

DIXON MOTOR COMPANY WILL CELEBRATE OPENING SATURDAY

Oakland V-Type Eight Car Possesses Many New Features

Latest Model Results from Thoro Test

Peaks of Power, Speed, Acceleration Found in Moderate-Priced Car

New peaks of power, speed and acceleration feature the latest product of the Oakland Motor Car Company—the new Oakland Eight. Powered with a sturdy, compact, 90-degree V-type eight cylinder motor, employing many new but thoroughly proved principles of design, the new 1930 Oakland establishes new performance standards in the field of moderately priced motor cars.

Below are listed a few of the features which distinguish the new Oakland Eight.

Eighty-five brake horsepower from an engine of 251 cubic inches displacement.

Hill climbing ability far above average, equaling or exceeding that of cars much higher in price.

New self-energizing mechanical brakes which bring the car to a stand stop in 16 feet at 20 miles per hour, or in 33 feet at 35 miles per hour.

Acceleration from 10 to 35 miles per hour in 10 seconds.

No vibration point within the driving range.

Develops one horsepower to each 7 pounds car weight.

The heart of the Oakland Eight of course its big power plant in which the admitted compactness, reliability and simplicity of the V-type engine are enhanced by a number of patentable features.

The compactness of the V-type engine has been capitalized to the limit by adopting a "square" bore to stroke ratio. The bore of 3 1/16 inches and the stroke of 3 3/8 inches are practically equal. Cylinder compression is high, the ratio being 5 to 1. The "square" bore to stroke ratio permits the use of a short, stiff crankshaft in a short, rigid crankcase which affords a solid foundation for the big crankshaft bearings and ample space for liberal water passages between cylinders and around the valves. The heavy, interchangeable counter weighted crankshaft bearings, bronze backed and built-in-face, are of the following dimensions:

Frost, diameter, 2 1/4 in.; length, 2 1/4 inches.

Center, diameter, 2 5/16 inches; length, 2 5/8 inches.

A radical but thoroughly practical departure from conventional cylinder block design is found in the two-plane cylinder heads. Adoption of this unique design places the combustion chamber directly over the cylinder head and locates the valves close to the cylinder head, thus forming a compact chamber of ideal shape and providing uniformity of volume and compression.

Pistons are of the thin wall, gray iron type, 3 3/4 inches long, with three compression rings above the piston pin and one oil control ring below. Each piston is given a selected fit in each cylinder and each set of eight pistons is balanced to within 1/8 ounce, about the weight of a copper cent. The same balance is preserved in the drop forged steel I-section connecting rods, rifle-drilled to permit full oil lubrication of the piston pins. The rods are 6 5/8 inches long from center to center of the bearings.

A feature is the introduction of a hole drilled in the center of the rod-bearing cap which registers with the crank pin oil hole in the crankshaft once during each revolution. When these two holes meet a small amount of oil passes thru and drops down on the oil pan screen, thus flushing out any minute particles of dirt that might have reached the bearing. This development renders the connecting rod bearings self-cleaning.

Plugged Piston Pin.

Oakland's invention—the aluminum plugged piston pin which has proved so satisfactory in the 1929 model—is continued in the new model.

Full pressure oiling system

1910 Ad Answered By Kansan In 1930

A response to one of its national magazine ads of 20 years ago, introducing a Model 40 "runabout" with the then new feature of a rumble seat, was received recently by the Oakland Motor Car Company from B. V. Allen, Galena, Kansas. When the advertisement was published, Oakland was just finishing its first year of production and was proudly announcing to the world that it had 500 cars in operation. Mr. Allen was advised by the factory that for less than half the 1909 "runabout's" \$1000 price he could get a Pontiac Six capable of outperforming and out-lasting a dozen Oakland "Forties."

which Oakland has used for several years, has been adapted for the new Eight engine. Oil capacity is seven quarts. A gear type oil pump located below the oil level in the oil pan supplies lubricant under pressure of 25 to 30 pounds per square inch to the crankshaft main bearings, connecting rod lower and bearings, cam shaft bearings, valve rocker arm bearings, the two-point timing chain and through rifle-drilled connecting rods to the piston rod bearings.

An important safety feature is provided by an arrangement which automatically stops the engine in the remote event that the oil pump should fail to function. The shearing of a small pin would stop the distributor and halt the engine preventing possible damage from lack of oil.

The crankcase ventilation system is of the combination pressure-suction type. Fumes from the crank case are delivered under the chassis. The ventilation system removes fumes and water vapor, preventing condensation and consequent dilution of the oil. The chassis lubrication is by high pressure oil gun.

Positive gasoline feed is provided by an A. C. gasoline pump with built-in filter which supplies the proper amount of fuel needed at various engine speeds and prevents "starving" on long up grades. Gasoline tank capacity is 15 gallons.

Another important factor in the superior performance of the new Oakland Eight engine is the thermostatically controlled cooling system with its big cross flow radiator.

tor and its newly designed method of water recirculation.

Easy riding qualities mark the new Oakland Eight due principally to the increased flexibility of the front springs which are of carbon steel, two inches by 3/8 inches. Deep rubber bumpers cushion the effect of exceptionally bad road shocks. Rear springs are of two inches by 5/4 inches and of alloy manganese steel. Springs are coated with grease which is retained by spring covers making lubrication of spring levers necessary only at extremely long intervals. The springs are attached by means of new all-metal, self-adjusting spring shackles.

Lovejoy Shock Absorbers.

Lovejoy hydraulic shock absorbers are standard equipment on all models. The strap formerly used has been replaced by a solid link which assures instantaneous action by the shock absorber piston.

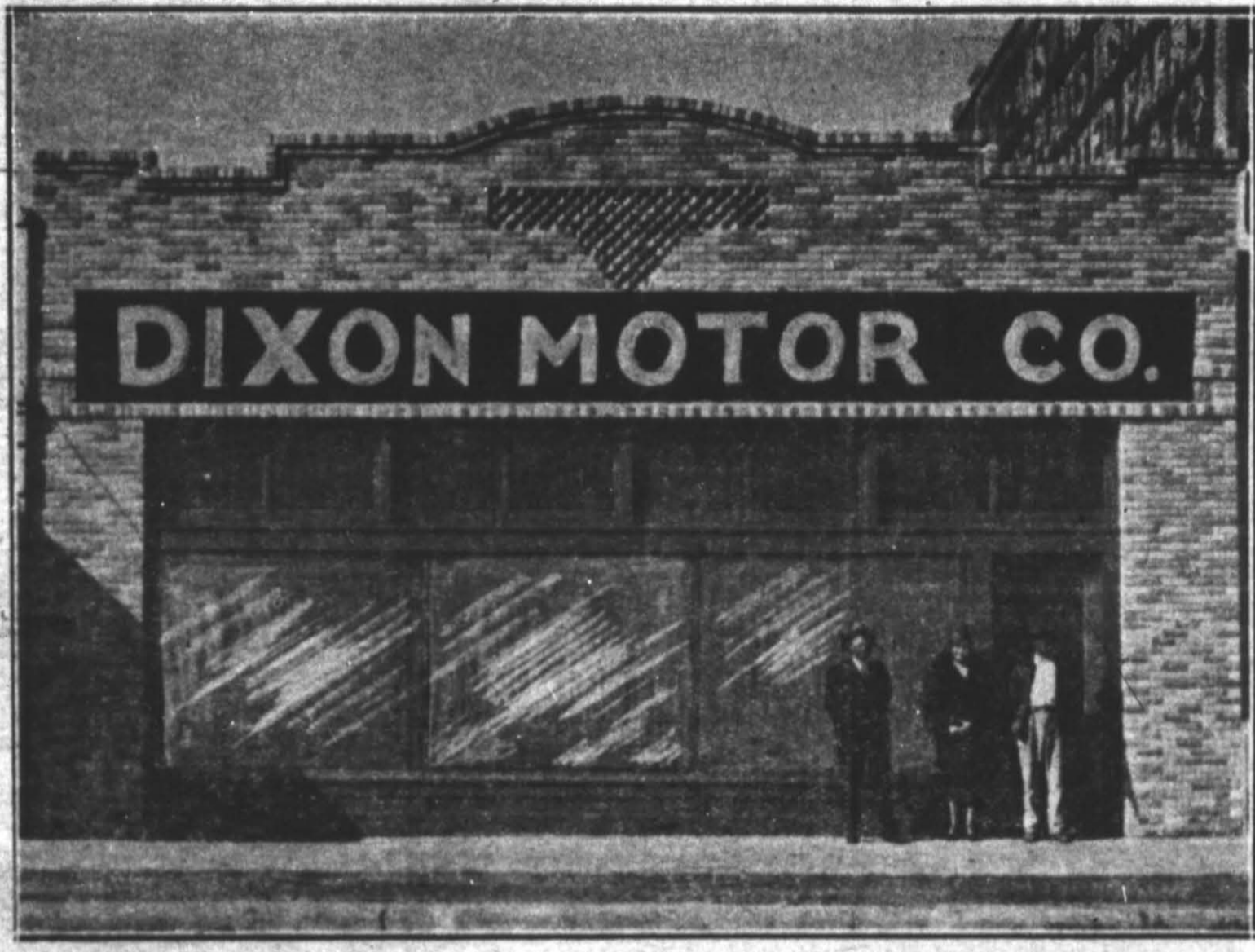
The service brakes are easier to operate and more effective than any previous Oakland brakes. They are of the internal expanding, self-energizing type, individually adjustable and with a new design of moulded linings which are said frequently to last for 20,000 to 30,000 miles of driving. A full 1-1/16 inch of clearance between drum and brake linings provides assurance against dragging brakes. Rollers have been placed on the toggle link pins, effecting an appreciable

District Manager



A. R. McCay
A. R. McCay, district manager of the Oakland Motor Car Company, with headquarters at Oklahoma City, Oklahoma, is a self-made man, starting at the bottom with the Oakland Motor Car Company and his rise has been phenomenal. He has made quite a record in the Oklahoma district and will be in Hereford to attend the celebration.

Home of Dixon Motor Company



Horsepower Originally Defined by James Watt

The origin and significance of the term "horsepower" probably is lost to the average motorist who speaks so glibly of the power developed by his car.

The horsepower unit was formulated in 1780 by James Watt, inventor of the steam engine, shortly after the product of his genius had proved its ability to replace the horse previously used at the mills, mines, breweries and distilleries of England. Watt described one horsepower as the effort of a horse moving at two and one-half miles per hour and raising a weight of 150 pounds by means of a rope passed over a pulley, the effort being equal to raising 33,000 pounds one foot high in one minute.

Based on Watt's formula, the new Oakland Eight with its 85 horsepower engine, develops enough energy to raise a weight of 2,905,000 pounds one foot in one minute. Incidentally, the new Oakland develops one horsepower for each 37 pounds of car weight.

Very Latest In Equipment Is Offered

Special deluxe equipment, designed especially for the 1930 new series Pontiac Six, even further emphasizes the beauty of its graceful lines and striking colors.

Most important among the deluxe fittings are the special six-wheel sets of wire wheels, obtainable in colors to match or contrast with the various body finishes. With the six-wheel sets, the two spares are placed in special front fender wells and supported by chrome-plated retainer clamps.

The special wire wheel sets, together with the chrome plated front and rear fender guards and the sturdy trunk rack provided as special equipment for installation on the rear of the car, combine to complete an unusually attractive ensemble of color harmony and lines. Open bodies have full length chrome-plated front and rear bumpers.

While admirably suited to enhance each of the seven body types in which the 1930 Pontiac is presented, the deluxe equipment appears to best advantage when combined with the new four passenger sport coupe, fitting with metal top and rear quarters and providing direct communication between passengers in the driver's seat and rumble seat by means of a crank-operated window. The deluxe equipment also proves highly effective on the two passenger roadster and the five passenger phaeton, with their Spanish leather seat and back cushions, their graceful folding tops supported by chrome plated slot irons and natural finish wood bows, their smartly designed provision for leaving the pyralis side curtains up while the top is down and the chrome-plated forward fold windshields.

New Four-Passenger Sport Coupe Best Medium For Display of Extras

A. K. Webster, formerly of Tack, on North 25-Mile Avenue, and now of Amarillo, was visiting business friends in Hereford Monday, Mr. Webster has recently returned from a several weeks visit with his parents at Temple.

reductive in pedal effort. The brake hook-up, the simplest known to the industry, requires no equalizers. The emergency brake lever is connected directly to the service brake.

Desirable comfort features are provided by heavy dash panel insulation against noise or heat from the engine and by flexible rubber cups on the pedals which effectually seal the pedal openings in the toe board.

Oakland-Pontiac Dealer



OLLIE H. DIXON, Manager

PLAY AT WESTWAY

The play, "Little Miss Jack," will be presented at Westway school Friday night, April 4, by a cast made up from Dawn community. This play was enjoyed by a large crowds at Dawn and Summerfield, where it was given a short time ago.

Dixon Motor Company "At Home" to Friends and Patrons In New Carter Building Saturday, April 5

The Dixon Motor Company, distributors for Oakland and Pontiac automobiles at Hereford, will celebrate moving into their new and beautiful building, Saturday, April 5. Elaborate arrangements have been made for the entertainment for hundreds of guests at the new home of the company, which will be especially decorated for the occasion.

Oakland Fuel Pump Adopted by Motor Trade

Three Million Built Since Introduction by Oakland In 1927

Production this month of the three millionth AC fuel pump again draws attention to the Oakland Motor Company's long and successful record as a pioneer of automobiles.

The mechanical fuel pump, first introduced by Oakland during the summer of 1927, has since been adopted by 35 American and European automobile manufacturers. It also is extensively used on marine and aviation gasoline engines.

Because of the manner in which the fuel pump graduates the gasoline supply to accommodate varying needs of the engine and because of its unflinching dependability, this device is regarded as one of the most important automotive advancements during recent years. It represents a far step beyond the days when the motorist whose car had stalled on a hill for lack of fuel, removed his goggles and blew into the gas tank to force a supply of gasoline up into the float and then backed up the hill so the tank would remain above the carburetor.

One of these troubled motorists finally hit upon the idea of attacking an air pump to the gasoline tank. That was the birth of the pressure fuel system. But due to changing pressure within the gas tank, successful carburetion remained more or less of an open question.

The next step was the vacuum tank which employed engine suction to draw a small supply of gasoline to a reservoir about the engine from which it fed by gravity to the carburetor. This was a marked improvement—but the original difficulty of carburetor "starving" on long hills still remained.

The predecessor of the mechanical fuel pump appeared shortly after the war. It was described as an "electrical-bellows fuel pump," but it also lacked reliability. Then came the mechanical fuel pump as introduced by Oakland—a pump geared directly to the engine in such manner that gasoline is drawn from the fuel tank in direct proportion to engine speed. In addition to providing a positive, uniform supply of gasoline under all driving conditions, the AC mechanical feed pump with which both the Oakland Eight and the Pontiac Big Six are equipped, includes a built-in strainer that removes any dirt or other foreign substances before the gasoline reaches the carburetor.

The open house will be all day from 9:00 a. m. to 11:00 p. m. The entertainment and show will start at 8:00 p. m. promptly. An elaborate program has been arranged for this occasion.

The famous Black Mask Players will present three acts. The Black Mask players are an all star cast. They are famous thru-out the state for their dramatic acts.

Souvenirs will be presented to every woman and man entering the show room and Indian bonnets will be given to every child attending opening celebration.

The home of the company will be open throughout the day and everyone is invited to visit and inspect the building that day and particularly to attend celebration program in the evening.

The Dixon Motor Company has gone to considerable expense in securing talent for the program and assure all folks that attend the opening a great time. "We want everyone to celebrate with us Saturday," said Ollie Dixon last night.

Dixon Heads Company.

Dixon Motor Company, Oakland and Pontiac dealers, started business in Hereford over a year ago. Ollie Dixon is president and general manager of this company. He is a Hereford boy and well known throughout this territory. Ollie is a home boy and has been a prime power in all civic and social affairs since he became a resident of Hereford.

The Dixon Motor Company moved into their small building over a year ago, but the business grew to such an extent that larger quarters were necessary. The magnificent new, beautiful home was a result.

