STRAUB, Dawn, Texas. 2-4p

FOR SALE—Several choice residence lots and a few well located residences, on easy terms. A. C. THOMPSON LUMBER. 522-1c

FOR TRADE—Eight room brick duplex located at 3200 West 10th Street, San Jacinto, Amarillo. Both sides rented. Will trade for land in Castro and Deaf Smith counties. Want to deal with owner. See or write I. S. HAMILTON, Herford, Texas. 52-1c

FOR SALE—1926 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-1c

FOR SALE—Four very desirable city lots, 70x140, east Herford; gas, water, lights and sewer. R. P. CONEWAY. 4-3c

FLOWERS—Cut flowers or pot plants wanted. Phone 137 or see MRS. J. H. PITMAN. 1-1c

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

NOTICE TO ROAD TRACTOR COMPANIES

The Commissioners' Court of Deaf Smith County, Texas, will receive bids on one or more crawler type road tractors at 10:00 a. m., on Monday, March 10th, 1930. EARL W. WILSON, County Judge.



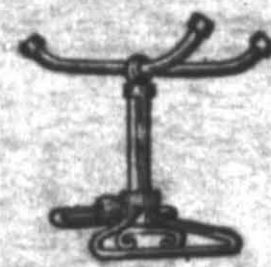
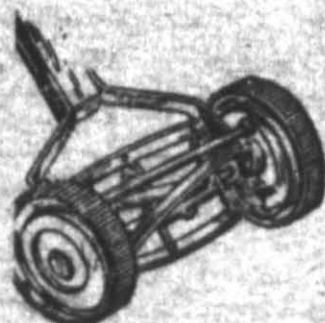
You can't find a pleasanter contrast to the confining duties of the office than gardening as an early evening pastime. And of course, it will be pleasantest if you have modern, efficient tools to work with. Our garden tools are the best made, and they're yours at prices that you will like.

Just for a suggestion, there are lawn mowers, hose, rakes, hoes, shears, trowels, spades, shovels, sprinklers, etc.

FOR BABY CHICK TIME

We are suggesting you investigate our Buckeye brooders and Buckeye and Safety Hatch incubators. They are world standards—safe and dependable to hatch and raise the most chickens.

We have all sorts of chicken supplies, including wire netting, feeders, metal coops, markers, leg bands, etc.



STREU Hardware Co.

Good Meat

IS HEALTH INSURANCE

—Insure your family by making our choice, home-slaughtered fresh meats the center of each well-balanced meal.

Texas Meat Market

Phone 353

ECHOPHONE

ECHOES OF THE WORLD

Forget prices and promises—PERFORMANCE is all that counts. ECHOPHONE Model B, the latest creation of the oldest manufacturers of radio on the Pacific Coast. The ultimate in quality at the most sensationally low price. Compact, Beautiful, Simple to operate. True tone reproduction, bringing to you the world's entertainment the way you would hear it from a front row seat. Super selectivity beyond all previous conception. The world's greatest value—

\$59.50 COMPLETE

W. W. BENNETT AT GUY'S CAFE

CASH SPECIALS

FRIDAY AND SATURDAY

A Demonstration and Special on Merchant Crackers and Cakes for Saturday Only.

Peanut Butter	White Swan 16 oz glass	29c
SNOWDRIFT	Six pound pail \$1.31; 3 pound pail	67c
APRICOTS	In syrup, No. 2 1-2 Can	23c
CORN	Extra Standard, 303 tins, 4 cans	41c
BEANS	Cut stringless, No. 2 can, two cans	25c
APPLES	Solid pack gallon	47c
PICKLES	Sour, large, full gallon can	64c
OATS	White Swan, large package, Quick	21c
BEANS	Wapco pork and beans, black eyed peas, red beans, your choice, 3 cans	29c

Bakers Cash Grocery

MONT E. BAKER,

HELPY SELF

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

M·J·B coffee	3 LB CAN \$1.44 WITH 1-2 LB CAN Free!
SPUDS, 10 pounds	39c
FLOUR, Arbutus	24 lb \$.94 48 lbs \$1.88
SNOWDRIFT, Shortening	The World's 2 lb pail \$.44 Best 6 lb pail \$1.59
APPLE BUTTER, 32 oz can	24c
BUTTER	Cream O' Plains Always Fresh 1b 39c
MILK, Armour's	Milk, small can 5c Milk, large can 10c
O. B. BRAND	Macaroni, Egg Noodles, Spaghetti, pkg. 7c
PORK and Beans, Wapco	No. 2 Can Three Cans 26c
RICE, White Swan, 2 lb pkg	19c
BEST FOOD	Mayonnaise or Relish Half Pint Glass 19c
PRESERVES	Pure Fruit, K. B. 66 oz Glass 92c

Big Saving On Overcoats All Sizes, for men and boys. Buy Now! One-Half Off

You'll need an Overcoat next winter, so buy it now!

POPULAR STORE



Northwest News

BY MRS. H. O. DORRIS

Invitations sent to the respective families of the community announce a Valentine party at the W. H. Flippen home Saturday of this week.

Mrs. Geo. Bippus, who has been seriously ill for two weeks, is improving, and on returning from a trip was persuaded to stop at the home of Mrs. Stein a few days. She says she is enjoying her convalescence.

A well on the J. M. Rose farm is

almost completed.

Miss Ruth Reece visited Miss Violet Bippus Sunday.

Ed Mecaskey and family shopped in Hereford Friday.

J. G. Fortenberry, Marvin Morrison, C. T. Reece, Geo. Bippus, R. J. Stein and J. M. Rose were in Hereford Saturday.

Mr. and Mrs. F. D. Ferguson surprised his mother, Mrs. S. M. Ferguson, with a lovely birthday dinner last Thursday, honoring her 60th birthday.

Mr. and Mrs. J. G. Fortenberry spent Friday evening in the Geo. Bippus home.

Vernon Monroe was here Monday, enroute to Bellview, N. M.

Mrs. H. O. Dorris is recovering from an attack of influenza and a number of friends called on her Sunday afternoon.

C. S. Perring went to Adrian Sunday.

John and Pete Conner went to Umbarger Friday.

Misses Margaret, Lois and Wanda Taylor spent Sunday afternoon in the H. Fortenberry home.

Jimmie Mecaskey was out of school last week because of illness.

Mr. and Mrs. Hugh Dunn of Hereford spent Tuesday evening

in the N. O. Phillips home.

Mrs. S. M. Ferguson spent last Thursday afternoon with Mrs. J. Fortenberry.

