

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 2.

Hereford, Deaf Smith County, Texas, Thursday, January 27, 1927.

Seth B. Holman, Publisher

## RECORD BREAKER FOR ATTENDANCE AT C. OF C. AND FARMERS BANQUET

Community building and intensified farming with the cow, sow and hen playing an important part in the scheme of things, were the major topics discussed at the annual banquet of the Hereford Chamber of Commerce which was held here Tuesday evening. Surrounded with all the trimmings was served about 400 people and at least 500 of this number were from the rural communities of Deaf Smith county. The crowd was so large that some plates had to be set a second time to take care of the overflow.

### Iowa Visitor Advocates Creamery for Hereford

The creamery question will stay down this time we hear from C. P. Galley, who is visiting at Traer, Iowa. Mr. Galley says, in a letter, "1,500 cows is enough to start a creamery and the price averaged in Iowa is near the 50c mark per pound for butter fat for the year while you in Texas are averaging about 40c."

### Rev. Davidson to Deliver Boy Scout Address Here

Beginning on Sunday, February 6, Boy Scouts and Scout officials of Hereford will celebrate the Sixteen anniversary of Scouting in America. A program running through the week until Saturday night emphasizing the Boy Scout in his manifold relations will feature the anniversary week.

On Sunday evening, February 6, the four troops of the council will assemble at the First Baptist church in a united service. All boys who have uniforms will wear them on that evening and each troop will be assigned a position in a reserved section for Scouts. The anniversary sermon will be preached by Rev. A. B. Davidson.

On Monday evening at 7 o'clock, February 7, will be held the monthly Court of Honor at the county court house. The activities of Tuesday and Wednesday have been placed under the supervision of Rev. A. B. Davidson. The Tuesday programs will emphasize the relation of the Boy Scout to his community, while Wednesday will be the day set aside for the Boy Scout and his school.

### Deaf Smith Goes In for Agricultural Program

Regardless of the fact that four or five oil tests will be made in Deaf Smith county during 1927, the major activities of local farmers and business men of Hereford will be to develop the agricultural resources of the country. This was clearly outlined at the annual Chamber of Commerce banquet here Tuesday evening by President E. B. Black, when he said that efforts would be made to bring in at least 500 actual dirt farmers during the next twelve months, and that diversified farming, poultry and dairying would be made to the limit.

Because of the big oil play in the Panhandle, many counties are thinking in terms of industrial development, but Deaf Smith county people take the attitude that agriculture is the foundation for all lines of business and a big agricultural program will be pursued throughout 1927.

### Henderson Farms Win Over Strong Fields

J. M. Henderson Farm and Hatchery made a good winning on their single comb reds at the Lone State Poultry show and All-Red meet at San Antonio last week. Mr. Henderson gave the Brand these results: Fifth cockered, class of 17; third cockered, class of 32; fifth pullet in class of 35. These same birds won first and grand champion pen and third cockered at the Oklahoma State Federation Show at Lawton.

The ladies of the First Christian church of Hereford served the banquet and much credit is due to Mrs. J. L. Sharman for the clock-like style in which it was served. She had her committees organized so that the whole group worked like a machine. Mrs. C. D. Shaw was in charge of the menu and Mrs. C. H. Dyer handled the service part of the banquet. Mrs. A. O. Thompson and her program committee planned an excellent program. The ticket sales committee brought in more people than yet attended a banquet in this section this season, according to many visitors.

## Baptists Gather Here Tomorrow For Association

Friday morning at 9:30 begins a great day for Tierra Blanco Association Baptists. They will gather in Hereford from all parts of Swisher, Castro, Parmer, Randall and Deaf Smith counties for an all day rally in the interest of their missionary work in all of its phases. The meeting will bring the Association and to Hereford a number of distinguished out-of-town guests and visitors who will take part in the program of the day.

Among these will be Dr. G. L. Yates, pastor of the First Baptist Church at Amarillo; Dr. J. M. Cook, formerly President of Montezuma College; Mrs. D. A. Grundy, District President of the Woman's Missionary Union for the Panhandle; W. L. Day, Educational Director of the First Baptist Church of Amarillo; L. E. Waite, Educational Director of the First Baptist Church of Canyon, and many other pastors and leaders in all the churches over the above counties will be present and a great day of fellowship, vision and inspiration will be enjoyed by all who come.

A program of interest has been arranged which guarantees that every minute of the day will be used to the joy of all. The program will feature the Texas Baptist Conquest Campaign, which was launched to conserve the investments of Baptists in Texas and which began January 15, to continue until March 15. Interesting conferences will be held for the laymen, women and young people.

## Bull Circles Are Organized; Off To Buy Animals

Two pure bred Jersey bull circles have been organized in Deaf Smith county, and County Agent Dunkle, J. L. Lookingbill and A. B. Schultz left Thursday for Dallas with a view of selecting eight bulls from the Flowerdale farm near that city. G. A. E. Parker, pioneer financier of Hereford and the First State Bank and Trust Company of this city will finance the two circles. D. T. Simmons, secretary of the Texas Jersey Cattle Association, will join the party in Dallas, and will advise with the local men on the selection of bulls. An option is held on ten choice bulls at the Dallar farm for the selection of eight, if they are suitable.