The building was constructed by Tom J. Carter Realty Company, who are the owners of the building. J. W. Nix was the brick contractor on this job and H. H. Marshall was the plumber on the contract. Cox was the painter on this job. Pat Weatherbrook did the plastering on this job. Paluts were furnished by Fox. The Kemp Lumber Company furnished all the lumber, cement, sand, gravel, etc. Thompson was the electrician on this job. Cox & Huckert are also moving into the building with the Dixon Motor Company and will do repair work on Oaklands and Pontiacs. They will conduct an A-1 service garage.

Proud of Home.

"We are equipped to care for our customers in the very best manner now," said Mr. Dixon last night. "We want everybody to come and visit us Saturday and all next week in order to see just how well equipped we are. We are proud of our new home and feel that it is a distinct addition to business district of Hereford."

President




HENRY HARMAN, President

Henry Harman, president of the Harman Motor Company of Amarillo, predicts a very successful year for the Oakland-Pontiac dealer, the Dixon Motor Company. Mr. Harman will be in Hereford to attend the celebration of the Dixon Motor Company Saturday night.

H. N. GREGORY
Was General Superintendent of Construction
CARTER BUILDING

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DIXON MOTOR CO.
Contractor for Building Construction



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Henry Harman
Congratulates His Sub-Dealer
Dixon Motor Co.
WE ARE PROUD OF OUR SUB-DEALER



HENRY HARMAN, President

We Consider Dixon Motor Company one of our leading Sub-dealers and are proud of their Record

HARMAN MOTOR CO.
AMARILLO TEXAS

International Sunday School
Lesson
BY DR. J. E. NUNN

APRIL 6, 1930.
THE LAW OF THE CROSS
Matthew 16:13-26

Golden Text: If any man would come after me, let him deny himself, and take up his cross and follow me.—Matt. 10:24.


Introduction.
"In the preceding verses, Lesson 12 of the last quarter, our Lord was on the way across the lake to Bethsaida, the city at the extreme north of the lake (see Mark 8:22). From there Christ and his disciples continued northward to the neighborhood of Caesarea Philippi, the most northerly point in Palestine reached by Jesus. It was a few miles east of the ancient frontier city of Dan ("from Dan to Beersheba"). The Roman capital of Palestine, Caesarea, on the Mediterranean coast, was built by Herod the Great, and named in honor of the Emperor (Caesar) Augustus. This Caesarea was also named in honor of Augustus by Herod Philip, who added his own name to distinguish it from the Caesarea on the coast. It was finely situated on a rocky terrace 1150 feet above sea level, at the base of Mt. Hermon. Just north of the town is the source of the Jordan, gushing out of the ground in a plentiful flood."
The Son of Man.
"The Son of man," Christ's favorite name for himself, emphasiz-

ed his nature as typical man, taking up man's sins in himself, that he might make an atonement for them. His wonderful works were enough to mark him the Son of God.
No one else has ever lived whom it was necessary to call the "son of man" in order to make men realize his kinship with our mortality. The title, derived from Daniel, Ezekiel and the Psalms, was a recognized name of the Messiah, and this was the main reason why Christ used it. As his death drew near, it became necessary for him to assert his claims to Messiahship clearly, and establish them so firmly in the minds of his disciples as to lay the foundation of his church and his kingdom.
John the Baptist, Elijah or Jeremiah.
"And they said, Some say John the Baptist" John had been murdered, but it was the common opinion that he had come to life again in Jesus. The uneasy conscience of Herod Antipas, who had put John to death, led him to share this opinion. (Matt. 14:1,2.) "Some Elijah." Elijah was a great worker of miracles, as was Christ; he stood bodily for the true religion and against all iniquity, as Christ did; John the Baptist, Christ's herald, was to come "in the spirit and power of Elijah"; and, finally, Elijah was carried mysteriously to heaven without death and burial, and so might easily be expected to return again. "And others, Jeremiah, or one of the prophets." Another of the prophets, Jeremiah in the Jewish Bible, was placed first among the Old Testament prophets.

Who Say Ye That I Am?
"He saith unto them, But who say ye that I am?" That was the main question for Jesus. He had been teaching them and they had been working with and observing him for two and a half years. Was it all a success of a failure? That question was a searching test for each one of the Twelve. It is a searching test for us as well. The opinion of Christ that others hold will not answer for us. Each one must be fully persuaded in his own mind. What we think of Christ determines our degree of success in this life and our eternal destiny.

Thou Art the Christ.
"And Simon Peter answered." Peter's quickness and boldness, which sometimes got him into trouble, never showed themselves to better advantage than at this time. He knew, and he knew that he knew. "And said, Thou art the Christ, the Son of the living God." This is the sum and substance of Christian theology. It would be impossible for a Christian statement to be more comprehensive, satisfactory and inspiring. Jesus, Peter declared, was the Messiah, the Christ (for both meant "the Anointed One"), the Redeemer foretold by the prophets.
Upon This Rock I Will Build My Church.
"Thou art Peter, and upon this rock I will build my church." Jesus usually called Peter by his name, Simon; on this occasion he recurs to the name he had bestowed upon him prophetically when Andrew brought him to Christ (John 1:42). Peter, both Greek and Latin in origin, means "rock," as in our "petrified," turned to stone. Cephus is Aramaic for the same thing. Not upon Peter the fallible, clumsy, and blundering disciple, but upon Peter's confession of Jesus as the Christ, the Son of the living God. "And the

IT IS INDEED A PLEASURE TO CONGRATULATE THIS HEREFORD BOY!



OLLIE H. DIXON
We Further Congratulate You Upon Your Moving Into Your NEW HOME!
Stockman's Cafe
O. R. Baker, Prop.
Phone 299

CONGRATULATIONS
DIXON MOTOR COMPANY



Pat Wederbrook
Contractor for the Plaster Work on the CARTER BUILDING
ESTIMATES GIVEN ON STUCCO, PLASTER AND ORNAMENTAL WORK

gates of Hades shall not prevail against it." Hades is a Greek word meaning "unseen"; it means the realm of departed spirits, the invisible world, a synonym of death. From the custom of holding court at the city gates, the word "gates" came to mean authority or power. Therefore Christ said here that against his church, thus founded, the power of death would not prevail; it would stand forever.
Jesus Foretells His Death.
"From that time." From the time of Peter's declaration. "Began Jesus to show unto his disciples." His work had become intensive. The Twelve must be made ready to carry on his work after his death. "That he must go unto Jerusalem." There in the heart of his chosen people, the seat of the temple of the living God, the divine sacrifice for the sin of the world must be made. "And suffer many things of the elders and chief priests and the scribes." The three classes making up the Sanhedrin, the Jews' supreme court which condemned Jesus to death. "And be killed." Only a blood atonement would serve as a sacrifice for the sins of humanity, and Christ knew the absolute necessity for this. "And the third day he will be raised up." This was in fulfillment of prophecy and as the chosen sign in verification of Christ's deity.—"the sign of the prophet Jonah."
Peter Rebukes Jesus.
"And Peter took him." Peter led Jesus to one side, having at least enough modesty to wish to make his protest privately. "And began to rebuke him." He began, but Christ did not allow him to go very far in his egotistic though affectionate folly. "Saying, Be it far from thee, Lord." Literally, "God pity thee," that is, "God give thee a better fate."
"But he turned and said unto Peter, Get thee behind me, Satan." The devil, Christ's adversary in the temptations which he had faced at the opening of his ministry, was making use of the apostle, and through him was pre-

ness of the Law and of Prophecy and in which, as a mighty witness, the Father bore witness by voice from heaven, "This is my beloved Son, in whom I am pleased; hear ye him."

Congratulations
DIXON MOTOR CO.



We Carry the Insurance on This New, Beautiful Building.



See Us for All Kinds Insurance.

INSURANCE BONDS LOANS

Hereford Insurance Agency
JOHN M'LEAN, Manager

Announcement

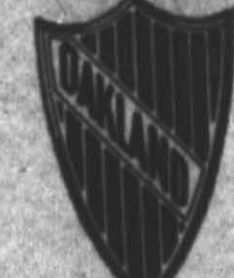
Cox & Huckert

Garage and service station announce their moving to the Dixon Motor Company building to assume complete charge of all service work for Oakland and Pontiac Cars.

We will have an A-1 service department, with all late, modern equipment and facilities to handle the needs of all Oakland and Pontiac owners in the vicinity.

You can buy your next Oakland or Pontiac with the assurance that you will not have to leave Hereford for service.

It will pay you to bring your car to a reputable established Oakland and Pontiac Service Department.

We congratulate Ollie Dixon and it is indeed a pleasure to be associated with him and we want to assure everyone that we are going to carry out his policies, which have always been "To do more than they expect—to go far beyond the usual bounds to insure the complete satisfaction of the purchaser."

GAS, OIL AND ACCESSORIES
OAKLAND AND PONTIAC
TRAINED MECHANICS

OAKLAND AND PONTIAC
PARTS STOCKED
GENERAL REPAIRING

HONESTY IS OUR MOTTO

COX & HUCKERT
PHONE 176



OLLIE H. DIXON, Manager

Invites You To Visit OUR NEW HOME

One of the Finest In Hereford GRAND OPENING SATURDAY,

April 5th, 9:00 a. m. To 11:00 p. m.

A Complete Showing of New Oakland Eights and Pontiac Sixes

For months we have been planning for this great celebration. No stone has been left unturned to make it the outstanding and most successful occasion ever attempted by an automobile dealer in this territory.

High Class Vaudeville Program

SHOW STARTS AT 8:00 P. M.

—We have made arrangements to secure a high-class vaudeville and entertainment for this event. It is an all-star cast program and they are all talented artists and are qualified to give you an enjoyable evening of high class entertainment. ~~See and see the new cars~~ and enjoy yourself.

Souvenirs for Ladies and Men

Visitors will receive a token. The gift is a secret, but we assure you it will be worthwhile after.

BE SURE TO ATTEND!

An Envious Service Department

—Motor car owners should be proud of our Service Department. In it are installed all modern tools and equipment. Its facilities are complete. At its head is an Oakland-Pontiac mechanical expert. And to service cars accurately and quickly is a staff of trained Oakland and Pontiac Service mechanics.

Dixon Motor Company Means As Much As the Name of These Cars

—To do more than the expected, to get beyond the usual bounds of service—to INSURE the complete satisfaction of the purchaser—is drilled into every member of the Dixon organization.

—Scores of letters are on file testifying to the unfailing way we have lived up to this business ideal. To it we feel is due the larger part of the credit for the phenomenal growth and the unusual popularity of our organization in Hereford. The public generally knows the Dixon Motor Company as a good place to buy an automobile.

We Are Proud of Our Years' Record

—Our steadily growing sales from month to month are expressive of the confidence the buying public of Hereford has in this firm and in Oakland and Pontiac cars.

—We have been consistently one of the leaders in sales in our price class cars. And there are several reasons why this has been achieved: Our sincere desire to render an honest, satisfying service, makes Dixon's a logical place to buy your next car.

—Visit us Saturday and inspect our building and see our beautiful cars.

Famous Black Mask Players

WITH ALL-STAR CAST

—A real entertainment is in store for you. Remember Saturday evening's show starts at 8:00 p. m. They are all high class artists and the Famous Black Mask Players will put on several play acts and all given free by the Dixon Motor Company. Be sure to attend.

Indian Bonnets for the Kiddies

Realistic-looking Indian head-dress bonnets will be given to all children. PLENTY FOR ALL!

Dixon Motor Co.

Oakland-Pontiac Dealers
Hereford, Texas
Phone 256

Perfect Brake Control Boast of New Models

Corrugated Type of Lining Is Used to Enable Full Contact More Quickly.

Perfect brake control admittedly represents the most important safety factor in the operation of a motor car.

That is why Oakland engineers devoted especial attention to brake designing on the new Oakland Eight. Oakland always has been noted for its effective brakes. As far back as 1923 the company attracted nationwide attention by sending on tour to all parts of the U. S. a half dozen Oaklands, the famous "True Blue Travelers" which demonstrated the advantages of four-wheel brakes. The brakes

Regional Manager



Z. R. KIRKPATRICK

As Southwest regional sales manager for the Oakland Motor Car Company, with the headquarters in Los Angeles, Z. R. Kirkpatrick is thoroughly posted on the automobile business in Hereford, and predicts a big year for the Dixon Motor Company in Hereford.

Oakland can be stopped within 53 feet. In this respect Oakland has improved even over its own previous models. In 1928 for instance, an Oakland stopped within 21 feet at 20 miles an hour, in 1929 within 16.5 feet at the same speed, while in 1930 Oakland stops within 16 feet, less than a car length, at 20 miles an hour. The new Oakland brake seldom requires adjustment and wears so evenly that the life of the linings frequently continues even after 20,000 or 30,000 miles of service.

vital improvements in the new series Pontiac Six Six which now presents even greater elements of big car performance and big car beauty while retaining the characteristic stamina and durability responsible for Pontiac's enviable reputation. Because of its appeal to a wide group of buyers, Pontiac undoubtedly will continue to employ a major portion of Oakland's immense production facilities.

ated in the engine a group of brand new performance features that have been in process of development during three years of intensive experiment and research. These features are not visible to the casual observer. He sees only the beauty of Oakland's new Fisher bodies. To appreciate what is under the hood one must take the wheel.

weighs 150 pounds less than the previous Oakland Six which carried an engine of 68 horsepower. The astonishing ratio of power to weight, one horsepower each 37 pounds of car weight, responsible for Oakland's lightning acceleration, its coast hill climbing and its remarkable top speed.

Player



J. R. ZELLEY

One of the noted "Black Mask" Players who will take one of the leading roles in the playlets at the Dixon Motor Company Saturday night.

Tracy Tells Features of Latest Cars

New Motor Thrills Result from Many Improvements in Oakland-Pontiac

By W. B. TRACY
Vice President in Charge of Sales
Oakland Motor Car Co.

For 23 years a consistent pioneer of automotive development, the Oakland Motor Car Company enters 1930 with that record intact. The company of course is vigorously maintaining its established position in the important six cylinder field. It has made further

on later Oaklands were regarded as among the best in the industry. But in designing the brakes of the new Oakland Eight the engineers have surpassed even their previous achievements. The new brakes, representing a further improvement in the type known as self-energizing internal mechanical brakes, provide 236 square inches of moulded brake lining on the four 12-inch drums.

Chief among the changes from the previous Oakland brakes is the use of a corrugated type of lining instead of a relatively smooth finish material. The new type lining enables the brakes to wear to a full contact more quickly. Also new rollers on the drag links reduce pedal effort. A further feature is found in the extreme ease with which the new brakes may be individually adjusted. The emergency brake lever is connected directly to the service brake system.

The super-efficiency of the new Oakland brakes is revealed by the fact that while the average car in the Oakland price class requires 65 feet in which to stop at a speed of 35 miles per hour, the new

Life for Chicks

Merit STARTING MASH

THE VITAMIN RATION FOR BABY CHICKS



Just as the baby boy or girl must have milk or strained vegetables, so must the baby chick have pulverized feed composed of nutritious grains and oils. Your selection and use of feed is a vital factor in determining the number of chicks you will raise... also the number you will lose. The best food is always the cheapest in the long run... and you just can't beat MERIT STARTING MASH. It contains plenty of Cod Liver Oil!

WE BUY PRODUCE
West Texas Feed & Seed Company
PHONE 265

Civic Consciousness

It is human nature for us to forget the debt we owe to our community. All that we are, and have, we owe to the community. The very success for which we strive is due to the favor of the citizens of our town. The realization of this debt and the desire to repay is Civic Consciousness.