Mrs. Dolly Stone visited Mrs. Ed Mecaskey Wednesday.

Miss Maryan Armitage spent the week-end in Westway community with relatives and friends.

Mr. and Mrs. C. T. Reece visited the N. O. Phillips home Sunday.

Elmer Burns and wife, Mrs. C. T. Reece and Mrs. Morrison called on Mrs. Ed Bippus Sunday.

Mr. and Mrs. Brashers and Mrs. Baker of Borger spent the week end in the home of Mr. Brasher's sister, Mrs. D. R. Blasingame.

Ed Mecaskey and family took an outing in Mohair Canyon Sunday.

C. T. Reece and family visited the J. G. Fortenberry home Sunday.

Mrs. J. R. Copeland and Miss Maryan Armitage were in Vega Monday.

Mrs. J. R. Copeland spent the week end in Amarillo.

Oling White and family were in Amarillo Tuesday.

Mrs. Lee Hutson and Grady Bailey visited Mrs. Ora Nobles Monday.

M. Burks, L. Bratcher, L. Hutson, G. A. Wilson, J. Hammond and J. McKinney were in Happy Monday.

Neighbors held Chas. Cox and wife kill hogs Monday.

Arney basketeers were defeated by Dimmitt Saturday night.

W. Graham and wife spent Sunday with Mr. Abbott near Dimmitt.

J. McKinney was in Tulla Monday.

Several Arney citizens were in Tulla last week.

Many of our farmers attended harvester demonstrations last week in surrounding towns.

A. W. Fortner, wife and son were in Dimmitt Thursday.

Mr. Drexler was here from Amarillo Friday.

Ed Bailey and wife spent Thursday with Canyon relatives.

Arney News Items

BY MRS. F. W. FORTNER

Several from here attended district singing at Tulla Sunday.

J. E. Boyd and family are visiting relatives in Quannah.

Mr. Wright went to Tulla Tuesday.

Lillard Webb, Norman, Okla., spent one night recently in the J. E. Boyd home.

The Castro singing convention is to be held at Cleo the fourth Sunday.

Flossie and Ben Fortner were at Lubbock and Levelland last week.

CHURCH OF CHRIST.

What better indication can be afforded of a man good intentions than his willingness to meet God for an hour once a week and to listen to instruction on how to live a better life? Come, meet with us next Lord's Day and let us continue the study of the scheme of redemption. For the 11 o'clock hour "Prophecy," and the 7:30 service, "The Scheme of Redemption in Preparation." Bible classes 10 to 10:45, communion 11:45.

H. EARL SMITH, Minister.

Phone 9020-F12.

Try a Want Ad in THE BRAND

DEAF SMITH COUNTY ABSTRACT CO., Inc.
114 West Third Street
C. F. McCOLLOUGH, Manager
ABSTRACTS LOANS

5% LAND LOANS
Correct Abstracts
THOMPSON & IRELAND
Hereford, Texas



Put vegetables in wilted... take them out crisp!

The Hydrator—now standard equipment on all household Frigidaires—keeps vegetables fresh until served. It even restores freshness and flavor to wilted vegetables. See it demonstrated at our showroom.

FRIGIDAIRE
With the HYDRATOR
Blythe Bros.
PHONE 340



1905 1930
25th Anniversary Texas Agency
KANSAS CITY LIFE INSURANCE CO.

Quarter Century Texas Record
Policyholders in Texas 42,500
Insurance in Force in Texas \$92,000,000
Loans and Investments in Texas Over \$11,000,000
Paid Texas Policyholders and Beneficiaries Over \$10,000,000
The Texas Agency was founded May 12, 1905, by the late Orville Thorp. This agency has more insurance in force than all but 87 out of over 300 entire legal reserve companies in America. It is the largest agency in Texas or the South, and one of the ten largest in America.
In 1929, the agency acquired its own Home Office, and is the only State Agency in America that occupies its own building. When in Dallas, you are urged to use Policyholders' Headquarters, a room in our Home Office for Kansas City Life policyholders and their friends.

A Great Company Record
Insurance in Force \$430,000,000
Company Assets \$60,000,000
The Kansas City Life Insurance Company is a strong, progressive legal reserve, old line Company, writing attractive policies at low net cost.

For Information on Policies, See Our Representative in Your Community
GEORGE V. STAMBAUGH, Agent
C. P. McCOLLOUGH, Agent

DEAF SMITH COUNTY ABSTRACT CO., Inc.
114 West Third Street
C. F. McCOLLOUGH, Manager
ABSTRACTS LOANS

ANNOUNCEMENT!

\$585

THIS NEW PRICE MAKES THE WHIPPET THE LOWEST PRICED OF ALL 4-DOOR SEDANS

It is Willys-Overland's 1930 contribution to economical transportation, an impressive reduction on a great car with a great future.....

1930 Whippet

McADAMS MOTOR COMPANY
PHONE 176

A MEDICINE YOU HAVE WAITED MANY YEARS FOR
THE NEW KONJOLA
Being introduced in our store for the FIRST TIME. This celebrated new remedy is for the stomach, liver, kidneys and bowels and rheumatic and neuritis troubles. Chicago, Philadelphia and other large cities have gasped at the wonderful accomplishments of this remarkable medicine.

This remarkable compound is destined to bring new hope, happiness and glorious health to Hereford people. Thousands of seemingly hopeless cases of health troubles have been conquered in larger cities, by this advanced compound. Konjola, the medicine made from extracts of 22 plants of Nature, containing over 30 beneficial ingredients, works with the sufferer's own food, bringing more normal healthy action to the important organs of the body—the stomach, liver, kidneys and bowels.
THE CORNER DRUG STORE



"I THANK YOU IN THE NAME OF CONOCO"

Thank you for the immediate and tremendous response to our challenge, on the introduction of Conoco Germ-Processed Motor Oil. Thank you many thousands of Regular Customers as well as the many thousands of new users who have flocked to Red Triangle stations, until it has kept all of us on the jump to drain and refill crank cases with this remarkable motor lubricant. Because of unprecedented demands for Conoco Germ-Processed Motor Oil, it has been difficult for our refineries to keep all stations adequately supplied, but now stocks are moving. Her and you can depend on quick and efficient service at any station displaying the Conoco Red Triangle.