Bull Circle No. 1 is composed of S. O. Wilson, Marvin Mann, R. M. Tankersley and Dr. D. E. Turrentine, and is financed by G. A. E. Parker.

Circle No. 2 is composed of J. L. Lookingbill, O. L. Rutherford and Lester Galley and will be financed by the First State Bank and Trust Company of Hereford. A. B. Schultz, local dairyman, will likely purchase one of the bulls, but will not join the circle.

All the farmers who compose these two circles voted to buy the best steers that could be found at a reasonable price. The ten bulls of the Dallar farm are of the Gambo Knight blood lines and all of them are from dams with official merit tests. They rank among the best in Texas, according to dairy specialists who have seen them.

The dairy industry has been developing rapidly in the Panhandle area during the past few years. It has almost doubled in Deaf Smith county in the past twelve months, and promises to grow even faster in 1927. These circles will stimulate interest here.

## Homer Fox Wins One Stick Championship

The local golf club has just finished a one stick tournament. On Sunday, January 16, the members drew for the club to be used and each player had to play the entire game with the one club. Competition was keen and after the nine holes were played it was found that Harry Rice and Homer Fox had tied, with a score of 45, eliminating all other players. On the following Sunday these contestants played off their tie, Homer Fox winning, with a score of 46, against Harry Rice's 52. Mr. Fox played his game with a mid-iron and Mr. Rice with a mashie.

## GARDENER INCREASES FACILITIES

"We are sleeping on our rights," said Russell Daniels a few days ago, when he was interviewed by the Brand reporter. Mr. Daniels is now planting frost proof cabbage plants and has them up. Spring time is only a little way off. A hurried inspection revealed eight sections measuring three by six feet, and ten sections measuring four by eight, for cabbage plants alone. "At the home place," Mr. Daniels said, "one section three and a half by forty, with a glass cover, will be devoted to the growing of four varieties of pepper plants. This bed is so constructed that it can be converted into a hot-house at a later time." Mr. Daniels said he was going to raise ten varieties of tomato plants and thousands of celery, egg plant, onion, collard, cauliflower and sweet pepper plants. "Many believe," Mr. Daniels said, "that celery is a difficult plant to grow, but it is easy when you know how, I produced from two rows, forty-five feet long, over twenty-five dollars worth of celery and we had all we wanted for ourselves."

Mr. Daniels is now catering to the wholesale trade as well as the retail trade and is advertising as far west as a hundred miles and in other directions far beyond the Hereford trade territory. Mr. Daniels' father, J. B. Daniels, will assist in the work this year.

## New Roads Opened In Country Last 2 Years

As an index to the development that has been taking place in Deaf Smith county, over 400 miles of new roads have been opened up in various parts of the county during the last two years, according to Commissioner Chas. Padlock. None of these are highways but serve as feeders for the main roads of the county. Many pastures have been divided into farms and placed on the market for home-keepers. New homes can be seen in various parts of the county.

## Farm Sale Dates

Sales for the coming week are: The D. L. McDonald hog sale, on February 5th. The general farm sale of T. L. Rader on Friday, January 28th.

## Brumley Chevrolet Co. Is Now Incorporated

A new firm, under the name of the Brumley Chevrolet Company, Incorporated, was organized here the first of the week. Mr. Brumley has enlarged the personnel of his company, with J. C. Williams and J. R. Eason, of Farwell, Texas. The two new men were formerly owners of the Ford Agency at Farwell and come to our city well versed in the automobile business.

## Oil Company Finishes Big Building Program

The Mystery Oil Company has completed four new houses on the site and further operations will be held up on account of weather conditions. Those who know Mr. House, president of the company, feel sure that drilling will begin as soon as the machinery on the ground is set.

## Hereford Girl Ranks High In School Work

Miss Mary McDonald, daughter of Mr. and Mrs. D. L. McDonald, who attends the State University, and is a student enrolled in the College of Arts and Sciences, has the distinction of being one of 253 students, out of 3,101 registered, who is classed on the honor roll for the term just ended. The object of the honor roll is to commend officially members of the student body whose grades during the term rank them scholastically above the average. In constructing the honor roll, account is taken, both in the grades made and the number of courses passed. Among the Panhandle students registered there were eight of them honor students. Miss McDonald is one of our brightest and most charming young ladies and Hereford is justly proud of her.

## No Smallpox In Hereford Yet, Say Physicians

Attention is called to the readers of The Brand to the proclamation by Mayor Ireland of the necessity of vaccination for small pox. The disease has broken out in a very severe form in Amarillo and other Plains towns and it is up to Hereford to take every precaution necessary to prevent the start and spread of this disease here. There are no cases reported in or near Hereford so far and by taking proper steps we may be able to successfully keep it out of our city.