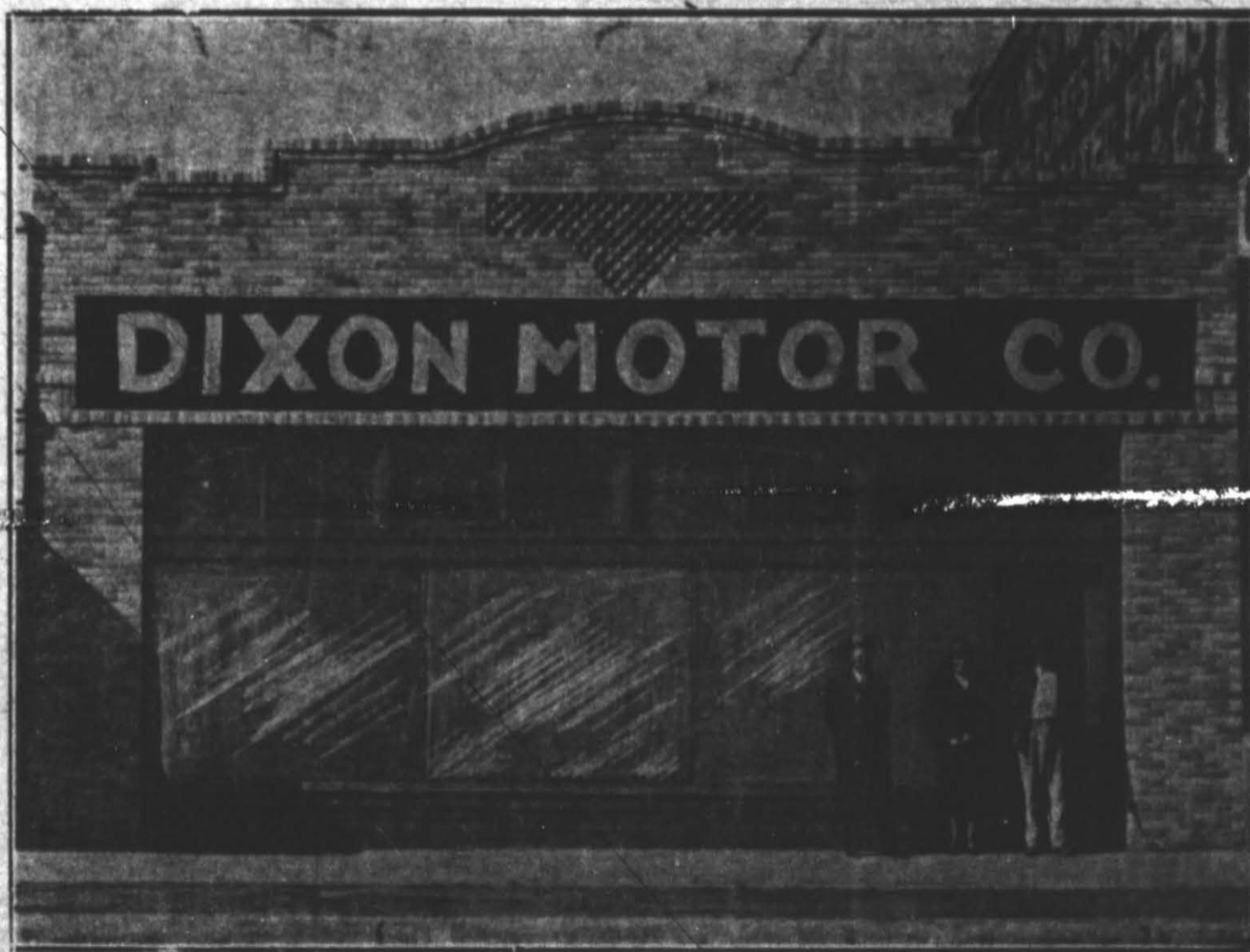
In congratulating the—
DIXON MOTOR COMPANY

upon their new building, we feel confident that they are imbued with the spirit of civic consciousness and know that the future will in turn repay them many times over.

The officers and directors of this bank stand ready at all times to cooperate and assist in any movement for the good of the community.

THE FIRST STATE BANK

We Congratulate Dixon Motor Co.



LUMBER

BRICK AND TILE



CEMENT

SAND AND GRAVEL

ON THE OPENING OF THEIR

Fine New Building

WE FURNISHED

All Lumber All Brick and Tile
All Sand and Gravel All Cement

R. H. KEMP LUMBER CO.

Wholesale and Retail

Hereford, Texas

equip the moderate length Oakland chassis with a big 251 cubic inch displacement motor developing such tremendous power. Only by using the V-type motor was it possible for them to employ a "square" bore to stroke ratio, which so greatly shortens the travel of moving parts inside the engine with consequent reduction of internal inertia forces. The Oakland Eight bore is 3 7-16 inches, while the stroke is only 3 5-8 inches. V design also has permitted the use of ample cooling space around the valves, walls and heads of the uncrowned cylinders. Also it is the only design which permits the use of a short, massive, counter weighted crankshaft free from torsional vibration throughout the entire range of engine speeds. And in no other type of engine could crankshaft bearings of such size be employed. Many other engine features attest to the pioneering talents of Oakland's engineering staff. Among

Western Sales



H. E. MAHAFFEY
H. E. Mahaffey, western sales manager of the Oakland Motor Car Company, with headquarters in Oklahoma City, is a frequent visitor in Hereford and is thoroughly sold on the possibilities of this section.

them is the entirely new design of two-plane cylinder heads used on the new Eight. This unique design places the combustion chamber directly over the cylinder head and brings the valves close to the cylinder bores, thus forming an extremely compact combustion chamber in a cylinder head which can be machined with great accuracy. Thus maximum uniformity of volume and compression is obtained in all the combustion chambers, an important factor in the smoothness of the Oakland V-type engine. Furthermore, the two banks of cylinders are cast in one single, solid block which assures permanent alignment and maximum rigidity.

Oakland's extremely accessible horizontal valve system offers all of the advantages of the overhead system, while retaining the simplicity of the L head type of valve mechanism.

New Combustion.
A further engineering advancement is represented by the complete down draft carburetion system which feeds the gasoline mix-

ture in a continuous downward course from carburetor to cylinders. This arrangement and the high compression of five to one, or about 95 to 97 pounds per square inch, explain in part why our engineers have obtained 85 brake horse power from an engine of this displacement.

Positive, adjustable pressure oil circulation through rifle drilled connecting rods and crankshaft assures long life by providing ample lubrication at main bearings, piston pins and other vital points.

A new "recirculation" cooling system is used in conjunction with the proved Cross-Flow radiator. The new system permits cooling water to "recirculate" through the engine passages during the warming up period instead of remaining stagnant. By this method uniform temperature is maintained

Advertising Manager



M. S. MONAHAN
Mr. M. S. Monahan, advertising manager for the Harman Motor Company of Amarillo, has been in Hereford for the past week helping the Dixon Motor Company with the advertising and opening of their new building. Mr. Monahan is an experienced advertising man.

Wholesale



FERRIN C. HARMAN
Wholesale Manager
As manager of the wholesale department of the Harman Motor Company of Amarillo, Mr. F. C. Harman makes frequent trips to Hereford. He predicts 1930 will be the best business year in the history of Hereford.

throughout the engine. New braking efficiency, an effective new starting system, a radically different design of engine mounting—these also are the fruits of painstaking research, tireless experimental work and the million miles of road testing that again have enabled Oakland to contribute importantly toward automotive progress and in 1930 to merit more than ever before its place among the pioneers of the industry.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
O. G. Calhoun, recently of Bordeaux, N. C., has completed a modern implement house in Adrian. He has the agency for the International lines for this district and will also maintain a repair department. He is favorably impressed with this country and delighted with crop prospects. This firm will add

materially to the development of Adrian and surrounding country. Several new homes are under construction in Adrian and some improvements are being made in business houses. Among these are Baty's garage and the Carter Motor Co., who is overhauling the old lumber yard and will occupy the place and plan to handle farm machinery as a side line.

The Parent-Teacher Association of Adrian put on a play Saturday night of last week at the Adrian church. The play was entitled "Deacon Dubbs," and was well given and a goodly sum realized by the association.

Those on Adrian school honor roll last month were John Ed Hall,

Dave Grubkeey, Paul Long, Ray Brown, Marshall Long, Ruth Long, Lloyd Long, John Witt, Palm Hall, Jake Fortenberry, Robert Grunkley, Ralph Schaeffer, Lois Taylor, Buster Chapman, Lottie Zorling, Lonella Fortenberry, Dorothy Spande, Margaret Taylor and Lillian Ferguson.

Adrian senior boys debate for the try outs were held Thursday evening when Paul Long and Walter Lembke were judged the best speakers and will represent Adrian at the county meet at Vega April 4.

Adrian is building a high school. Work has been slow on account of a lack of material, but reports are that soon they will have more

and the building will be completed at an early date.

Chafe Glasscock was in Bellview last week.

Mr. and Mrs. N. O. Phillips were in Hereford Wednesday.

Glenn Slaughter of Crosbyton was visiting in the J. M. Chapman home Friday.

The Brainer family of Missouri are here looking for a location last week.

John Rose returned home last Friday from a trip to Houston, Dallas, San Angelo and Fort Worth. At Fort Worth he attended the Fat Stock Show and at San Angelo the Cattle Raisers' Association.

FOR JOB WORK, TRY THE BRAND.

MONEY TALKS BY YOUR CASH

PROFIT & LOSS

I am money, and appear either as a profit or loss. A loss to those who handle me carelessly, and a profit to those who use me wisely at E. B. Black's—says Your Cash.

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

Author Producer

DR. R. P. PARCELS
Dr. R. P. Parcels is both the author and producing director of the parody on "East Lynne," which will be one of the acts presented by the famous "Black Mask" players at the opening celebration of the Dixon Motor Company, Saturday night.

W. O. (Ollie) Fox
PAINTING CONTRACTOR

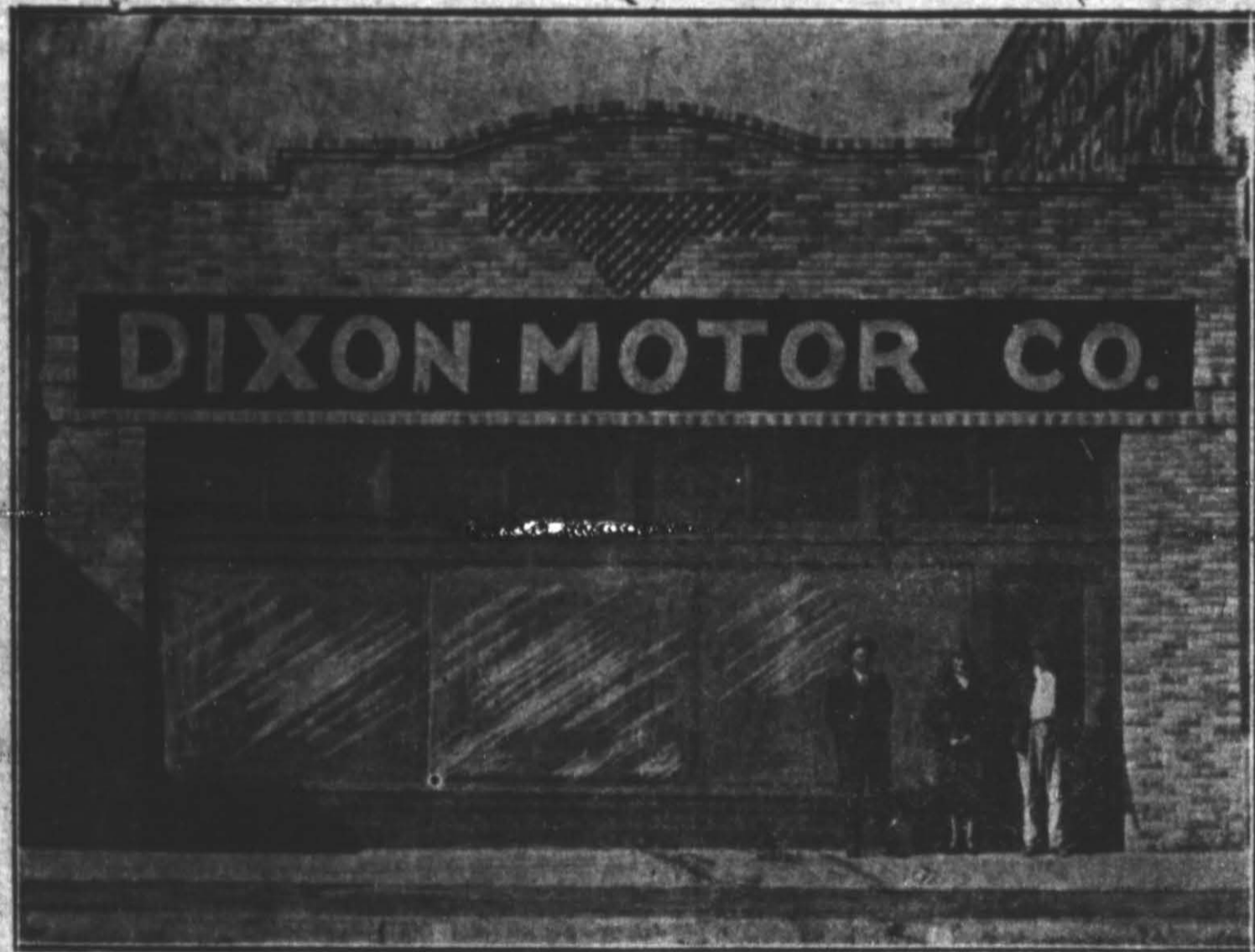
We furnished all the paint and did all the painting and decorating ON THE BEAUTIFUL NEW BUILDING

CONGRATULATIONS TO
Dixon Motor Company

WE SELL PAPER AND PAINTS AND DO GENERAL CONTRACTING, PAINTING, PAPERING AND DECORATING

W. O. FOX
PHONE 428-J.

We Congratulate Dixon Motor Co.



CARTER BUILDING, NOW THE HOME OF DIXON MOTOR COMPANY

People of Hereford are cordially invited to inspect the new Carter Building. This thoroughly modern and up-to-date building is the home of Dixon Motor Company. We are naturally proud of our part as owners of this Carter Building.

We wish to take this opportunity to thank all who had any part in the erection of this building.

Realtor, Dealers In Farms

T. J. Carter Realty Co.

PHONE 314

OFFICE DUNLAP BUILDING

Congratulations!
To
DIXON MOTOR COMPANY

—For their progressiveness in establishing their business in a specially built-to-order location to enable them to better keep up with modern automobile requirements and more conveniently serve their hundreds of customers.



We are proud to have been of service to Dixon Motor Company in announcing their improvements, and gratefully acknowledge the assistance of Mr. Mike Monahan and Harman Motor Company of Amarillo in preparing for this edition. We are glad to be of service to progressive enterprises that use us as the voice of Hereford and Deaf Smith County.

New Pontiac Exceptional In Its Field

Seven Newly Designed Body Styles Are Offered On New Series Chassis

Newly styled for 1930 and endowed with big car stamina and big car power, the New Series Pontiac Big Six again offers exceptional value in the field of low priced cars.

All the staunch qualities responsible for Pontiac's record of success since its introduction in 1926 have been retained in the cars of the 1930 series, while many further refinements also have been achieved.

Power, speed, safety, reliability and durability—these are the big car qualities which distinguish the new series Pontiac. The Pontiac Big Six engine, developing 60 brake horsepower at 3,000 r. p. m.,

provides a reserve of power which gives remarkable acceleration and permits tireless all-day high-speed performance.

And Fisher craftsmen, through artistic blending of smart lines, charming colors and perfect proportions have conferred upon the bodies of the 1930 Pontiac many new and distinctive elements of style, beauty and appeal.

Seven freshly designed body models are offered on the new series chassis. They are a two-door sedan, four-door sedan, custom sedan, two-passenger coupe, four-passenger sport coupe, sport roadster and phaeton. Overall length with bumpers is 167 5/8 inches. Wheelbase remains 110 inches.

While body dimensions remain practically the same as last year, their appearance has been enhanced by a new design of long, sweeping fenders with beaded edges.

Another new appearance feature is found in the half oval belt moulding which starts at the narrow new radiator, gradually widening to a point just below the concave body belt to the rear of the window openings, where it again narrows and follows the belt line around the back panel.

Attractively finished in new Duco color combinations, the closed bodies are upholstered in mohair of harmonizing hues. Spanish leather upholstery with fabricoid to match distinguish the open models which have forward-folding windshields with chrome-plated metal trim. Door curtains may be left in position even through the tops have been lowered. Theft-proof door locks are provided on all models.

Comfort meets beauty in every detail of the new car. A sloping windshield not only contributes to improved appearance but largely eliminates annoying reflections during night driving. Rubber cups on brake and clutch pedals seal the openings around pedal slots when the pedals are in normal position. An effective steering system operates on taper roller bearings of the new hour glass type

affording ease of control, as do the adjustable driver's seats in the closed models. An all-metal military type visor, tilting beam headlights operated by foot control and a new instrument grouping on the ebony-finished panel also provide further elements of convenience and grace. A new built-in coil ignition lock operates from the instrument panel.