Conoco challenged the oil world last November with the revolutionary new Germ-Processed Motor Oil. Definitely the first fundamentally better oil of the century, this oil is now smashing all sales records. No reasonable person will use any other oil once he has heard the story of this new oil and its "Penetrative Lubricity." We invite you to stop at the Sign of the Red Triangle for your first experience with

MERIT

MERIT BABY CHICK
Starting Mash
Contains yellow corn meal, pulverized oat groats, wheat gray shorts, mill run bran, meat and bone meal, raw bone meal, O. P. linseed oil meal, corn oil cake meal, corn gluten feed, alfalfa leaf meal, dried buttermilk, cod liver oil, calcium carbonate, charcoal and salt.
FEED LIFE—IT PAYS—Merit Starting mash is life. It contains all the essential vitamins necessary to the growth and development of baby chicks.
WE BUY PRODUCE
West Texas Feed & Seed Co.
PHONE 265

MR. BUSINESS MAN:

This should be of particular interest to you. Hundreds of progressive people are saying every day . . .

"I SEE IN THE BRAND"



"I See in the Brand!"

"Look here, Mary! I SEE IN THE BRAND they are advertising some lovely New Spring Dresses down at"

Thousands of people are making similar expressions every day, reading the advertising messages of new styles and other messages that will save them money on anything they care to buy from progressive Hereford Merchants who are regularly advertising in their HOME NEWS-PAPER.

The value of local news and of any advertising message depends upon the standing of the medium

that carries that message. Through the sincere effort of printing strictly a NEWSPAPER, giving the people true facts and information about the happenings of this community and city and bringing authentic news of events, the Brand has gained a confidence of which it is proud. The responsibility of having thousands of people depend upon it for correct news and helpful information, is a high honor that this paper shall continue its every effort to merit.

"I SEE IN THE BRAND" is a term used more and more every day by thinking people of Hereford and Deaf Smith county.

Published Every Thursday

The Hereford Brand

Our Paper—Here People—Here First!

5¢ per Year Hereford, Deaf Smith County, Texas W. E. Kester, Manager
PRINTED AND PUBLISHED BY W. E. Kester 1212 N. 10TH ST. HERFORD, TEXAS

A NUNN-WARREN PUBLICATION

Cash Specials

FOR
Friday and Saturday

SUGAR, ten pounds 58c
SORGHUM, pure, gallon bucket \$1.10
LOGANBERRIES, gallon can 63c
STRAWBERRIES, gallon can 99c
PEACHES, gallon can 62c

CORN, whole grain, No. 2 can, two for 35c
SALMON, pink, two cans 35c
PICKLES, sour, quart jar 23c
PORK AND BEANS, No. 2 can 3 for 25c
SHREDDED WHEAT, Kellogg's, pkg., 1 Wheaties 19c

Hereford Wholesale Grocery Company

L. W. CARLYLE

Society

ARDELLE GEORGE PRESENTS VOICE PUPIL

The beautiful and spacious home of Mrs. H. L. Broadwell was filled with guests Friday evening, February 7, on the occasion of the presentation of Mrs. Homer Fox, voice soprano, in a voice recital by her teacher, Ardelle S. George. Mrs. Fox was supported in the program by Miss Densie Mae Steele, pianist; Pauline Hash, reader of stanzas; Mrs. A. G. Thompson, violin, and announcements were given by Mr. J. A. Miller.

Out of town guests present were Mr. and Mrs. Fred Wortham and L. N. George and son, Byron, of Canyon, and John Hash, Stannett. The program was a heavy one, but beautifully given, the sixty or more guests voicing their approval by spontaneous applause given each of the numbers which in turn were responded to with delightful and well chosen encores. Mrs. George deserves much credit for giving this musical treat and the guests are looking forward to more of a similar nature in the future.

Program selections given by Mrs. Fox were "Morning" by Stanton, "One Fine Day" by Puccini, "O del mio dolce Ardor" by Gluck, "Shadow March" by Del Riego, and "Ave Maria" by Gounod. Those by Pauline Hash were "A Story of Venice" by Saville Clark, "A Outed Lady on the Phone" by Walter Bea Hare, and "Mrs. Mc-Bullion" by Mrs. Thompson played the piano obligato to Ave Maria.

MUSIC STUDY CLUB PROGRAM FEBRUARY 3

The Music Study Club met in regular session February 3, with the president, Mrs. Conaway. During the brief business meeting the club voted as a body to become a member of the municipal chorus now being organized under direction of Mrs. L. N. George. The subjects of the afternoon program was music of the Colonial period, and the ladies taking part were lovely in the graceful costumes and powdered hair of that time. The gentlemen in their satin breeches

were especially good. The following program, under direction of Miss Swisher, was given:

Ye Grande Marche (when ye sabors are all seated)

Ye Grande Chorus "Anvil Chorus" Verdi (All ye menne and wo-menne syngers together makeyng merrymusic - Swisherinski, Chiefe Tyme Beater)

Piece on ye Harpsichord, Wadeshe-plays Snyder (It will be mete and proper to smite ye palms together in gladness when ye syngers give pleasure)

Cousin Jedediah's & Hys Relations All Coming to Tea (Ye singers will not take a rest to regaine theyre breaths and talk with theyre nabors)

A Very Worlde Songe, "Keys of Heaven" (Fullomusic Coneway & Jazznotunes Dameron, two smart syngers)

A very Bad Dance by Ye Whole Colonie (Toteandiddling Thompson, Fiddle Player)

Singing by Ye Candle Lyte with Pickin on Ye Guitarr (all ye people as have good lungees will now raise theyr voices on these tunes)

Auld Lang Syne.

Heggaion Selah.

PRESBYTERIAN MISSIONARY SOCIETY

Members of the Presbyterian Missionary Society have become enthused with the prospects of a new building and are earning what they can by quilting. Some eight or ten quilts have been finished since the decision to build was made.

A greater number of women attended than has been the custom, and unity prevails among them, which is an indication that God is leading in this undertaking.

The hospital supplies will be sent to Pyrengren, Korea, at once.

The church year ends with February and new officers will be elected at the last meeting in this month. At the meeting February 12, the last chapter of the study book, "The Crowded Ways" will be the lesson.

Pauline Chick Startena is better. JONES & McLEAN. - 11c

Her Best Friend.

He: The man who married Ethel got a prize.
She: What was it?—Life.