Several notable improvements have been incorporated in the engine of the new series Pontiac. Lateral rigidity of the crankcase has been greatly increased by addition of external ribs extending along its full length and width, an advancement that holds the crankcase rigid even under the most severe strains of fast driving. The crankcase rigidity is an important factor in protecting the crankshaft bearings from wear. Smaller metric spark plugs have been adopted to eliminate the possibility of pre-ignition trouble. The four motor support brackets are incutulated from the frame by rubber bushings, affording a further degree of smoothness and silence. A semi-automatic, manually-controlled starting motor has been adopted which prevents the flywheel teeth from being chipped or broken. In the new type starter, the starting motor pinion meshes with the flywheel gear at the first downward movement of the starter pedal, which makes electrical contact only when fully depressed.

Safe, sure control is further assured by the improvement of the quiet, dirt and weather proof internal expanding brakes. The sliding friction with which the toggle joints of the Pontiac brakes formerly operated has been replaced by rolling friction through the introduction of rollers on the toggles. This change provides even greater breaking efficiency while reducing the necessary pedal effort, a development that should be particularly appreciated by feminine drivers. The emergency brake lever, now connected directly with the service brakes enables the driver to apply additional brake pres-

sure even though neglect of service brake adjustment should permit the foot pedal to be depressed to the floor board.

In designing the new series Pontiac Big Six the Oakland engineers wisely retained the many features which have contributed so largely toward Pontiac's reputation for sturdy reliability and long-lived durability.

Chief among them is the Pontiac policy of using "heavy duty" or over-sized parts at every vital point in the car. And of equal importance is Pontiac's moderate engine speed at any given road speed resulting in minimum piston travel and consequent reduction of wear on pistons and bearings.

Full pressure lubrication is provided for the main and connecting rod bearings, and is regulated through a re-designed adjustment pressure relief valve. Oil is filtered through 134 square inches of fine mesh screen, extending completely across the oil pan and above the oil level. Another detail of the oiling system is a provision whereby the overflow from the pressure relief valve reaches

the pump without being forced to filter through the screen. This represents an important winter feature since the cold overflow oil is not permitted to pile up on the screen and starve the pump, but is returned immediately to be recirculated.

The thermostatically controlled cooling system again utilizes the proven Cross-Flow radiator, found only on the Pontiac Six and the Oakland Eight. This type of radiator is an important advancement in motor cooling, practically eliminating evaporation thus providing distinct advantages for both hot and cold weather operating. One filling of alcohol or other anti-freeze solution is said usually to suffice for an entire winter of driving.

Quick and responsive in traffic, dependable on the highest hills or the longest tours, comfortable over the roughest detour and smartly styled for the exclusive boulevard, the new series Pontiac Six is richly endowed to represent the Oakland Motor Car Company in the six-cylinder field.

USED CAR SALES OVER NATION REPORTED FINE

Detroit.—A marked indication of increasing business activity and excellent proof of the purchasing power of the country at the moment is seen in the announcement by the Chevrolet Motor Company today that sales of used cars alone by its nation-wide dealer organization are proceeding at the rate of a million dollars a day.

Used car sales by the Chevrolet retail organization during the first twenty days of last month totaled 105,907 cars, representing an investment of more than \$21,000,000.

This showing exceeds by a wide margin the best previous 20 day

used car record in the history of the company and at the same time is the greatest 20 day volume of used cars ever sold by any automobile manufacturer.

Factory officials predicted that the total for the month would exceed 150,000 used cars, which would compare with 130,000 for May, 1929, the best previous month in Chevrolet history.

Good Cheer Invaluable

Good cheer is just as essential to life as sunshine, air, and water. Furthermore, it is just as plentiful. It not only helps you, but it helps others. It spreads like the ripples in a pool of water. Keep smiling. Spread good cheer.—Grit.

V. A. Thompson Electric Co.

CONGRATULATES

Dixon Motor Company



We did all the Electrical Contracting Work.

V. A. Thompson
Electric Co.

V. A. Thompson, Mgr.

Congratulations

—Are in order this week and the FARMERS' CREAMERY ASSOCIATION, INC. extend their congratulations to those who made the THIRD ANNUAL TEXAS PANHANDLE-PLAINS DAIRY SHOW held in Plainview, Texas, April 7, 8, 9, and 10 possible
Farmers Creamery Ass'n, Inc.
Home of Cream O' Plains Butter
Hereford Phone 3.


**ONE THIMBLEFUL—
A DAY'S FEED
FOR ONE CHICK!**

THINK OF IT! One tiny thimbleful... all the feed a chick can put in its little crop in one day. On this tiny bit it must live... grow... build bones... build muscles... start feathers. Think of the job feed has to do!


They must depend on feed for so many things! They get them all in Purina Chick Startena (mash) or Purina All-Mash Startena Chow... 12 different ingredients in every thimbleful. Cod-liver oil... dried buttermilk... alfalfa flour... granulated meat... these and eight others are there!

These 12 ingredients... think how carefully they must be mixed to make every thimbleful alike. Purina Startena and All-Mash Startena Chow are mixed over and over again... 960 times just to be thorough! You will find the same care taken with Baby Chick Chow (scratch)... to be fed with Startena until your chicks are six weeks old... and with Purina Growena (mash) and Purina Intermediate Hen Chow (scratch)... to be fed from then on until the pullets are laying at 16 weeks.

How little feed a chick eats... just one thimbleful a day... yet how important it is... how much depends on it... the chick's very life... its growth... what the pullets will do for you next fall and winter when eggs are sure to be worth good money. You can afford to feed only the best... Purina Poultry Chows.



Jones & McLean
Phone 1


Congratulations
Dixon Motor Company
OAKLAND AND PONTIAC
DEALER
WE WERE THE CONTRACTORS FOR THE BRICK AND TILE WORK IN THIS BEAUTIFUL NEW BUILDING
A. W. NICKS
Contractor
PHONE 215-W

C. E. STONE COMPANY
Congratulates Ollie Dixon

Dry Goods—Millinery
Ready-to-Wear—Shoes
C. E. Stone Co.

Only a few left
Don't Miss This Sale
of Brand New Series "A"
PONTIAC
BIG SIXES
\$1007
AT YOUR DOOR FULLY EQUIPPED

Time is getting short—our stock is getting small. If you want one of these brand new Series "A" Pontiac Big Sixes at a bargain price, come in at once. Two-door sedans and coupes at the amazing price quoted above. Other body types as sensationally reduced in price. All equipped with spare tire and rim, front and rear bumpers, Lovejoy Hydraulic Shock Absorbers and spring covers. Delivered to your door without one cent extra to pay.

**YOUR OLD CAR IN TRADE—BALANCE ON EASY TERMS
COME IN NOW BEFORE YOU ARE TOO LATE!**

Dixon Motor Company
Phone 256 Hereford, Texas

DRIVE A BRAND NEW PONTIAC BIG SIX THIS SPRING

Oakland Head Predicts Good Year In 1930

"Conservative Optimism" Describes Attitude of President of Company

By A. R. CLANCY
President and General Manager
Oakland Motor Car Company.

accurately describes my views on the prospects for American business during the year 1930. It is my opinion that 1930 will witness a reversal of the business history of 1929 which started better than it finished. I believe 1930 will finish better than it started. The year 1929 started off at a rapid business pace. And then, instead of the usual summer let-down it continued the abnormal speed of the earlier months. Almost invariably such unseasonable activity is followed by an unseasonable recession. Then things return to normal.

It would be absurd to assert that the stock market decline of October and November had no effect upon business in general. It did. But the fact remains that it failed to pull business under when it sank to such spectacularly low levels. The stock crash, aptly characterized by one observer as a "value panic" remained just that and did not spread sufficiently to become in any sense a general business panic. In fact, I believe there never has been a market slump so little related to business as was the recent excitement in Wall Street.

Under production conditions obtaining in former years the market slump might have resulted in disaster to business in general, with widespread price slashing and unemployment.

In the 1920-21 crash the liquidation of highly inflated commodity markets, together with the tremendous inventories carried by most companies, caused huge losses and aggravated the situation severely. This condition is almost entirely absent at the present time, some declines have occurred in commodity prices, affected by and in sympathy with the sharp break in the market, but nothing at all comparable to the smash in commodity prices of the earlier period.

The careful inventory control which modern business is able to maintain through the "hand to mouth" buying of raw material permitted by the remarkable efficiency of our railroads, has to a large degree protected industry from the effects of the recent market debacle.

Hoover's Action.
Another steadying factor was the action of President Hoover, one of the ablest administrators this country ever has had, who moved intelligently and effectively when he inaugurated his famous "sunshine campaign" at Washington. While the results of his conference with America's industrial leaders probably will not be felt for some time, their psychological effect was both tremendous and timely. Mr. Hoover undoubtedly helped American business to "keep its head."

Some purchasing power, no doubt has been impaired by stock market losses, but the fact must be remembered that despite the growing public participation in stock market activities during recent years, the percentage of those who "play the market" still represents only an infinitesimally small percentage of our population and I imagine that a good many ex-ticker fans have turned sadder and wiser, to more lucrative fields of endeavor. The losses incurred, moreover, have been to individuals and not losses reducing the country's productive capacity. The nation's wealth, as represented by its farmers, mines, mills, railroads, and factories, remains intact.

The fundamentals of business have been and still are sound. Our large corporations are in good shape and apparently have not been greatly affected. Never before in the history of the country have our industries been better fortified with cash, conservative state of inventory or soundness of corporate structure.

The automobile industry was fortunate in that the "value panic" came during the normally duller portion of its business year, a time when production and sales usually are at their low. Therefore it is not unreasonable to expect that the motor car manufacturers will be able to contribute materially toward stabilizing the prosperity of 1930.

Autos Essential.
I am making no predictions as to automobile production in 1930, but it must be remembered that automotive transportation has become almost an essential part of the American life as eating and sleeping. And when one car has been worn out another must replace it. From the 25,000,000 motor vehicles in use throughout the Nation, we may anticipate an automobile replacement demand for 3,000,000

The Heroine



MISS ANNABEL ALLEN

Miss Annabel Allen will play the heroine of the three plays presented by the "Black Mask" Players at the Dixon Motor Company Saturday night.

new cars, or about three fifths of a normal year of business from this source alone. The export trade should require approximately 1,000,000 cars this year or 20 per cent more than the 1929 demand. And to this potential export and replacement demand must be added the new buyers, the growing number of two and three car families and the increasing demand for buses and trucks.

L. A. Von Tungeln and family arrived here the latter part of last week from their home in Granite, Oklahoma, and will make their home here for the present.

AMERICAN RELIEF IN THE FRENCH FLOOD

Washington.—The American Red Cross has received a cabled message of gratitude and thanks from the French Red Cross for a donation of \$5,000 made to it for the use of recent flood sufferers in Southern France. The funds were transmitted through the medium of the State Department, with expressions of sympathy from the American organization. The flood drowned 300 persons and rendered 10,000 homeless.

Try a Want Ad in THE BRAND

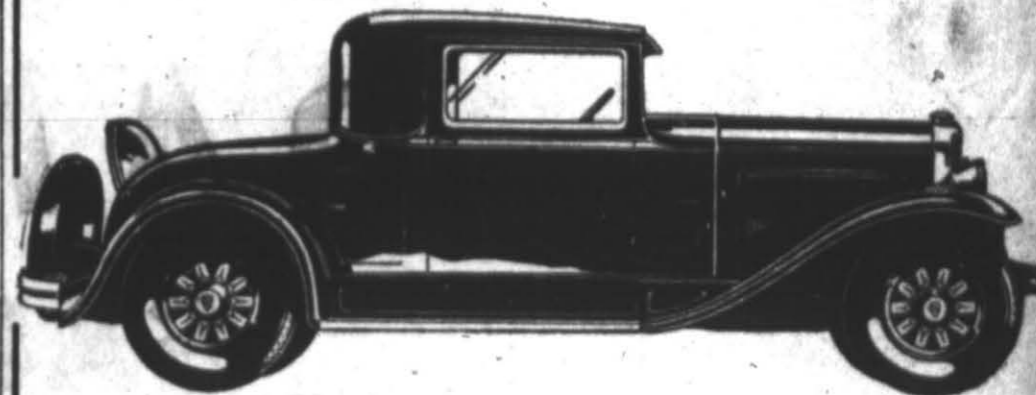
MISS SEIGLER IN FIRST T. C. U. "ROUND-UP" University at the first annual "Round-Up" to be held at the University of Texas April 13, 1930. Miss Gladys Seigler, daughter of Mr. and Mrs. T. E. Seigler and who is a junior student at T. C. and 13.

U., will represent Texas Christian University at the first annual "Round-Up" to be held at the University of Texas April 13, 1930.

Hereford Plumbing Company

CONGRATULATIONS DIXON MOTOR COMPANY!

We Did All the Plumbing Work and Furnished All Plumbing Equipment for the Building

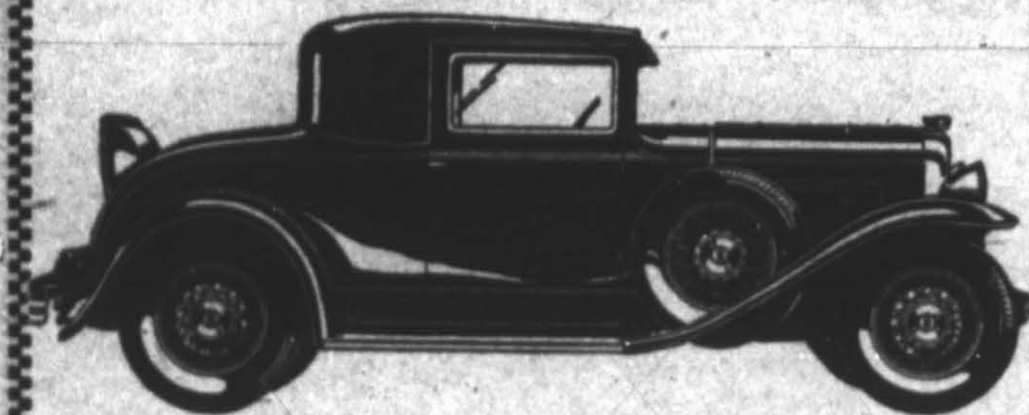


New Location,
REAR CARTER BUILDING

Hereford Plumbing Company
H. H. MARSHALL, Manager

Congratulation, Dixon Motor Co.

W. A. CARROLL, CONTRACTOR, WAS THE CEMENT CONTRACTOR AND DID THE WORK ON THE BEAUTIFUL NEW BUILDING



CEMENT CONTRACTOR

W. A. Carroll

PHONE 186



We Owe Them a DUTY.
HAVE MONEY!

When the children are small, open bank accounts for them. As they grow older, see to it that they bank PART of their money.

Bank part of what you have today, and be independent in old age.

Start Saving Regularly NOW

Have your money SAFE in our Bank.

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

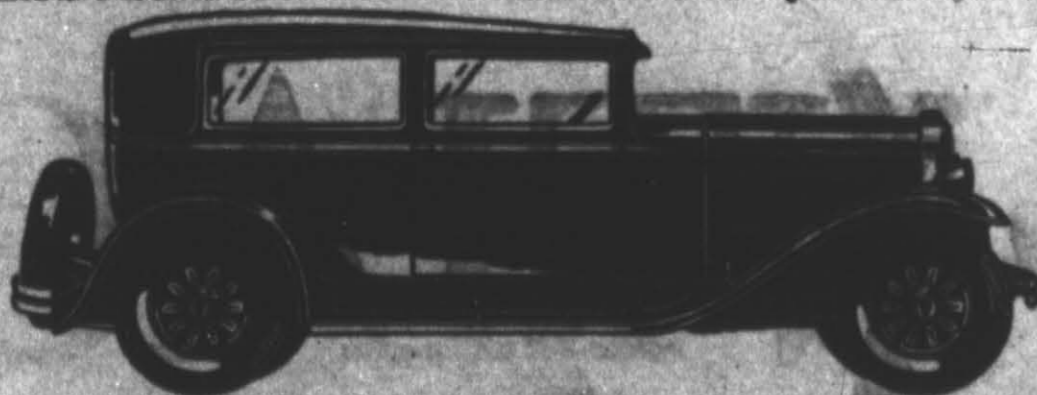


HEREFORD SERVICE STATION

CONGRATULATES

DIXON MOTOR COMPANY

PHILLIPS PRODUCTS MOBILE AND QUAKER STATE OILS



IT IS WITH THE GREATEST OF PLEASURE THAT WE WELCOME OUR NEW NEIGHBOR. LET US GREASE YOUR CAR

HEREFORD SERVICE STATION

W. A. SMITH, Manager

Phone 163

TOM MAJOR

Offers His Congratulations To

Dixon Motor Co.

You Will Find the Famous Phillips' Petroleum Company Products at the New Home of The Dixon Motor Company.

You Will Always Find the New Oakland "8" and Pontiac Bix "6" Serviced With



TOM MAJOR

DIXON MOTOR CO.

Announces the Formal Opening of Their New **OAKLAND-PONTIAC** SALES and SERVICE BUILDING



WE TAKE great pleasure in announcing to motorists of Hereford and vicinity the formal opening of our magnificent new Oakland-Pontiac salesroom at 114 Main Street.

A cordial invitation is extended to everyone to attend our opening on April 5. When you have seen our new quarters you will agree that they are among the largest and most modern of this kind in this vicinity. The well-lighted salesroom is ideally designed for the display of the new Oakland and Pontiac cars. And the service station which will be one of the very best equipped in the city, will have the most modern, up-to-date equipment that can be bought in order to provide owners with the very best possible service. We have also provided display space for "Good Will Reconditioned Used Cars."

We want you to inspect our new plant, to see our special display of the New Oakland Eight and the New Series Pontiac Big Six. Never before have they offered such values as now.



The New Oakland Eight is General Motors newest and lowest-priced 8-cylinder automobile. In every way it reflects General Motors' 16 years of successful experience in the 8-cylinder field. Its 85-horsepower engine develops one horsepower for every 87 pounds of car weight. The result of this great power in relation to the load carried is remarkable speed, acceleration and flexibility—in short, superior performance.

The New Series Pontiac Big Six—"a famous name—A finer car"—also offers unusual value. It not only retains all the qualities for which its predecessors are so widely popular, but it includes many important improvements. It is a smarter car, with its new bodies by Fisher. Its 60-horsepower engine is smoother than ever, due to new rubber engine supports. A new type of steering gear gives added ease of control. A sloping, non-glare windshield, makes night driving safer. And there are many other refinements throughout the car.

Be sure to see these cars at your first opportunity. Don't wait till you are right at the point of buying. It's better to start early—examine them at your leisure—and get acquainted with the organization that is trained, equipped and experienced to give you the fullest possible service and help you get the utmost in satisfaction and value from your motor car investment.

The New Oakland Eights, \$1045 and up. The New Series Pontiac Big Six, \$745 and up. All prices f. o. b. Pontiac, Michigan, plus delivery charges. General Motors Time Payment Plan available at minimum rate.

Dixon Motor Company

OLLIE DIXON, MANAGER

Phone 256

Hereford, Texas

OAKLAND-PONTIAC

PRODUCT OF GENERAL MOTORS

Northwest News

BY MRS. H. O. DORRIS

Mr. and Mrs. George Bippus and family, T. A. Bippus and wife of Amarillo were dinner guests in the Z. J. Steen home Sunday. T. A. Bippus and wife remained here and attended Sunday school in the afternoon.

Several new pupils have been added to the young peoples class. Mrs. H. O. Dorris has charge of this department and is proud of the interest shown.

Records will be kept on attendance, interest, etc. next quarter and a gift presented to the boy or girl with the best Sunday school record. The best year's work will be rewarded with an honor roll certificate, framed, by Mrs. Dorris.

Mrs. Clarence Morrison has 200 baby chicks.

Mr. and Mrs. H. C. Van Bibber and son visited relatives at White Deer Saturday and Sunday.

J. M. Bose returned Tuesday of last week from Fort Worth and Dallas.

Mr. and Mrs. H. O. Dorris shopped in Amarillo Tuesday and Wednesday of last week.

Mrs. J. G. Fortenberry and daughter visited Mrs. C. T. Reese Saturday afternoon. Mrs. Reese has been very ill.

N. O. Phillips and family visited at the Metador Ranch Sunday. W. H. Flippen and son were in Adrian Friday.

Mrs. F. D. Ferguson spent Friday with Mrs. H. O. Dorris.

Mrs. Austin Blasingame entertained the Community Club Thursday afternoon when the time was spent in tacking out a quilt and hemming cupboards. Refreshments of sandwiches, cake, coffee and lemonade were served to the six members present.

Mr. and Mrs. Charles Murphy of Vega spent Saturday night in the D. R. Blasingame home.

C. S. Perring was a Hereford visitor Saturday.

Misses Doris and Roxie Blasingame were guests in the J. G. Fortenberry home Sunday night.

Mrs. J. G. Fortenberry visited Mrs. George Bippus Friday afternoon.

Mrs. Bippus is at home from the hospital and is improving in health rapidly.

Mrs. J. R. Copeland and Miss Mary Ann Armitage, teachers in Simms school, spent last week end with friends and relatives in Hereford.

Little Miss Elimeth Ferguson celebrated her third birthday Sunday.

day. Her parents served a chicken dinner to Mr. and Mrs. J. G. Fortenberry and family. Price Blasingame, Misses Doris and Roxie Blasingame.

Mrs. D. R. Blasingame made a short call on Mrs. F. D. Ferguson Sunday.

C. T. and Milton Reese were in Hereford trading Wednesday.

Last Sunday Mrs. H. O. Van Bibber attended church at White Deer and to her surprise and delight, people there with whom she has been acting as co-workers in church work the past twelve years, donated \$100 to our church fund.

Dawn Items

BY MISS CARROLL CORBETT

The Irwin and Mayfield families were guests in the Stewart home Sunday afternoon.

D. Haney left Saturday for Brownfield for a short visit with his son.

Mr. and Mrs. Warren Hough were in Dawn Sunday visiting Mrs. Hough's parents, Mr. and Mrs. Sam Christian. The Houghs formerly lived in Summerfield, but have recently moved to Oklahoma.

Dawn school is making preparations for the school rally which will take place near the close of school.

The Dawn elevator is being built rapidly and will soon be one of the landmarks of Dawn.

Mrs. Walter Londe has been in Dimmitt several days taking care of her mother who is ill.

J. W. Lovelady has returned from Amarillo much improved.

L. W. Carliyle and family were visitors in the Joe Greer home Sunday.

Those on the sick list this week are Mrs. W. F. Mayfield and Gog Barnes.

The annual school trustee election for District No. 2 will be held Saturday, April 5 from eight until six o'clock.

L. A. Smith attended a dairy

school in Canyon Saturday.

Misses Griffiths and Corbett spent the week end in the Barnes home.

Mr. and Mrs. Ray Smith from Oklahoma, have moved to the Ed East place.

Several improvements have been made in our school the past week. The two lower rooms have new bulletin boards and supply cabinets and a flag pole has been put up on the school yard.

Miss Golden spent the week end in Amarillo.

Miss Jewel Harris of Canyon spent the week-end with home folks.

W. T. Harris sold a car load of kafir corn seed last week.

The John Straub family motored to Amarillo Saturday.

Glen Greer accompanied I. A. Cochell and Ed East on a trip to New Mexico, leaving Thursday and returning Sunday.

H. H. Miller recently bought a quarter section of land three miles west of Hereford where he plans to sow row crops.

Mr. and Mrs. J. E. Rentz and family of Amarillo spent the week end with Mrs. C. N. Barnes.

The play, "Little Miss Jack," which was presented at Dawn Friday night was a big success. The money taken in from ticket sales and advertising totaled \$48. Prizes were given Mignon Greer, Vivian

Bowers and Lovie Mayfield for selling the most tickets. The play was presented at Summerfield on Wednesday night and will go to Westway Friday night.

Our big display ad on Atwater Kent Radios, price and contest will interest you. OBB'S TAILOR SHOP. Phone 16. -41-2c

Plant trees that will bear fruit. See J. F. WARD, Phone 250. 11-tfc

Miss Thelma McMinn, formerly of Hereford, was presented by the music department of W. T. S. T. C. in a piano recital there Saturday. Miss McMinn is a very promising young pianist, whose work is characterized by care and thoughtfulness.

A. W. Hunter left last Saturday for Kansas City to be gone a few days on a business trip.

NOTICE OF SHERIFF'S SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, Texas, on the 19th day of March, 1930, by the Clerk of said Court in the cause of A. J. Graff and J. F. Schulte vs Thomas Chavaux, No. 1776, and to me, as Constable of Justice Precinct No. 1, of Deaf

Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law at sheriff's sale on the first Tuesday in May, 1930, it being the 6th day of said month, before the court house door of Deaf Smith County, Texas, in the town of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

The Southeast one-fourth of section No. 11, Township No. 2, North of Range 1 East, of a Capitol Syndicate subdivision as shown by a plat thereof in the Deed Records of Deaf Smith County, Texas, and said land being about 100 acres, all of which is situated in Deaf Smith County, Texas.

To satisfy a judgment amounting to \$1124.00 in favor of the plaintiffs, A. J. Graff and J. F. Schulte, against Thomas Chavaux, with interest thereon from the 25th day of February, 1930, at the rate of eight per cent per annum, and costs of suit.

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

That under said judgment and order of sale all of the above described tract of land will be sold to satisfy the amounts due thereon.

Given under my hand at Here-

ford, Texas, this the 19th day of March, 1930.
J. T. CUNNINGHAM,
Constable of Justice Precinct No. 1, of Deaf Smith County, Texas.

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.

Tanks and Tubs

We still build tanks and tubs and do all kinds of Sheet Metal Work.

WE DO ELECTRIC WELDING and GENERAL BLACKSMITHING

BARNHART & SHREVE

On West Second Street.

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 285

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

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

Find Out About
CONTROLLED VOLATILITY
In Phillips "66"
AS YOU LIKE THEM!
WEST & SNYDER

DR. D. K. ROBISON Residence Phone 78-J
DR. R. R. WILLS Residence Phone 114-W
DRS. ROBISON & WILLS
CLARK BUILDING
Phone 262

9c Sale — 9c Sale — 9c Sale — 9c Sale 9c Sale — 9c Sale — 9c Sale — 9c Sale

9c SALE 9c

We'll Tell the World This Is Going to Be Some Affair! TELL YOUR NEIGHBORS AND FRIENDS!

EVERYBODY COME!

OUR 9c SALE

Opens Saturday Morning, April 5th 9 o'clock Sharp

Bargains You Have Never Dreamed of Are To Be Found Here

Come and See for Yourself! TRY US FIRST!

CHICK-HAGOOD
Variety
Our Prices Always Right!

9c Sale — 9c Sale — 9c Sale — 9c Sale 9c Sale — 9c Sale — 9c Sale — 9c Sale

SHERWIN-WILLIAMS
PAINT HEADQUARTERS

Save 61¢ while you beautify that shabby piece of furniture

Act now!

SPECIAL INTRODUCTORY OFFER ON ENAMELOID

Here's what you get:

One whole pint can Enameloid and one genuine rubber set paint brush. Enameloid, the new rapid drying enamel, produces a remarkably hard, lustrous and long-wearing finish. Rapid drying that robs neither quality nor beauty nor durability. These two items are easily worth \$1.50, yet to get you acquainted with Enameloid, the perfect decorative enamel, we offer them both to you for only 89¢.

All this for 89¢

16 beautiful colors innumerable mixtures

Also excellent for use on walls and woodwork

\$1.50 VALUE FOR 89¢

SHERWIN-WILLIAMS ENAMELOID
THE DECORATIVE ENAMEL

We make this special trial offer to prove to you that Sherwin-Williams Enameloid is a perfectly balanced, rapid-drying varnish enamel. Brushes out freely. Dries rapidly without loss of color, beauty, luster or durability. For beautifying furniture, woodwork, toys, bric-a-brac. Choice of 16 beautiful colors.

SPECIAL TRIAL OFFER
Pint can of genuine Enameloid, any color, and a rubber-set brush, a \$1.50 value for only 89¢.

Our Aim — To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy • Quality • Service



ACTIVE VICE-PRESIDENT

Many for the past three years in Herford, but before coming here worked with the McGraw-Hill Chevrolet Company, at Durant, Oklahoma. Mr. Downs is a graduate of the Chevrolet school of accounting, and served two years as bookkeeper for the Brumley Chevrolet, when recognition of his ability and worth brought him promotion to vice-president and general manager of the company. Under his capable administration, the company enjoyed a gross business of one-fourth million dollars last year. Mr. Downs is a strong believer in the opportunities afforded by Herford and its trade territory and is a great booster for this region.

Buy one drink or Sunshine another will be served for 1c during the Rexall sale, Thursday, Friday and Saturday this week. COB-NER, DRUG STORE. 12-1c

Mr. Downs has been in the company of Brumley Chevrolet Company, Amarillo last Thursday.



PRESIDENT

It would be hard to write a biography of Herford and leave out the name of G. W. Brumley. He brought his family here in the early days and served valiantly as one of the pioneers that helped to develop this region.

Being president of the Brumley Chevrolet Company is just another item in the daily life of this busy man. His has been the controlling influence of the organization for the past five years, during which time the business has grown from a small agency to one of the strongest in the Panhandle, with sub-stations at Vega and Dumas. Mr. Brumley has built up in his company a strong force of dependable workmen whose attention seems to be to excel what ever it has been made the motto of Brumley Chevrolet Company one long to be remembered.

Beside his Chevrolet agency, Mr. Brumley is actively engaged in running extensive farming interests and without doubt is the best known over this region for establishing here one of the best nurseries for hops that is known in the Panhandle. The enterprise has encouraged the production of hops in Herford's trade territory, and developments of recent years have proved that in many cases the means of making a profit instead of a loss in their farming operations there.



SECRETARY-TREASURER

W. FRANK BALL.

Mr. Ball has been an employee of Brumley Chevrolet since early in 1928. July 1 of that year he purchased stock in the company and was made secretary-treasurer of the organization. Early in 1929 he was also made manager of the Used Car Department and supervisor of cars traded in.

It is Mr. Ball's constant aim to know how to trade for good cars, oversee their reconstruction, and put them back in running order right in every way when ordered to a buyer. He is happy when a satisfied customer reports the approval of a car, that means the up to Mr. Ball than any other feature of a sale.

An attractive new used car lot has recently been opened by Mr. Ball for the Brumley Chevrolet Company on East Third Street to enable the company to better serve their customers.

J. E. Owsin and daughter, Kath, have left Friday for Wichita, Oklahoma, with Rev. and Mrs. J. A. Horrocks, in response to a message announcing the sudden death of S. Jackson, brother-in-law of Mr. Owsin, and son-in-law of Rev. and Mrs. Horrocks.