Restrictions On Growers of Pure Seed Very Strict

B. O. Dunkle, county agent, and J. P. Roberson attended the Tech second annual Texas Farmers and Homemakers Short Course in Lubbock the first of last week. It was the purpose of Messrs. Dunkle and Roberson to get more general information of the development and trend in pure grain sorghum grown for farmers who desire to plant pure pedigreed seed. During one of the sessions, the new law recently enacted was discussed called the Texas grain sorghum seed registration and certification act. This law effects all growers of pure sorghum for planting seed including Mr. Roberson and he will be required to pass a rigid examination before he can label his product with the red and blue tags furnished by the state agricultural department and provided for under the registration and certification act. The act reads in part: "Registered and certified seed must be in the hands of plant breeders who produce grain sorghum seed who are of good character with a reputation for honesty, competency and fair dealings, he shall appear before the seed and plant board and take an examination on the principles of plant breeding making a per cent of not less than seventy five; applicant must possess seed of recognized strain and variety, the pedigree of which is known to the seed and plant board; stock of seed must be produced under bags or caps each season for the initial selection through the year in which it may be registered; seed shall have been produced on plats or fields showing the variety of purity of 90 and 8 per cent and this shall be determined by official inspectors and it shall not be allowable for any person or firm licensed as a registered plant breeder or certified seed grower to sell any grain sorghum seed for any purpose unless the same be registered or certified seed; seed must be produced in fields free from noxious weeds and grasses and free from disease transmits-

able through the agency of planting seed; reasonable isolation from other varieties or strains must be maintained and will be determined by an official inspector; the constant rouging of chance mixtures must be practiced throughout the season; all registered and certified tags issued by the commissioner of agriculture for labeling and registering and certified seed must be as follows; tags for registered seed shall be printed on a background of blue, tags for certified seed on a background of red."

Hillside Hatchery Imports Several Fine Cockerels

The Hillside Hatchery and Poultry farm received a shipment of Brown & Mann pedigreed White Leghorn cockerels the first of the week. R. B. Galloway, poultry expert and demonstrator of the Panhandle Lumber Company, passed judgment on the cockerels Wednesday of this week and pronounced them as being a fine, peppy,

bunch of youngsters, having all the fine production points that anyone will need to breed up an egg laying strain.

Mr. Galloway also visited the P. H. (Press) Dyer White Leghorn poultry farm about 17 miles southeast of town, where he found a model poultry farm containing 390 pullets and 80 hens, housed in four units, the first measuring 20x20, Missouri type stucco laying house, another measuring 20x30 feet and two others, each of which measures 12x18 feet, and the other a semi-monitor type 20x30. Mr. Dyer is getting a very high egg production, especially from his pullets. He feeds a commercial mash in self feeders, home grown grain in the scratching litter, with plenty of pure water and oyster shell before them all the time. Mr. Dyer is steadily increasing his flock from year to year.

Hereford Delegation Attend Oil Meeting at Plainview

A Hereford delegation composed of G. C. Hartman, B. R. Jennings, Troy Wombie and Carl Frye, all directors, and E. J. Grady, manager of the local Consumers Oil Company, were in Plainview

last Friday attending a meeting of like organizations from all over the Panhandle. Thirty organizations were present, covering the entire Panhandle from as far south as Lubbock, east to Childress and from as far as Texhoma to the north. The meeting represented 4,000 farmers from West Texas, and the object was to talk over transportation, legislation and educational problems involved in such a large group of organized farmers.

The meeting stressed largely the thought of farm relief and how the farmers can help themselves by becoming affiliated with the organization formed in Plainview last Friday. Directors elected at the Plainview meeting were O. C. Burgess, Plainview; C. W. E. Berner, Texhoma; J. T. Crawford, Childress; W. J. Ledbetter, Paducah; J. L. Noel, Pampa; Mr. Grimes, of

White Deer, and Troy Wombie at Hereford. A meeting of the directors, when a president and secretary will be elected, is scheduled to be held in Amarillo February 12. A general meeting will be held in Canyon some time in March when all members of Consumer companies are expected to attend. The guests were royally entertained and a banquet was held in the evening following the last session.

Parts Missing.

Young Man: When I bought a motorcycle from you a few weeks ago you said if anything broke within six months you would supply a new part free.

Salesman: Certainly, sir. What can I have the pleasure of supplying you with?

Young Man: Well, I want four front teeth.

RICE DRUG STORE
ELIZABETH ARDEN TOILET PREPARATIONS

J. O. NEWELL'S FIRST
Store WIDE SALE IN 20 Years
RUSHING TO A GLORIOUS FINISH! Share In It Folks! BEFORE it is TOO LATE!

Women's Fancy Sweaters 95c
Up to \$5.00

35c Kalbournie Gingham 19c
32-inch, fast color

Fancy Printed Silks \$1.49
Up to \$3.00

Boys' 75c Shirts 25c
Mostly small sizes

\$1.50 "Everday" Overalls \$1.15
Men's best grade 220 wt blue denim

50c absolutely fast color Peter Pans 39c
Dozens of fine colors and patterns

EXTRA SPECIAL
300 Pairs Women's and Children's Fine
Shoes 1c
Straps, Pumps, Oxfords
Just buy the first pair for 29c, 98c, \$1.95 and \$3.95
You Get the Second Pair For

10 Dozen Men's Neck Band Dress **SHIRTS** 1c
Up to \$2.50. Buy the first one for \$1.15, and you get the second for only

PIGGLY WIGGLY
FRIDAY & SATURDAY SPECIALS

GRAPE FRUIT, four for	25c
BEANS, Great Northern, 5 pounds	45c
LUX, large package	21c
APPLES, gallon size	46c
PEAS, No. 2 size, two cans	23c
WHEATIES, package	10c
SOAP, Lux toilet, 3 bars for	21c
COMPOUND, 8 pound bucket	\$1.06
Pumpkin, Van Camp's, No. 2 1-2 can, 2 for	25c
CHERRIES, red pitted, No. 2 can	28c
APPLE BUTTER, quart jar	27c
COFFEE, Wamba, 3 pound can	\$1.22

International Sunday School Lesson

February 16, 1930.

JESUS HEALING AND HELPING

Matthew 9:1-13

Golden Text: Himself took our infirmities, and bare our diseases.—Matthew 8:17.

Introduction

In the beginning of the study of the miracles recorded in the Gospel according to Matthew it needs to be recalled that Matthew is not a historian writing in chronological order. He is not a biographer giving consecutive incidents in the life of Christ. The ten miracles found in the eighth and ninth chapters of our Gospel are not grouped in chronological order, but are grouped in a topical order, a logical order, the order of Matthew's thought and purpose. In the Sermon on the Mount Christ sketched the character of the person who is to be the result of his work. The miracles in the two chapters (8 and 9) are given to show Christ's ability to produce this character. They declare that Christ is Saviour by showing that he is able to do what he professes to do—save from sin. The effect of sin is threefold: sin excludes the sinner from the service of God, from fellowship with God, and from life with God, and ends in death. The removal of this threefold effect of sin is necessary to the salvation of men.