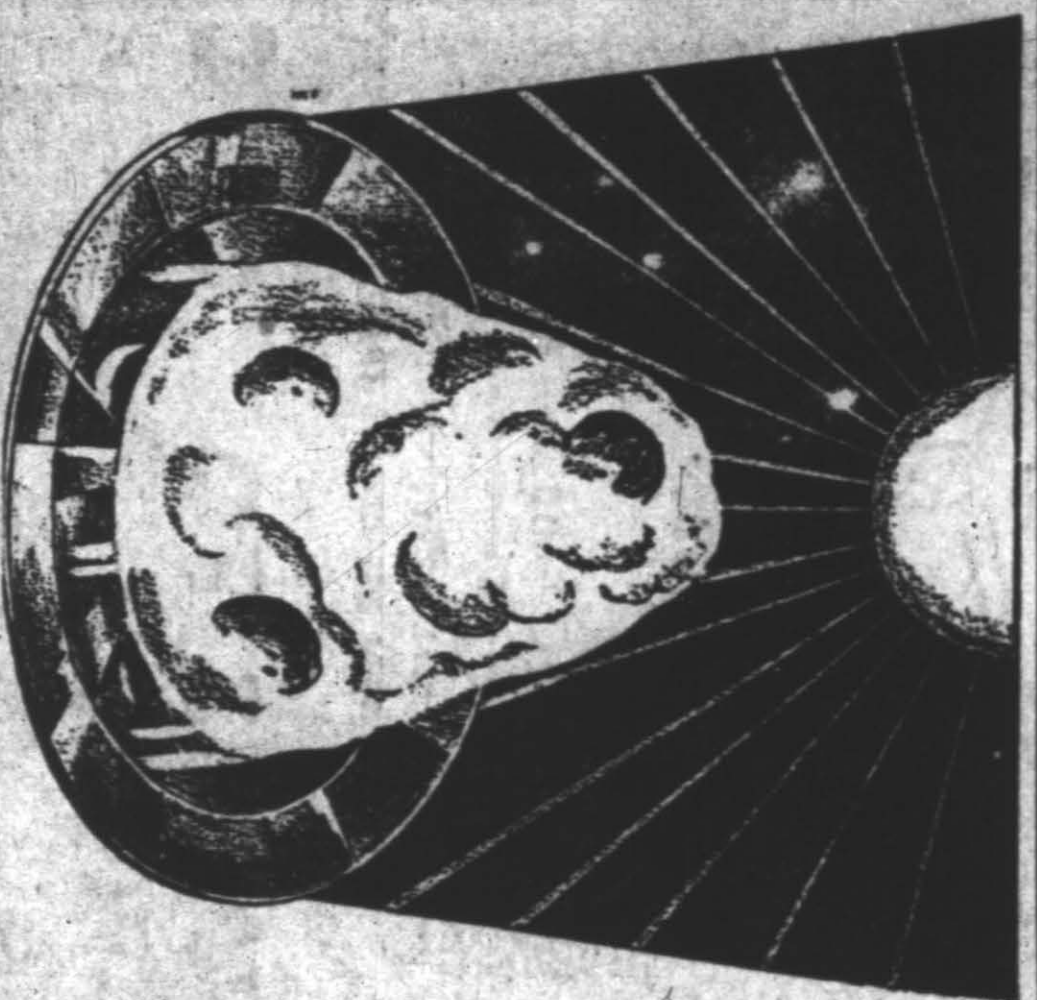
Mr. and Mrs. D. H. Alexander were in Lubbock Saturday and Sunday to see their daughter, Mrs. Joe Hedson of Scurry, who is a patient in a hospital at Lubbock.

CASH SPECIALS

FRIDAY AND SATURDAY

Post Toasties	Large Size Per package	12c
WHEATIES	Per Package - - -	11c
CATSUP	White Swan, large bottles	19c
BEANS	Out. green, stringless, No. 2 cans, 2 cans	24c
CORN	No. 2 Corned two cans	25c
APPLES	Grade evaporated Two pounds	33c
Blackberries	Gallons tin Per can	57c
PEAS	Black eyed, Wagon, medium tin, 3 cans	25c
PEACHES	No. 2 1/2 Yellow Cling, Per can	21c
BANANAS	Not over ripe, per dozen	24c
APPLES	Nice also, Arkansas Black, dozen	25c

Bakers Cash Grocery



COLD as the Land of the Midnight Sun

Mistletoe Ice Cream—Jusationally concocted of pure frozen cream, cane sugar and ripe fruits. Cool as an iceberg, tasty beyond compare; as inexpensive as it is good.

Easter time is drawing near and you will need PANBURN'S or WHITMAN'S Fancy Box Candy.

A good collection of MASTER CARDS to select from

CITY DRUG STORE

PHONE 369



FARMS AND RANCHES

City Lots and Residences

We have LARGE and SMALL TRACTS suitable for ranches and the small farmer.

FOR QUICK SALE, LIST YOUR LAND WITH US

Hill - Ricketts

Clark Building

Phone 368

Society

SUNDAY SCHOOL CLASS ENTERTAINED

Mrs. J. P. Ward and her Sunday school class were delightfully entertained in the home of Mrs. J. A. Johnson last Sunday. Mrs. Johnson selected her daughter as hostess. Each guest brought a wonderful dish which revealed a wonderful luncheon within all spread on the large table in the dining room.

The purpose of the meeting was to pack a box for a little orphan girl in the Methodist home located in Waco. Many beautiful and useful articles were brought for her. The afternoon was spent in a social way and the making of group pictures of members of the class. Plans were also discussed as to making a visit to the Methodist camp near Canyon to spend some weekend soon.

MRS. RAYFORD RICKETTS ENTERTAINED

A lovely affair of Tuesday evening was the subscription shown or given by some of our charming

young matrons. Misses Lonie LeGrand, Ernest B. Handberg and Geo. L. Kefauver, in honor of the Rev. and Mrs. Mrs. Raymond Ricketts, at the home of the honoree.

The guests gathered while Mrs. Ricketts was away and upon her arrival home, she was greatly surprised to find so many of her friends.

Little Miss Lela Jane Lewis entertained with clever readings and recitable work. Miss Lela Lewis gave a treat to the bride as Lela Jane and Master George L. LeGrand, entered the room with a large basket filled with gifts, and stopped in front of Mrs. Ricketts. She graciously opened the packages for inspection, and such a beautiful collection has seldom been seen.

Delicious refreshments of angel cake and brick cream were served to forty guests by the hostesses.

MUSIC STUDY CLUB MEETS WITH MRS. HOUNZIE

The Music Study Club met in a most delightful session with Mrs. Carl Hounzie in their newly renovated suburban home in the northwest part of town.

Mrs. Stanford, vice president, presided in the absence of Mrs. Courtney. The lesson was given



Our Used Car Lot

—Is now finished and we want you to be sure and visit us at this new market. We want you to see just what a nice place we have in this new lot. More important, though, we want you to come and see the wonderful bargains we are offering at this particular time. Here are only a few we want you to be sure and see

- 1 1929 Chevrolet Coach
—These practically new used cars are bargains, see them at a special offering Saturday only.
- 2 1929 Ford Coupe
—A very opportunity to get a coupe that we will guarantee O.K.
- 1 1928 Chevrolet Sedan
—Has been reconstructed. Good trim, seat covers and fully equipped with A. O. O. Tails of miles in this very beautiful sedan, now \$3000.00
- 2 1928 Chevrolet Coach
—These two are going on the block at a price that will surprise you. See them!
- 1 1928 Chevrolet Sedan
—An unusual offering.
- 1 1928 Chevrolet Truck
—A real truck buy.

GMAC terms can be arranged to suit your particular needs on any car you wish to buy. Ask about our guarantee.

BRUMLEY CHEVROLET COMPANY, Inc.



We have purchased an entire lot of NEW FIXTURES and we are expecting them to arrive in a few days. We must have room to install these new fixtures, therefore, we are offering our SHELVING, COUNTERS, SHOWCASES, MIRRORS, ETC., AT

Supply Your Needs Now at Saving Prices!

THERE WILL BE NO REDUCTION ON STERSON HATS

THE POPULAR STORE



1
2
8

FRIDAY AND SATURDAY CASH SPECIALS DUNLAP & GRIMES GROCERY

POST TOASTIES, per package	11c	PRUNES, 2 pound package	32c
BLACKBERRIES, No. 2 can	14c	KRAUT, No. 1 can	9c
SUGAR, 10 pounds	59c	SOAP, Lava, three cakes	21c
BACON, per side, pound	33c	Good Price On Everything In the Store.	
NUCOA, per pound	20c	Fresh Vegetables. Phone 128	

All Orders of \$1.00 and Over Delivered FREE.



The above singers had the leading roles in the charming operetta presented Friday night of last week by the boys' and girls' glee

clubs of Hereford high school. T. E. Seigler, upper left; Marie Seed, upper right; Zelma Ruth Shore, lower left, and Edward Roberson, lower right.

a living, should be one of the greatest users of milk and butter," he said. "The dairying industry stabilizes agriculture, and rural and town folks who use butter substitutes are demoralizing their own industries."

Jack Wyatt, city chemist of Amarillo, was the next speaker, and told entertainingly of the necessity for sanitation in the protection of health. "There are three main points in the health welfare of any community," Mr. Wyatt said. "First, pure water; second, wholesome food supply, and third, adequate waste disposal. Without either of these three the excellence of the other two is greatly impaired, and in some cases absolutely offset. Milk forms the basis of most of our foods, and all health ordinances affecting the dairy products are essential to the health of any community—the testing of cattle for tuberculosis, health certificates for all who handle the milk or its products, sterilization of all utensils, disinfection of all premises and rigid inspection to keep the required standard at its highest efficiency."

Dr. H. H. Latson, city health officer of Amarillo, told in an interesting way of the value of a general health program for a city and pointed direct benefits any community may receive by such a plan. The average length of human life has been raised from 33 to 56 years in the past few decades, according to Dr. Latson, due to the adherence to a health program and the study of sanitary living conditions. "The health department does not attract much attention," he said. "It has no fire bells to ring or whistle to blow, nor clubs to swing in a spectacular way to let people know they are on the job. Their work is quiet and inconspicuous, but decidedly

effective." Compulsory vaccination of all school children would soon have nearly 100 per cent of our population immune from smallpox, he pointed out. Colds are contagious, he explained, and the best way to cure them and prevent others from catching them would be to go home and stay in bed for two days. Rest is the best for a cold, and the greatest danger of conveying colds from one person to another, lies in the use of common drinking cups or unsterilized utensils, Dr. Latson said.

ANNOUNCEMENT

I wish to announce my candidacy for nomination to the office of County Judge and Ex-Officio County Superintendent of Schools of Deaf Smith County, subject to the will of the voters at the Democratic primary election July 28, 1930.

I feel that I am qualified to fill the office to which I aspire, with my ten years experience in teaching, two of which have been in

colleges, and my preparatory education for vocational agricultural teaching with its viewpoint of practical training for boys and girls for more useful lives and better citizenship.

I disposed of my business interests in Hereford in October. I find that after living six years in this region I want to throw in my lot with this county with its splendid opportunities and great possibilities.

Sincerely,
C. W. HUMBLE.

Blythe Bros. Sell Lighting Plants In Many Homes

Occasionally indications of the progress and prosperity of the territory surrounding Hereford at the present time appear in unexpected places, yet are the more welcome in that they help establish the fact that people are better contented throughout this region and are planning homes of greater convenience and comfort. During the past week Blythe Bros., Delco-Light and Frigidaire

distributors, have installed nineteen Delco-Light plants in farm homes in the region they serve. Among these were Joe Benauer and E. P. Hussey, Hereford; L. A. Gladden, W. R. McElroy, T. W. Malone and Sunnyside church of Dimmitt; R. P. Daniel and Hugh Lee, Friona; J. H. Floyd, R. D. Looney, W. R. Grayson, Charles Ross and W. D. Rogers, Bovina; Joe Kendall, Henry Kendall, Roy Ealey and Ky Lawrence, Summerfield; J. W. Agee of Big Square, and Roy Cluck of Hart.

Daniel News

BY MISS KATHERINE HERSHEY

Mrs. Maggie Wolfe of Hereford spent a few days with her sister, Mrs. W. C. Thomas, last week.

Miss Catherine Yant spent one night last week in the Jacobs home.

Mr. and Mrs. Claude Ware of California arrived here one day last week and are visiting in the Clarence McBroom home. There was a good crowd at

Sunday school Sunday. B. F. Stiles was elected superintendent and Joe Moore assistant. The reason for the election was that Mr. Hanssey has moved away.

Mr. and Mrs. Roy Manning of Plainview spent a few days last week in the Lemuel Shugart home.

Mr. and Mrs. W. Z. Beckman and family visited in the home of her parents, Mr. and Mrs. Walter Hoffman last Sunday.

Mr. Bishop and Theima went to Wildorado Saturday.

DOES YOUR RADIO WORK PROPERLY?

If Not, Call Me. I do radio servicing and repair work at very reasonable prices.

YOU WILL BE SATISFIED. PHONE 344

S. L. EASLEY
Radio Technical Expert

CHAMBER OF COMMERCE

(Continued from Page One)

low price of butterfat, Mr. Ferguson pointed out that people, even those who produced dairy

products, have got in the habit of using butter substitutes, with the result that there is an under consumption of butter, and the price is therefore lowered. "Folks who depend on dairy products for

Announcing

THE PURCHASE OF HARRISON ELEVATOR BY
M. B. McLEAN AND J. A. PITTMAN



We have purchased the elevator and grain business of Mrs. E. W. Harrison and will continue to operate it in the same location. Our business, now known as Jones & McLean, will eventually be moved to the elevator and become part of the business there, under our new firm name, McLEAN & PITTMAN.

We are announcing the change of our firm name, effective as of April 1st, to let it be known that in the future the business transacted at either place will be as McLean & Pittman.

We extend to the people of Hereford and this region the assurance that our elevator will be conducted along similar policies that has made the Harrison Elevator famous throughout the trade territory for just prices, fair dealings and honest treatment of customers.

We will appreciate an opportunity to renew acquaintanceship with old friends, and earnestly desire to know the many new citizens who are coming to Deaf Smith County to make their homes.

McLean & Pittman

UNUSUAL SPECIAL PURCHASE OF THE SMARTEST STYLED

Easter Dresses!

FEATURING THE NEW SILHOUETTE IN CLEVER VERSIONS!

\$5.95
TO
\$16.95

Special Values Indeed!

—Cape sleeves, amusing peplums, jacket dresses, boleros, higher waist lines. In soft chiffons, laces, printed silks, flat crepes, silk piques. Dresses with a suggestion of waist silhouette — with flaring skirts and interesting sleeves.



Plenty of Black And High Colors

Black and high colors that are indispensable in the smart Spring wardrobe. With separate jackets, boleros, capes and cape sleeves — in short with attention to every fashion detail important in the mode. New greens, blues, tans, browns, dahlia, red.

Prints Favor Dark Backgrounds

Scores of flattering variations of the new printed silk fashion with short sleeves, bows, bands, large collars and interesting sleeve treatments. On dark backgrounds with dots, small and medium-size designs in bright colors. Unusual to find new prints at this low price!

Sprolws-Cronin & Company

CONGRATULATIONS TO DIXON MOTOR COMPANY

Summerfield

BY MRS. L. JOHNSON

The Home-makers Study Club met last Thursday at the home of Mrs. A. F. Blakemore. The subject discussed was "How to purchase and prepare foods." Roll call was a favorite recipe for preparing left-overs. Mrs. Ky Lawrence was leader. There was a round table discussion after each subject, which proved a most interesting and profitable feature. The hostess served refreshments which were enjoyed by about twenty members.

Mr. and Mrs. G. F. Keese and Mr. and Mrs. Reese and daughter all of Pampa were Sunday guests of Mr. and Mrs. A. M. Walker.

Mrs. B. O. Roberson went by automobile with friends at Hereford to Wichita Falls to visit a few days with her sister.

Miss Thelma Humphries spent last week end with relatives and friends at Lockney.

Mr. and Mrs. Ky Lawrence were Sunday visitors in the J. B. Harlan home at Frio.

Mrs. Walter Huntley and daughter, Geraldine, went to Amarillo Saturday to visit her mother, returning Sunday night.

Mr. and Mrs. B. A. Atchley and Mr. and Mrs. Ted Statte were in Vega visiting Mr. and Mrs. Demson Hill last Sunday.

The Miles, Meharg, Lance and

McDonald families, Mand Noland and George Delozier spent last Sunday at Ceta Canyon.

Mr. Covington of Oklahoma has been visiting with Mr. and Mrs. Roy Coker and parents.

Chas. M. Wild of Omaha, Nebraska, visited his old time friend, B. A. Atchley, last Tuesday.

Gerald Morgan who has been visiting his folks at Canadian, returned last Monday.

Mr. and Mrs. Jay Sanders of Big Square and Mr. and Mrs. John Heiseaman of Vega visited their parents, Mr. and Mrs. Louie Huckert, last Sunday.

BH Edlemon has been enjoying a pleasant visit with his father, who lives at Plainview.

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

Mr. and Mrs. J. B. Davis and family went to Lubbock Saturday to visit in the home of Mr. and Mrs. J. P. Fulton, returning by way of Abernathy visiting friends there and getting home late Sunday night.

Misses Opal and Lorain Hays went to Lubbock Friday to spend the week end with their friend, Miss Leatrus Walser.

Frank Ellis returned from Amarillo and Panhandle where he has been visiting relatives and friends for the past week.

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

Gains Ten Pounds in Less Than a Month



MISS DOROTHY HENNING

"When I started taking Sargon less than a month ago, I only weighed 88 pounds. Now I weigh 98—an actual gain of ten pounds, and I'm still gaining.

"I suffered terribly from indigestion and constipation. My appetite fell off to almost nothing, and my complexion was very bad. My appetite is just splendid now, and my complexion is clear and healthy looking. Sargon Soft Mass Pills have entirely overcome my constipation. My friends marvel at my wonderful improvement." — Miss Dorothy Henning, 1422 Grant St., Denver, Colo.

From Coast to coast and from the Gulf to the Great Lakes, Sargon is known and honored. Its fame is based on actual results, not empty promises. Rice Drug Store, Agents.

Miss Ruth Dodder went to Amarillo last Saturday to visit her sister, Mrs. Rosa Thornton, for the day.

SPRING tailor-made suits with the new samples in ORR'S TAILOR SHOP. 9-4c

Mrs. W. W. Bennett and daughter, Ruby Pate, returned home last Thursday evening from Amarillo, where they visited in the home of her daughter, Mrs. Frank Jesse and the home of her son, Earl Bennett and family.

Two Girls Live On Hot Water and Rice

Due to stomach trouble, Miss A. H. and sister lived on hot water and rice. Now they eat anything and feel fine, they say, since taking Adlerika.

Even the FIRST spoonful of Adlerika relieves gas on the stomach and removes astonishing amounts of old waste matter from the system. Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Rice Drug Store. (Adv)

Here and There.

BY MRS. C. E. TIOE

Last Sunday was ideal for the all day services at Frio. Rev. Ose of Plainview delivered three sermons that day to large crowds. A bountiful dinner was spread and greatly enjoyed by all.

Mrs. J. J. Clark of Hereford and Miss Roxie Campbell were callers at the A. Beauford home Tuesday afternoon.

Emmett Dixon was a business visitor to Clayton, New Mexico, first of the week.

Mr. and Mrs. Val Matthews spent the week-end at the George Mosely home.

Mrs. Nettie Green has her children home at dinner Sunday. She recently sold her farm and is moving to Hereford soon. Present were Mr. and Mrs. Walter Easter and family, Mr. and Mrs. Harry Loomas, Mr. and Mrs. Dick Dixon, Mr. and Mrs. R. T. Green and families, Mr. and Mrs. Harry Taylor also enjoyed the day there.

Miss Marie Brumley recently spent the week-end with Miss Blanche Beauford.

J. E. Andrews has finished break-



Mark Every Grave with an Osgood Memorial. Here you will find a design to exactly suit you—one which will be a source of pride and satisfaction to you throughout the years.

FREE! Stop in, write, or phone for our new, valuable illustrated folder.

"HOW TO SELECT A MEMORIAL."

OSGOOD MONUMENT CO. 22 YEARS IN AMARILLO. 200 Taylor St. Phone 3-0614 Amarillo, Texas

Dallas Lady Glad to Praise Famed Konjola

Neuritis and Stomach Trouble Soon Banished by Power Of New Medicine



MRS. E. M. FITZGERALD

"I never had the least idea Konjola would help me as it did," said Mrs. E. M. Fitzgerald, 4333 Worth Street, Dallas. "My stomach gave me a great deal of pain and trouble. Gas accumulated in my stomach after meals and the pressure against the heart cavity caused that organ to beat wildly. Neuritis attacked my side and my right arm and shoulder. These pains were often so severe that I could not do my housework. I did not sleep at night and became very nervous.

"Konjola is fast bringing me back to health again. My stomach is in excellent shape and I can eat almost anything without distress. The neuritis pains are gone, my sleep is normal once more and my nervous condition has greatly improved. I shall always recommend Konjola to anyone suffering as I did."

Konjola works with the important functionary organs of the body, drives the poisons from the system and regulates the organs of digestion and elimination. In this way glorious and abundant relief is brought about. It is recommended that Konjola be taken from six to eight weeks for the best results.

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

ing out a quarter section he recently purchased.

Mrs. J. B. Harlin, Malcolm Cassels and Jack Robinson spent Tuesday with Mrs. Gleaves Owen.

Mr. and Mrs. O. M. Bell spent Thursday evening at the Gallagher home.

Messrs. and Mmes. Elmer Dixon, Ross and Sumner of Cleo, Mr. and Mrs. Percy Estes and children of Dimmitt, Mr. and Mrs. Ky Law-

rence of Summerfield attended services at Frio Sunday morning. Several of the young people attended a surprise party at the Chalmers mee Saturday night, given in honor of Miss Boyd.

Mrs. Leo Williams had as her guests part of the week her sister and family of Oklahoma City.

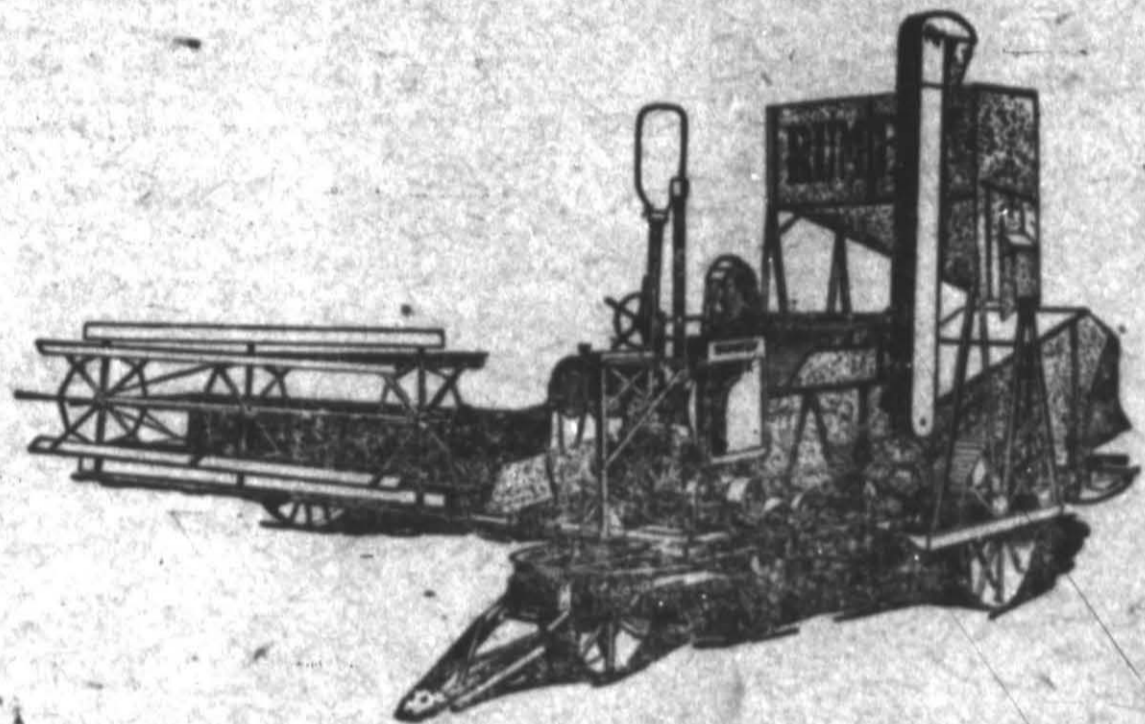
Mr. and Mrs. Gillispie spent Sunday afternoon at the K. T. Campbell home.

Owen Stagner and A. T. Jones took the school census Saturday and report an increase of twenty over last year.

Cleaning and pressing done please you. ORR'S TAILOR SHOP Phone 16.

Mrs. J. E. Boyer went to Amarillo last Saturday to visit in the home of her son, Virgil Boyer.

THE ADVANCE-RUMELY COMBINE



—The Machine with dimensions right and the power right, to give the greatest capacity, without so much speed. See us in our new quarters in the Britain-Dunlap Building.

Welch Machinery Company

PHONE 33

Nothing Can Equal the Complete Feeling of CLEANLINESS



Bring on the day's work ... for this day was started right!

First, the musical splash of a fast-filling tub. Rising whisks of steam that envelope you in a warm and pleasant mist. Try the water; you'll find it just right. Then ... the plunge ... plenty of lather ... and more clean hot water before you reach for a towel.

The shave, too! How easy! Hot water to reduce your beard to quick submission and no skin roughness after.

Then crisply clean clothes, newly laundered, and no wonder you're ready!

This is the daily picture in homes that have modern hot water service—gas-heated water supplied at air-plane speed by RUUD-AUTOHOT that works by its

Crisply-Clean Clothes; Clean, Refreshed Bodies—with GAS-HEATED Water!

own automatic control to answer every hot water call.

Why not start another day right—today or tomorrow? Come first to the Cleanliness Store. See the new RUUD-AUTOHOT models at work; ask about our special sale inducements.

Clean-up Paint-up!



This is the week set aside by city, county, state and national health departments for a general clean-up of all conditions that affect the water, food, sanitation and environment of the people.

We have for this work any kind of tool or material you will need for cleaning or brightening up your home. After the cleaning comes the brightening, and we offer your paints, enamels, varnishes and colors in an infinite variety.

SEE OUR SOUTH DISPLAY WINDOW

Streu Hardware Company

West Texas Gas Co.

CLEANLINESS STARTS AT THE FAUCET

WHERE PLAINVIEW'S THIRD ANNUAL DAIRY SHOW WILL BE HELD, BEGINNING NEXT MONDAY.



When the Third Annual Texas Panhandle-Plains Dairy Show opens in Plainview on April 8, it will be the culmination of the combined efforts of breeders, farmers, dairy-men and business men of 54 Texas Panhandle counties, the greatest co-operative movement ever inaugurated in the Panhandle. In making a success of the show the people of Plainview, interested individuals and organizations will spend approximately \$6,500. It is estimated that the attendance will total 50,000. The show opens on Monday and continues through Tuesday, Wednesday and Thursday.

Jersey breeders of the Panhandle will receive \$1,050 in cash premiums. Holstein-Friesians \$1,000 and the Guernsey department the same amount. Counties winning places in the county herd department will receive \$300, and winners in the dairy products department will receive \$102.50. In the 4-H club boys dairy judging department, the winners of first place will receive \$25 and the second place \$15. A total of \$115 is offered in this department. In the vocational agricultural students judging contest the winner will receive \$25 first and \$15 second. Premiums are offered in each class.

In addition to an exhibition of the best dairy cattle herds in the Panhandle the visitor to the dairy show will have an opportunity to see the first farm machinery show ever staged in Plainview. This exhibit will be housed in a new brick building near the big dairy barn.

Ladies who visit the dairy show will be interested in knowing that this year the Plainview Federation is staging a pure food show on the same dates as the dairy show. This will be found at the city auditorium.

Practically every farm convenience will be displayed in the exhibition building at the show this year. By erecting a new wing of the dairy barn for stall space, the City of Plainview made it possible

JUDGE DAIRY CATTLE



J. B. FITCH

J. B. Fitch, of A. & M. College, Manhattan, Kansas, who will judge the dairy stock at Plainview's Third Annual Show.

for the Association to release space for this purpose and many of the agents for milking machines, windmills, light plants and other modern farm conveniences have leased the building for exhibiting their products.

A feature of the show each year is the annual sale. This year this department will be managed by Joe Jennings, manager of a large farm near Plainview. Thirty-six animals will be sold by Col. E. E. Herritt, well known auctioneer. The sale will be held on Thursday, April 10.

The official program of the show calls for the production contest on the first day, Jersey day on Tuesday and the annual exhibitors banquet Tuesday night. Wednesday has been designated as Guernsey and Holstein-Friesian day and

Thursday is sales day. A number of Panhandle towns have selected special days at the show and these days will be dedicated to them.

J. B. Fitch, head of the Dairy Husbandry Department of the Kansas A. & M. College at Manhattan, Kansas, has been selected as the judge for the show and will judge all classes. For two years Mr. Fitch has judged the Tri-State Fair at Amarillo and one year judged the Texas State Fair at Dallas.

Officials of the Third Annual Texas Panhandle-Plains Dairy Show are Oscar Stansell, Floydada, president; S. J. Payne, Tulla, vice president; R. M. Milhollin, Plainview, general superintendent, and Maury Hopkins, Plainview, manager. The directors are composed of leading breeders, farmers and business men of practically every county in the Panhandle.

Progressive News

BY MISS OLIVE PERKINS

I see by the Progressive News that:

The Progressive Community Club met last Wednesday at the home of Mrs. Caldwell, with Mrs. Hershey as assistant hostess. A short program on garden flowers was given. At the next meeting, with Mrs. Roy Wagner, the ladies are asked to bring seeds, plants and bulbs for the flower exchange.

A handkerchief shower was given Mrs. Lester Galley in honor of her birthday. The hostess served refreshments to eight members and one visitor.

Mr. and Mrs. Jim Parks and Ruth visited their daughter, Mrs. Henry, Saturday.

Mrs. Audy Walsh and son of Canyon visited in the Childre home Sunday.

Mr. and Mrs. Sam Parisa and children of Lansing, Kansas, visited in the W. C. Russell home last week.

Mrs. W. C. Russell, Misses Gusta and Lois Samuelson and Jell Caldwell called, on Mrs. Blakemore Sunday afternoon.

Katherine Hershey spent the week end in Lubbock visiting her brother, Horace Hershey.

Mr. and Mrs. Orin Russell called on her parents, Mr. and Mrs. John Counts, Sunday afternoon.

Mr. and Mrs. Luke McBrayer visited in the Ricketts home last Sunday.

Misses Agnes and Madge Childree of Fort Sumner, New Mexico, and Edith Childree of Canyon visited home folks over the week end.

Mr. and Mrs. Jim Ricketts spent Monday with Mr. and Mrs. Luke McBrayer.

Howard Higgins spent Saturday afternoon with Edgar Russell.

Mr. and Mrs. Ray Hershey, Mrs. Arch Conklin and children, and Owen Neel motored to Lubbock Sunday. Mr. and Mrs. Hershey and Mrs. Conklin visited Mr. and Mrs. Horace Hershey, while Mr. Neel spent the day with his sister who is in a hospital there recovering from a recent operation.

Lon McKinzie visited Edgar Russell Sunday afternoon.

Mr. and Mrs. Arch Daugherty visited her parents Saturday evening.

Cleaning and pressing done to please you. ORR'S TAILOR SHOP, Phone 16. 11-2c

6 1/2 PER CENT MONEY ON

Farm Loans

No Commission to Pay

FRANK BARBER

Representing the South-western Life Insurance Company

To the Hereford People

—Having sold our elevator, we take this means of thanking the people of Hereford and surrounding country for their most loyal support and liberal patronage during the twenty-three years our business has been operated here. You have supported us through tragedy, misfortune and death. In 1935, when we lost everything in our elevator collapse, the Hereford people made it possible that we rebuild the elevator, and by continued support have assisted us in maintaining a most pleasant and profitable business. In return, we have striven to give conscientious service and the best grain market obtainable. In retiring from an active business life, we have the kindest regard and are indebted to everyone who contributed, even in a small way, toward the success of the business.

MRS. E. W. HARRISON MATTIE LOU HARRISON
DAVID HARRISON

Brand Want Ads Pay Good Dividends!