Ten Miracles.

The Ten Miracles in Matthew 8 and 9 are the following:

1. A leper healed.
2. The centurion's servant healed.
3. Peter's mother-in-law healed.
4. The tempest stilled.
5. The Gadarene demoniacs healed.
6. The woman that touched his garment healed.
7. The daughter of Jairus raised from the dead.
8. Two blind men healed.
9. A dumb demoniac healed.
10. The palsied man healed.

Let us give especial attention to at least four of these miracles, the first, fourth, seventh and tenth.

A Leper Healed.

The first of the miracles selected in the healing of a leper. In Matthew's purpose it heads the list because leprosy in Jewish ritual was the symbol of sin. The leper was unclean; he could not enter a dwelling, the tabernacle of temple; he was prohibited from engaging in public worship, from offering any sacrifices; he was compelled to dwell apart and was debarred from association with the people of God (cf. Lev. 13; Numbers 5:1-4). The leper was excluded from the service of Jehovah. The challenging faith of the leper—"If thou wilt not, thou canst"—is answered immediately by "I will; be cleansed." And straightway his leprosy was cleansed. Then he was commanded to obtain a certificate of purification by showing himself to the priests and offering the gift that Moses directed, and thus he was restored to the

privileges of service and a place with the servants of God.

The Tempest Stilled.

This miracle is one of the few events which show our Lord's supremacy in the natural world which he had created with the Father. Seeking relief from the pressure of the multitude who were clamorous for healing, he was crossing with his disciples to the eastern shore of the Sea of Galilee when one of the sudden, violent storms for which that low-lying body of water is famed struck their little boat, and the waves washed over it so that the disciples, hardy fishermen as some of them were, perhaps the majority, were terrified. But Jesus was calmly sleeping with his head on the helmsman's cushion, unmindful of the fearful tempest; and when awakened he rebuked his disciples for their little faith, since after such a day as they had witnessed they should have been moved themselves to see what faith would do in an emergency. Then with a few quiet words he calmed the wind and rested on a peaceful sea.

Woman Raised from Dead.

Jairus was a ruler, a member of a committee of synagogue managers, and his dear little daughter was on her death-bed when in despair he sent for Jesus. Doubtless he was impatient enough at the slight delay caused by the cure of the woman who touched Christ in the throng, especially when news came that the little girl had died. But Jesus moved quietly on, entered Jairus' house and made his way to the dead body with only the girl's father and mother and his three most-intimate disciples, Peter, James and John. Then he took the inanimate body by the hand and said, "Maiden, arise." And her spirit returned and she rose up immediately.—Luke 8:54, 55.

"This was the first miracle Jesus wrought upon the dead and it stands forth the highest proof yet given of his divine power. His other miracles have left all earthly physicians at an infinite distance. He has accomplished by a word, a touch, a look, what all their skill and remedies through long years of treatment failed to do. But when he comes to stand in the presence of death

and pluck the victim from the iron grasp of the skeleton king himself, then Jesus absolutely stands alone. There is no rival who will attempt to measure power with him here."

Palsied Man Healed.

One of the most picturesque and instructive of Christ's miracles was the leath contained. In our two chapters, the healing of the palsied man at Capernaum. It is reported by the first three evangelists; see Mark 2:1-12, Luke 5:18-26. Externally, it is remarkable for the means by which the sick man was brought to Jesus; internally, for the connection between the man's sin and his sickness which Jesus pointed out.

"And he entered into a boat." The boat, perhaps Peter's, which had brought him to the eastern shore of the lake. "And crossed over." To the western shore. "And came into his own city." Capernaum, his city by adoption, since he was driven from Nazareth. Emphatically his own city, since the Gadarenes had urged him to leave their county (Matt. 8:34). "And behold, they brought to him a man sick of the palsy." Palsy (paralysis) is "a disease characterized by extreme loss of the power of motion dependent on some affection either of the motor centers of the brain or of the spinal cord. It is always serious, usually intractable, and generally sudden in onset." "Lying on a bed." The usual pallet or thin mattress spread on the floor and rolled up and put away when not in use. The sick man was carried by four friends, each holding one corner of the pallet.

Thy Sins Are Forgiven.

Sin is at the bottom of virtually all of earth's misery, the one disease that most needs to be cured. "You may have many troubles, and perhaps you are eager to spread them before the Lord. That sick child, your dear husband who is at home ill, that business which is flagging and likely to fail, that disease of yours which is weakening you. Now, waive all those things; for, heavy as they are, they are inconsiderable compared with sin. There is no venom so poisonous as that of sin; this is the wormwood and the gall; this is the deadly fang of the serpent whose sting infects and inflames our whole being. If this evil be removed, then every ill has gone, therefore Christ begins with this."—C. H. Spurgeon.

The Call of Matthew.

"And as Jesus passed by from thence." From the house where he had just healed the palsied man. "He saw a man called Matthew."

Levi was his other name. He had two names, like John Mark, Simon Peter, Saul Paul. "Sitting at the place of toll." He belonged to the class of publicans or tax collectors, so bitterly hated by the Jews because they served their Roman masters and because of their frequent extortions. Matthew's customs, both would be near the lake on the outskirts of Capernaum, on the important road running from Damascus down to Egypt. "And he saith unto him, Follow me." This was doubtless far from the beginning of Christ's acquaintance with him, the climax of many conversations. "And he arose, and followed him." Matthew had a lucrative post, and he was a busy man, but he closed his books, locked up his money drawer, resigned his position, and proved the sincerity of his conversation by leaving all his worldly interests and following the Saviour. Thus simply and modestly, in a single verse, does Matthew record the greatest step of his life. He was in the habit of keeping accounts, and though we are not told that he won disciples or organized churches or worked or preached sermons, he served the Kingdom wonderfully when he wrote this Gospel which we are studying.

The Special Lesson.

This is the lesson of the ten miracles. They are worked out of love to the suffering, but with the farther aim to prove to all mankind that Christ can forgive sin. "Christ alone can forgive sin. He can cure it—not discuss it, not describe it, not reveal it, not rebuke and condemn and threaten it, but Christ can cure sin! That is why he is not forgotten and why, as long as the heart can remember, Jesus will be loved. Christianity is the only religion with a gospel, the only religion that can cleanse the guilty stains from the soul."—Rev. James I. Vance, D. D., LL. D.