*You'll Notice
the DIFFERENCE*



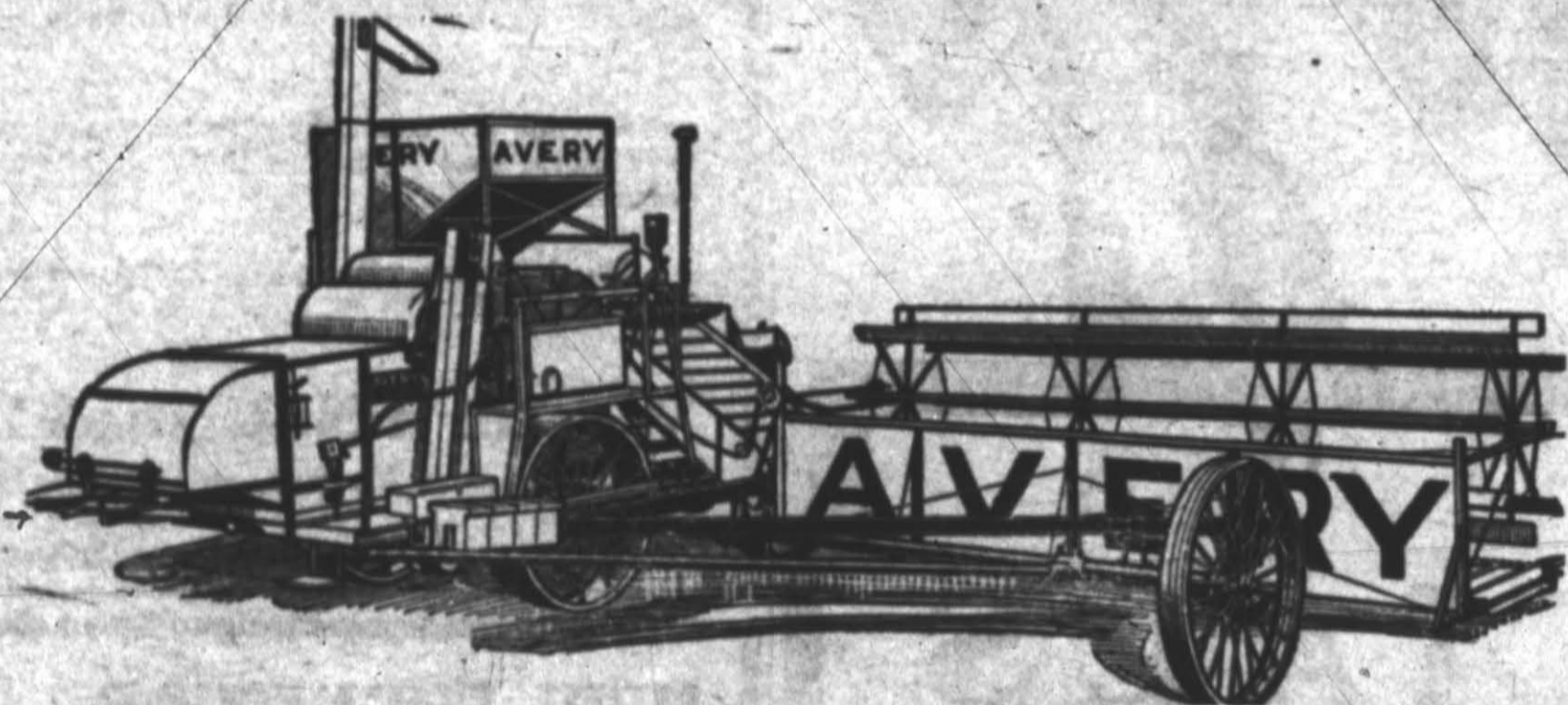
IN JUST MEAT
AND

Good, Tasty Meat

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

Texas Meat Market

CONGRATULATIONS TO DIXON MOTOR CO.



Bill Avery "Sez" ---Here's the Capacity Combine YOU'VE ASKED FOR

Owners named the New Avery the "Capacity Combine" after they found what she would do, where "the going was tough," in long, heavy straw—down grain, swathed grain.

There's a lot of reasons why Avery can handle more straw and save and clean better—it has a 12-bar, big tooth thresher cylinder—a wider rear—an extra powered motor—roller bearings at more points. It has new features that solve Combine problems never before answered.

You fellows have asked for a Capacity Combine that does better work and is built Simpler—Avery built it for you and your Dealer below will tell you all about it.

ASK FOR NEW COMBINE BOOK.

We now have a direct contract with the ALLIS CHALMERS MANUFACTURING COMPANY for tractors. See our new models on the floor—Model E, 20-35, and Model U. Another car coming. Car of La Crosse Plows moving this way. Wait and see this plow before you buy.

WHITAKER & SEED

Congratulations to Our New Neighbor—The Dixon Motor Company

ATWATER KENT

\$50

FIRST PRIZE

AND SIX ADDITIONAL BRIDGE SET PRIZES

**FOR THE GREATEST NUMBER OF WORDS
USING THE LETTERS IN THE NAME**

Test your skill—this is the last week of this great Atwater Kent word making contest. How many words can you make up using the letters in the name Atwater Kent? To the one making the largest number, we will give a credit slip for \$50, to apply on the purchase of any new Screen Grid Atwater Kent.

Use of proper names excluded. Letters to be used only as many times as they appear in the words Atwater Kent. Contest ends April 12th.

You'll never know REAL radio performance until you have heard this 1930 Atwater Kent. It gives you everything in radio. Let us put one in your home—see, hear and compare it with any... then you be the judge!

ATWATER KENT

SCREEN-GRID

RADIO

REGISTER FOR CONTEST AT



Model 1055

\$109

LESS TUBES

Complete—installed \$132

ORR'S TAILOR SHOP

HEREFORD, TEXAS

A. C. Thompson Lumber

Phone 456

"Dependable Lumber"

East Third and McKinley



The Rendezvous for GOOD REFRESHMENT!
 "A Malted Milk for 1 Cent"
 Celebrating the Opening of Our
100 PER CENT MECHANICAL REFRIGERATED SODA FOUNTAIN
 —during our Rexall Sale Days
 You may buy any two of your favorite drinks or Sundaes for the price of one—plus one cent.
BRING YOUR FRIENDS

Big Spring Rexall One Cent Sale

Thursday - Friday - Saturday
 APRIL 3rd - 4th - 5th

QUALITY—PRICE—SERVICE

Toilet Goods
 Candy, Stationery
 Rubber Hospital
 Sundries
 Rexall and Puretest
 Products

Rather than spend large sums of money in other ways to convince you of the merit of these goods, the United Drug Company is spending it on this sale in permitting us to sell you two full size packages for the price of one—plus one cent.

Every article on this sale is a high quality, guaranteed product, being sold all year-round at the standard price. No limit—buy all you want.

The Corner Drug Store

"THE BEST IN DRUG STORE GOODS"

"THE BEST IN DRUG STORE SERVICE"

CONGRATULATIONS TO DIXON MOTOR COMPANY

Personal

Mr. and Mrs. A. H. Streu and daughter, Helen Frances, were visitors in Clovis Sunday.

J. W. Patton, manager of Western Chain Tire Stores of Clovis, was a Hereford visitor Sunday in the George Payne home.

Mrs. Ella Burch, former citizen of Hereford, now living in Amarillo, was visiting Hereford friends Friday. Mrs. Burch has been spending the winter in Phoenix, Arizona, and her daughter, Miss Eula Lee, is expected home from there this week.

J. W. Thurmond, who has been spending the winter in Canadian, returned this week for a visit with homefolks.

B. H. Connell returned first of the week from a business trip to Eagle Pass, Texas, and across the border into Old Mexico.

W. E. Taack of Lockney, was here Monday of this week selling

wheat that he has had in storage in the Harrison elevator.

CHURCH OF CHRIST

Lord's Day services for April 6: Bible classes 10 to 10:45, sermon 11:45, Communion 11:45 to 12. Bro. Luther Roberts, minister of the Church of Christ at Canyon, will preach at 1 1/2 o'clock and the 3 o'clock services at Progressive will be conducted by him.

I will go to Canyon and preach at 11 and the evening services at Hereford will be conducted by myself. The subject will be "Building." Come and we will study together God's word at 7:45. Good singing led by Bro. B. R. Westbrook. H. EARL SMITH, Minister.

STORK SPECIALS

Born to Mr. and Mrs.: E. C. Franklin, March 28, a son. A. B. Clark, March 29, a daughter.

Mrs. Patricia Allen spent last Sunday in Borger with friends.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

Too Late to Classify

LOST—Iron side-rail of bed, Saturday, between Dawn and mile west of Hereford. Finder notify PAUL FAIR. 12-1c

WANTED—To buy a used 45-Coitsu automatic or 32 or 38 double-action Coitsu. JOWELL MURCHISON. 12-1c

FOR SALE—Or trade, city lots that I own. Used and new Underwood typewriters. Easy terms. Will trade for anything. JOWELL MURCHISON. 12-1c

FOR SALE—Several Jersey heifers, to be fresh soon. Southwest corner of Hereford. HARRY FAIR. 12-1p

LOST OR STRAYED—One 2-year-old female and one year-old male German police dogs. Will pay for information regarding same. JOWELL MURCHISON. 12-2c

Ward News Notes

BY MRS. WILEY ROBERSON

Messrs. Bob, Jim and Wesley went to Clayton, New Mexico, Friday on business, returning Sunday afternoon.

Mrs. Harrison spent Friday with her sister, Mrs. Lynn Powelson. Mr. and Mrs. W. A. Daugherty made a business trip to Lubbock Monday.

G. T. Higgins spent the week-end with home folks.

Beauford Hutson spent Sunday with Mr. and Mrs. D. O. Williams.

Mr. and Mrs. Fletcher and Mr. Dow Hart of Amarillo spent Saturday night and Sunday in the home of Mr. and Mrs. Arlie Dean. Mr. and Mrs. Jimmie Harrison visited in the home of Mr. and Mrs. W. R. Harrison Sunday.

Mr. and Mrs. F. W. Roberson and sons and Miss Hughes and Miss Garrett were guests at Sunday

dinner in the home of Mr. and Mrs. John Hutson.

Mrs. G. M. Suggs and Mrs. Jim Lipscomb visited Mrs. Bob Higgins Monday afternoon.

Mrs. Savitman called on Mrs. Harrison Friday afternoon.

There will be a pie supper at the school house Friday night and everybody is invited to come and bring somebody with them.

The Westway and Buick boys baseball teams came out Sunday

afternoon to play Wesley team, Wesley losing both games. Mrs. Suggs visited Mrs. Lipscomb Monday.

Mr. and Mrs. Jimmy Garfield and son of Amarillo spent Saturday night and Sunday in the home of Mr. and Mrs. Bill Hutson.

INSURANCE
 Loans--Bonds
HEREFORD
 INSURANCE
 AGENCY
 JOHN McLEAN, Manager



Make Your Home Bank Your Banking Home

Then your business transactions will be among friends. Friends are most likely to be in a position to give you the kind of service your deserve.

Friends are most likely to take into consideration the "moral risk" which is the foundation of all confidence.

Do business with your friends—FOUR HOME TOWN BANK.

Western National Bank
 "There Is No Substitute for Safety"

STAR THEATRE

HEREFORD, TEXAS

PROGRAM

FRIDAY ONLY
 APRIL 4

SATURDAY
 APRIL 5 ONLY

"Undertow"

WITH MARY NOLAN



COMING:

"Vagabond King"

The picture all have been waiting for.

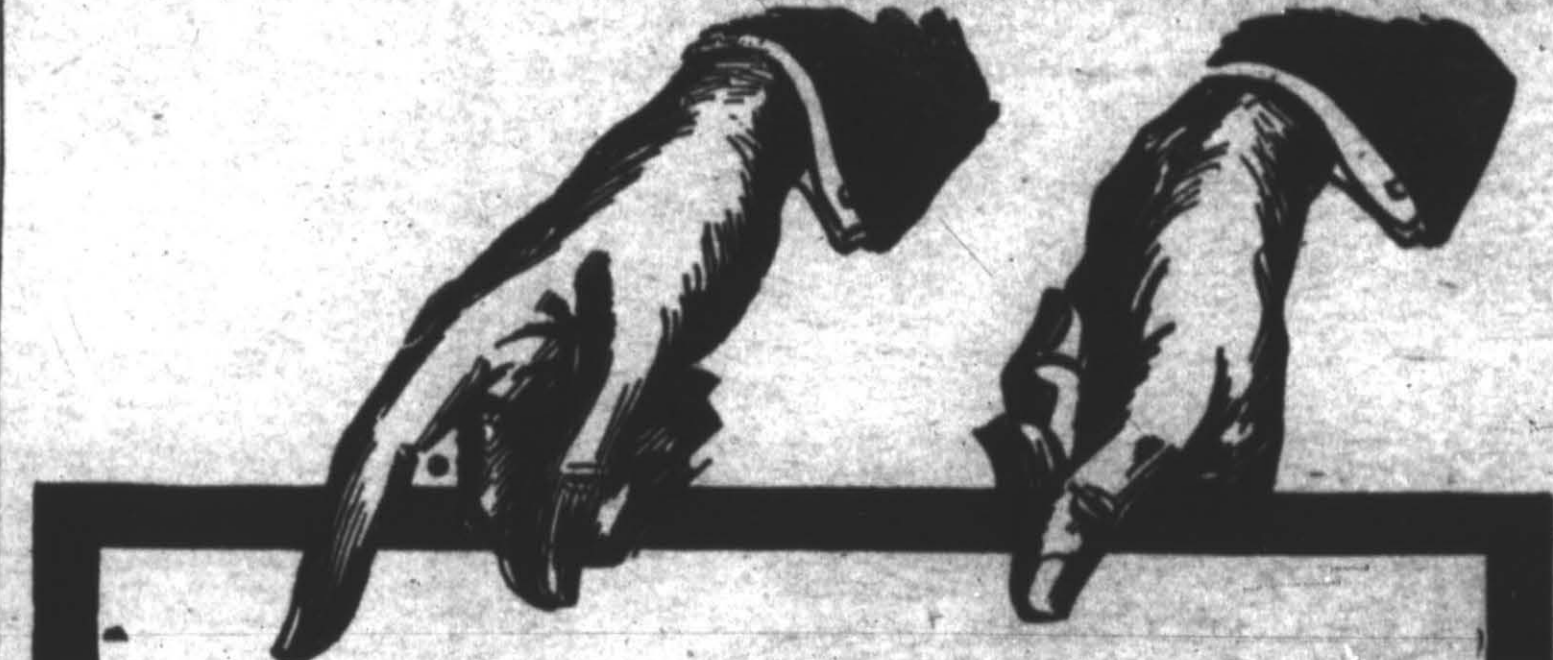
Monday - Tuesday - Wednesday
 3-DAYS—APRIL 7, 8, 9—3 DAYS

AL JOLSON

America's greatest entertainer, sweet singer of love and home songs and a wonderful comedian, in a Vitaphone picture—

"Say It With Songs"

Don't Forget the Date—Be Sure to See and Hear Him.



SPECIALS

For Friday, Saturday and Monday

APRIL 4, 5 AND 7

—A group of extra select bargains, chosen from our big stock to show the high values we are able to extend our customers and friends.

Batiste

—American Beauty Batiste; 40 inches wide, in both plain color and printed patterns. Choice—

THREE YARDS FOR \$1.00

Men's Union Suits

—Wilson Bros. Union Suits, long or short sleeves, ankle length—

FOR 95c

Men's Khaki Pants

—Fitz Khaki Pants, No. F154, on Friday, Saturday and Monday—

\$1.19

Men's Overalls

—Men's blue Overalls; high back or suspender back—

CHOICE, 89c PAIR

Men's Sox

—Men's Lisle Sox, plain color, regular 35-cent grade—

FOUR PAIR FOR \$1.00

Ladies' Hose

—Ladies Rayon Hose, clock stitching, special for three days—

TWO PAIR FOR \$1.00

Fox Mercantile Co.

CONGRATULATIONS TO DIXON MOTOR COMPANY

NEW FURNITURE BETTER FURNITURE

LOWER PRICED FURNITURE

Our house is brimming full of good new furniture, and it is being offered now at most liberal prices and terms.

YOUR CREDIT IS GOOD WITH US!

We have on our floor two car loads of new living room furniture, all patterns and qualities—the best yet offered.

\$165 Living Room Suite for \$125
 Two car loads of new, up-to-date bedroom furniture, showing the new woods and finishes, and all kinds of the new styles—

\$175 Value Suite for \$135
 \$125 Value Suite for \$ 95
 With Terms to Suit.

The greatest line of large dining room suites, junior suites and breakfast suites we have ever had. To see them is to like them. You cannot imagine the low scale of prices we are now applying to these big values.

YOUR CREDIT IS GOOD AT OUR STORE!

All gas ranges are going at a reduction.

We sell White sewing machines.

The General Electric Refrigerator is the greatest on earth. Buy one and eliminate all your refrigerator troubles.

If Better Values and Lower Prices Are to Be Had—

We Will Furnish Them.

E. B. BLACK Co.

The Big Store With The Little Price

"We are satisfied with small profits."

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

IF AN LINESS STARTS AT THE FAUCET