Federal Tires and Tubes



Second and Main, Hereford

20 Years Ago
Reproduction of motor car advertisement that appeared in leading newspapers of the country in 1910.



Is the gasoline you use as advanced as the car you drive?

No matter what price you pay for a car today, you get a car that climaxes all past achievements of the maker—a car built to new high standards of beauty and performance. But remember this. Unless the gasoline you use is as advanced as the car you drive, your car can give only a fraction of the performance the maker built into it. Gasoline, too, can be "out-of-date."

One gasoline—Phillips 66—has kept pace with the striking progress in motor car manufacture. It is perfectly geared to the requirements of the modern high-speed, high-compression motor.

Its volatility is scientifically controlled to fit season and climate. Results? Quick starting, regardless of weather! Flashy pick-up. Able-bodied power. Long mileage. Year-round sweet performance. Fill up with Phillips 66, or Phillips 66 Ethyl.



THE GASOLINE OF CONTROLLED VOLATILITY
WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP
Gasoline must vaporize before it can be fired in the cylinders of your motor. Volatility refers to the ability of gasoline to vaporize. With volatility controlled, Phillips 66 vaporizes as quickly in cold as in warm weather.

Lanham Filling Station, Second and Miles Avenue; West & Snyder Service Station, East Third; Hereford Service Station, South Main Street; Moore Grocery-Filling Station, East Hereford; L. B. Lookingbill, Summerfield Filling Station; J. T. Hartley Filling Station, Jumbo District.
T. E. (Tom) MAJOR, Agent.

New yet sixteen years old! GENERAL MOTORS' lowest-priced eight



\$1045 superior performance

The development of the New Oakland Eight in reality goes back sixteen years. Several of the engineers responsible for its design participated in the production of General Motors' first eight, in 1914. Their extensive knowledge of eight-cylinder engines has resulted in a car of remarkably sound basic design, as well as one which has many advanced features. Its 85-horsepower engine develops one horsepower for every 37 pounds of car weight. This explains why few cars are as fast—why few, if any, can climb hills so quickly or accelerate so swiftly in traffic. Those who have driven it know how

well it merits the description, "the car with superior performance." The New Oakland's power plant is also exceptionally smooth. Its inherent eight-cylinder smoothness has been increased by a complete down-draft fuel system—new type cylinder heads insuring uniform combustion—laminated steel spring and rubber engine mountings. Considering its superior performance, exceptional smoothness and the beauty of its new Fisher bodies, the New Oakland Eight is very moderately priced. Thus many who have wanted to own a fine eight-cylinder automobile will find it a car of unusual appeal. Come in and drive it today.

PRODUCT OF GENERAL MOTORS

The New OAKLAND

The New Oakland Eight, \$1045 and up, F.O.B. Pontiac, Michigan, plus delivery charges. Lovejoy Hydraulic Shock Absorbers included in list price. Bumpers, rear fender guards and spring covers extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (F.O.B.) price when comparing automobile values. Oakland-Pontiac delivered prices include only additional charges for freight and delivery and the charge for any optional accessories or financing desired.

Dixon Motor Company

Phone 256

Hereford, Texas

Public Farm Sale

As I am leaving the farm I will sell at public auction the entire equipment and live stock, located 15 miles west of Hereford on the Harrison Highway and 4 miles south; 7 miles north of Black, or 12 miles north and 3 east of Friona.

TUESDAY, FEB. 18th

SALE BEGINS PROMPTLY AT 1:30 P. M.

FARM MACHINERY

- 1—Two-section John Deere drag harrow, good as new.
- 2—One-row P. & O. listers.
- 2—Avery sled go-devils.
- 2—Extra good knife sleds.
- 2—Sets of sled knives.
- 1—John Deere 2-disc breaking plow, good one.
- 1—Clark cut-a-way tandem disc.
- 1—McCormick row binder.
- 1—Two-row sod planter.
- 1—Mouldboard breaking plow.
- 1—Weber wagon, with good grain box, wide tires.
- 1—Wagon with bundle frame and box. Single trees, double trees, etc.

9 HORSES AND MULES—9

- 1—Black horse mule, weight 1400, smooth mouth.
- 1—Black mare mule, weight 1400, smooth mouth.
- 1—Bay mare mule, weight 1300.
- 1—Bay mare mule, weight 1300.
- 1—Brown horse mule, weight 1000, 10 years old.
- 1—Mouse-colored horse mule, weight 1100.
- 1—Bay saddle and work horse, weight 1200.
- 1—Brown mare, weight 1100.
- 1—White mare, weight 900.

All this stock is of good age, with plenty of size.

16-HEAD OF CATTLE—16

- 1—Durham cow, aged 6, fresh now.
- 1—Durham cow, aged 4.
- 1—Durham cow, aged 6.
- 1—Durham and Whiteface cow, aged 4.
- 2—Durham and Whiteface cows, aged 2.
- 1—Durham heifer calf.
- 1—Whiteface heifer calf.
- 1—Whiteface cow, aged 2 past.
- 1—Jersey cow, aged 7.
- 1—Jersey heifer, aged 2.
- 1—Red Polled bull, coming 3 years old, pure blood, not registered.
- 2—Whiteface steers, past yearlings.
- 1—Durham bull calf.
- 1—Jersey and Durham heifer.

HARNESSES

- 1—Set of leather harness, with breeching.
- 1—Set of chain harness with breeching.
- 1—Good stock saddle.
- 1—Riding bridle.
- 8—Good bridles.
- 3—Good collars, also some other chain harness.
- 2—Sets of cheek lines.

Other very useful items entirely too numerous to mention.

CHICKENS

About four dozen extra good Rhode Island Red hens.

Some Household goods and other things too numerous to mention.

TERMS OF SALE: CASH.

C. O. SHARP, Owner

JESSE OSBORN, Clerk.

RAY BARBER, Hereford, Auctioneer.

Best Purgative for Colds
Relieves the congestion, reduces complications, hastens recovery.

Glycerine Mixture Stops Constipation
The simple mixture of glycerine, buckthorn bark, saline, etc. (Adierika) acts on BOTH upper and lower bowels and relieves constipation in TWO hours! Brings out old waste matter you never thought was in your system. Don't waste time with pills or remedies which clean only PART of the bowels, but let Adierika give stomach and bowels a REAL cleaning and see how good you feel. RIC'S DRUG STORE. (Adv)

Dries Up Colds In a Few Hours
The most disagreeable and embarrassing part of a cold is that constant, nasal discharge, which you can now stop in a few hours with Aspirinal, the latest and most scientific "Liquid Cold Remedy." Aspirinal is guaranteed to stop the irritation that causes sneezing and nasal discharges; dispel the congestion and relieve grippy, neuralgic pains, at the same time causing a gentle and complete evacuation of the liver and bowels. All drugstores carry and guarantee Aspirinal, the largest selling liquid cold remedy in the world. (adv)
RIC'S DRUG STORE

His foot moved an inch . . .



and caused miles of motor wear

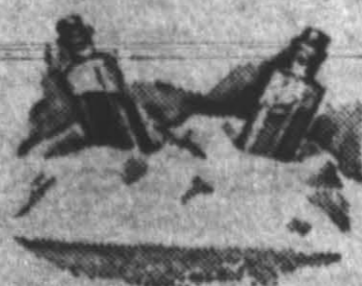
All he did was step on the starter! Pistons leaped into action but the oil refused to flow. Sensitive to cold, it had to be "thawed out" by the very friction it was supposed to prevent. Many oils, in a single winter will rob your car of its speed, pep and youth.

Follow the lead of experienced motorists. Insist on Texaco Golden Motor Oil throughout the year. Free from all hard-carbon-forming elements — from all cold-sensitive impurities it flows freely at zero and responds in a flash to the command of the starter. Clean, clear, and full-bodied Texaco gives a finer, more enduring service under any weather or motor conditions.

*Give your motor
this protection, today*



Here is an experiment that has been made thousands of times: Left in a snow bank overnight — next morning Texaco flows freely — smoothly! Many other oils thicken and refuse to flow!



FULL BODY



CLEAN-CLEAR-PURE



TEXACO

GOLDEN MOTOR OIL

Does Winter Put Your Motor Oil To Sleep?

Lively as a jackrabbit in the summer, but sleepy as a bear in the winter. That's the surprising story of many motor oils. Cold weather puts them to sleep right in the crank case of your car. Cold weather, which you can expect for a while, chills the oil into a solid mass. You know what that means—worn batteries, wasted mileage, motor wear. You can avoid all these winter dangers by using alert motor oil TEXACO GOLDEN MOTOR OIL that springs into action with the starter.

TEXACO GASOLINE

The gas with quick-starting, quick get-a-way, more mileage, more satisfaction—the new and better gas.

Firestone Batteries

NEW LOW PRICE ON BATTERIES
13 Plate \$ 7.95
15 Plate \$10.65
15 Plate, SNW \$16.00

Firestone Tires

29 x 4.50, six ply, heavy duty \$9.35
The cheapest and best tire on the market. Call and see this sensation in a real tire with the new low price.

N. J. LENOX

THIRD STREET AND SAMPSON AVENUE



Texaco Gasoline and Lubricants, superior to any other offered the consuming public, together with clean, courteous, experienced help in uniform, make this an ideal place to have your car serviced for fuel, grease, washing, vacuum cleaning or storage. A complete service under one roof.

BUICK SERVICE STATION

317 Main Street



"The Texaco Star means just as much to the operator of machinery as it does to him who drives the finest car. Our fuels, cup greases and Thuban compounds for transmissions will eliminate those wasteful delays occasioned by improper combustion, carbon and poor lubrication. While the weather is still cool is the best time to determine the truth of these statements."

R. J. RICHARDSON, Agent

The Texas Company, Hereford
Office With Norton Motor Company
317 Main Street

Want Ads

WANTED: 1000 people who will make our store their headquarters.

WANTED: A squadron or two of Boy Scouts, during "Boy Scouts Anniversary Week" to look over their FIRST AID KITS. A first-class line of "FIRST AID SUPPLIES" for sale at our store.

WANTED: Phone Number 294, to be our VALENTINE and receive a \$1.50 box of NUNNALLY'S CANDIES FREE.

Corner Drug Store

The Rexall Store

Day Phone 105

Night Phone 238 or 403-W

"A PHARMACY"

Locals

The meeting of the Junior Music Club will be postponed until Saturday, February 22.

Rice Bran makes an ideal feed for dairy cows and hogs. JONES & McLEAN. 5-1c

Miss Vernie Mullens of Amarillo is visiting this week in the home of Mr. and Mrs. John Gaetz southwest of town about six miles. Miss Mullens formerly lived here.

Try GUY'S CAFE Waffles for breakfast. 5-1c

Mr. and Mrs. Wiley Bunch and family and Mr. and Mrs. M. O. Franklin, all of Canyon, were guests in the home of Mr. and Mrs. R. O. Douglas last Saturday.

Valentine party, Saturday night dance at the new pavilion, East Hereford. Everybody invited. COMMITTEE.

Mrs. E. E. Fridley, accompanied by Mrs. R. O. Douglas, L. J. Bennett and O. L. Rutherford were Amarillo visitors Monday of this week.

POPULAR STORE MAKES IMPROVEMENTS

The new brick which is located some new fixtures this week and giving the rear end of the sales room a general remodeling. Mr. Baer, proprietor, is expecting in additional new fixtures next week.

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

Rolled oats in bulk at JONES & McLEAN. 1c

T. W. Hagood of Happy, a partner of Mr. Chick in the Chick-Hagood variety store, was here Tuesday of this week conferring with Mr. Chick on business matters. Rev. R. Partlow of Happy accompanied Mr. Chick here.

Try GUY'S CAFE Waffles for breakfast. 5-1c

G. W. Brumley returned home from Mineral Wells last Saturday, where he had accompanied his wife several weeks ago. Mr. Brumley reported his wife improving and now able to be up and about the sanitarium where she is taking treatment.

Misses Kathleta Hawkins and Carman Wooley of Amarillo spent the last week-end here visiting the parents of Miss Hawkins.

Have you tried B-K for sterilizing, deodorant and antiseptic? JONES & McLEAN. 1c

Mrs. Thurmond Hawkins of Plainview spent the week-end here visiting Mr. and Mrs. D. W. Hawkins, parents of Thurmond Hawkins.

J. C. Cummins motored to Friona last Sunday.

Ray Wina, with the local Blythe Brothers Deico-Light and Frigidaire company, reached home Wednesday of this week. He had been attending a Deico-Light, Frigidaire school at Lubbock for the past ten days.

Service With a Smile. GUY'S CAFE. 5-1c

H. W. and J. K. Blythe, proprietors of the Hereford Deico-Light and Frigidaire plant, left last Sunday for Fort Worth to attend a Deico-Frigidaire convention.

Keep your poultry healthy by feeding Dr. Hess poultry tonics and remedies. JONES & McLEAN. 1c

Miss Gladys McMahon returned home last Monday from a three weeks visit with friends in Chicago.

M. H. Bradford of Lubbock was a business visitor in Hereford during the past week. Mr. Bradford is associated with the financial department of the Texas Utilities Co.

Be sure your baby chick feed is fresh. Just unloaded a car of Purina chick feed. JONES & McLEAN. 1c

Chas. H. Evans, treasurer and tax collector of Curry county, New Mexico, was a visitor in Hereford Thursday of last week in the interest of some legal work.

E. D. Fox, of the Fox Mercantile, is in St. Louis this week on a marketing expedition. While away Mr. Fox will visit various merchandise marketing centers in the interest of buying spring and summer merchandise for their business establishment. He is expected home the last of this week.

ANNOUNCEMENT

To the Voters of Deaf Smith County: Having been solicited by many friends, I take this method of announcing for the office of Sheriff and Tax Collector of Deaf Smith County, subject to the Democratic primary, July 23, 1936. Your support and influence will be appreciated. I will see all voters possible. Thanking you in advance for any assistance given me, I am, respectfully,
J. T. O'NEIGHAM.
5-1c

Citizens Should Observe Arbor Day This Year

With Arbor Day coming next week, February 22, it is time Hereford folks were giving consideration to plans for the appearance of property over the city during the coming summer. Hereford has always enjoyed the distinction of being one of the best kept and most beautiful cities of the Plains, and this year should bring forth some new efforts that will add further laurels to the town's endeavor to have inviting lawns, flower beds, shrubbery and trees. With the low water rates Hereford enjoys by comparison with other Panhandle cities, there is no reason why every home owner should not make his premises attractive. With the wonderful system of paying Hereford has to lead visitors over the city, much can easily be added to its beauties by verdant lawns and pretty flowers about each residence, and nothing impresses a visitor more than the manifestation of pride that citizens of a town take in making their homes and therefore their city more beautiful.

It is a shame that so many of the fine locust trees here have had to be removed, but they are certainly unsightly when the borers have half killed them. Progressive citizens have seen the necessity of removing the locusts, for they are doomed, and have gone about replacing them with more hardy trees immune to insects and infection. There are still some wonderfully beautiful locusts over town, but it is only a question of time until they too will die. If this happens during a summer it makes for very ragged and neglected appearing premises about a house.

The pruning of trees and shrubbery over the city has been going on for almost the entire winter, yet there is still quite a bit to be done. Trees and shrubs filled with half dead branches and limbs during a growing season gives the city a very ragged appearance, and it is best for the life of the plants to be pruned before long now, as the sap is beginning to rise.

A. C. Thompson, chairman of the Civics Committee of the Chamber of Commerce, is devoting considerable time to organizing the city's forces to get Hereford as beautiful as possible during 1936, and citizens should appreciate his endeavors and lend all assistance possible.

G. P. Landrum, of the Hereford Nursery, is celebrating the 26th anniversary of his coming to the city by making special offers of plants, shrubbery and trees for a limited time to encourage the planting of floral decorations about the homes of Hereford and Deaf Smith county. He has 2000 two-year-old everblooming rose bushes that usually sell for a dollar each that he has arranged in bundles

of five different varieties and is selling the five for one dollar. A similar offer is made on climbing vines, shrubbery and shade trees. The Brand would like to see, if it can be arranged, a city beautiful contest for Hereford during the coming summer. Of course, folks like H. L. Rice, A. W. Gregg, J. F. Ward and some twenty or thirty others do not need any encouragement in making their premises a beauty and joy, not only to themselves and neighbors, but to passers-by as well, but the more in Hereford who make their homes beautiful will just that much add to the attractiveness of the city for everybody.

MRS. E. E. FRIDLEY SURPRISED

A number of friends of Mrs. E. E. Fridley surprised her last Thursday night, the occasion being her birthday. The evening was spent in playing forty-two and at a late hour refreshments of hot chocolate and cookies were served to Mrs. R. O. Douglas and child-

Too Late to Classify

LOST—32x6 Goodrich casing and wheel for Ford truck. Finder please notify JACK ROBERSON. Reward. 5-1p

FOR RENT—Two furnished or unfurnished rooms. See MRS. J. P. McMAHON. 5-1c

LOST—In business section, a child's kid and gold purse; reward. Finder return to Brand office. 5-1c

WANTED—A farm or ranch job by man and wife. See me at Barbara & Shreve blacksmith shop. E. D. SHREVE. 5-1p

FOR SALE—31 nice feeder shoots, O. E. SHERMAN, who miles north of nursery. 5-2p

BEST ASSURANCE

—of winter driving comfort lays in using Phillips "66" Gasoline.

WEST & SNYDER

INSURANCE Loans--Bonds

HEREFORD INSURANCE AGENCY
JOHN McLEAN, Manager

The Drug Store in Hereford

RIECE DRUG STORE

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

Phone 241

Hereford, Texas



NEITHER ALL THE EGGS IN THE SAME BASKET NOR A BASKET FOR EACH EGG

There's a safe and sane middle road for the man who wants to diversify and raise poultry, hogs and dairy products.

Overloading on stock or equipment is worse than not undertaking it at all.

Find out what you need to begin with, then let us help and we'll grow together.

Western National Bank

"There is No Substitute for Safety"

Hoosier Breakfast Sets



Here's Why HOOSIER Can Say

"Money Back if Not Satisfied"

HOOSIER can make its 30-year-old guarantee of "money back if not satisfied" on breakfast sets because they are as finely made as the famous Hoosier Kitchen Cabinets. Hundreds of thousands of women have O. K'd Hoosier Kitchen Cabinets as their choice.

Now they are just as enthusiastically picking the new Hoosier breakfast sets. These sets not only harmonize with Hoosier cabinets in their rich finishes and color combinations, but they equal the famous Hoosier quality. They are strong, sturdy, lasting. They don't wobble or creak. Hoosier, the world's largest manufacturer of kitchen and breakfast room furniture, is proud to have its name on the sets. "HOOSIER" is your assurance when buying, and your pride ever after.

LOOK FOR THE NAME HOOSIER.

\$35.00 beautiful 5-piece breakfast set for \$39.75

\$45.00 Special Hoosier Cabinet for \$49.75

Special Terms: \$2.00 Down and \$2.00 a Week.

E. B. BLACK COMPANY

HAROLD LLOYD

in "Welcome Danger"

Produced by Harold Lloyd Corporation
A Paramount Release

COMING:

FEBRUARY 24-25-26

The greatest picture ever made—

"Rio Rita"