## Tulia Basketeers to Play Locals Friday Night

Tulia high school and Hereford high will play basketball here tomorrow, Friday, night at the high school gym. The game will start at 7:30 and the school band will play a concert before the game and between periods. Tulia comes with a fast team, having won over some good teams this year. Hereford was defeated by Canyon last week on account of the team being minus the services of Jess Russell, star cage man.

## Dillehay Will Teach In Canyon Normal Again

Superintendent C. H. Dillehay is again slated to teach this coming summer term at W. T. S. T. C., at Canyon. Mr. Dillehay will teach mathematics and education. This makes the eighth consecutive term that he has taught in the normals at Denton and Canyon. The summer term will last six weeks.

## Sleet and Light Snow Benefit Wheat Outlook

Weather of all kinds was experienced last week, but Saturday and Sunday took the cake. Saturday morning started in early with a freezing, misty rain which soon turned to sleet, which made it almost impossible for cars to go on the paving. Saturday night the youngsters donned ice skates and Main Street was humming up to a late hour. So far this week we have enjoyed typical winter weather, with just enough moisture to make the wheat look good.

## Parents of R. Hershey Passed Away in Iowa

A wire was received here by Mrs. Ray Hershey stating the death of Mr. and Mrs. R. B. Hershey, parents of Ray Hershey, at Piqua, Iowa, on Tuesday, January 25. Mr. Hershey left for Iowa Tuesday afternoon, a short time before the telegram arrived.

## Mrs. Vera Powers Died Here Sunday Evening

Mrs. Vera Ayers Power, wife of M. H. Power, Jr., died at the Deaf Smith County Hospital on Sunday evening at seven o'clock. Her remains were shipped Sunday night to Archer City, her former home, where she was buried Monday afternoon.

Mr. and Mrs. M. H. Power, Jr., moved from Archer City to their farm about eight miles southeast of town, in the Jumbo district, about three years ago, in which community she had made many warm friends who will miss her. Besides her husband and small daughter, Francis Marion, Mrs. Power is survived by her father and mother, Rev. and Mrs. W. F. Ayers, of Blackwell, Texas, and four sisters, Mimes, Ora Payne, Pearl Connel, of Abilene; E. R. Dowell, of Dallas, and Miss Bessie Ayers, of Abilene, and a brother, Hugh Ayers, of Abilene.

These relatives, with Mr. Power's mother, Mrs. M. H. Powell, Sr., of Archer City, were here at the time of her death and accompanied the body to Archer City.

## Golden Rule Produce Enters Retail Field

This week's Brand carries the announcement of the establishment of a retail grocery department by the Golden Rule Produce Company. H. H. Hawkins, proprietor of this company is one of our most progressive men and he believes in Hereford and her growth. We bespeak for Mr. Hawkins much success in the new venture.

## FIRST SEMESTER REPORT SHOWS ENCOURAGING AND DISCOURAGING GRADES

The reports for the first semester of the present school year are about complete with only a few students in the high school who have incomplete grades for one cause or another. The reports are both encouraging and discouraging, depending upon the point of view. Considered from the standpoint of many individuals the records reveal disaster as far as good grades go; and on the other hand the high school as a whole shows an improvement over grades for the same period last year which was in turn an improvement over earlier years.

For the current year there were 153 failing grades out of a total of 855 grades given in the full time subjects, or about 17.9 per cent. Of this number the boys failed 77, or 18.6 per cent of the subjects taken by them, and the girls 76, or 16.3 per cent of their subjects. The boys' record of failures is nearer that of the girls than some might expect to find it.

The percentage of failures is smaller this year than for any of the past four years for the first half of the year. The corresponding grades for last year showed 21.1 per cent failures, the year before 29, and the year before that 34.3 per cent failures. As far as the failures go, the high school as just finished a half year of work that is gratifying when compared with records of former years. However, there is room for reducing the number still more.

An unusual thing is shown in the grades for this half year in that the English department shows a smaller rate of failures than any of the departments offering four years of work. This has not been the case during the past three or four years at least. The percentage of failures by departments is as follows: English 13, mathematics 20, science 21, history 17, Latin 29, Spanish 25, home economics 0, and public speaking 0.

A large number of these failures are near enough to the passing grade that the students can bring up the deficiency and make the credit for the year during the time that yet remains. In many cases only a little more time spent each day on the work in which the grade is unsatisfactory will be sufficient to bring up the average, though much more time could be spent to good advantage. The spring semester is confidently expected to show a better record than the one just closed.

Mr. and Mrs. M. L. Steele spent last week in Midland and Lubbock.

## Celebrated Birthday

Mrs. Buckner entertained a number of little friends Thursday afternoon, January 20, in honor of the eighth birthday of her little son, Joe Edgar. The afternoon was spent in various games and at the close of the afternoon's fun, refreshments of jelly, whipped cream and birthday cake were served. The birthday cake was pink and white with eight little candles. In the cut, Bill McLean received the coin and Minnie Dea Smith the button. Those present were Minnie Dea Smith, Irene and Barbara Buckner, Ida Belle and Mary Beth Hicks, Leonard Ralston, Omar Jay Denny, Elmo and Donald Hicks, Bill McLean, Elmo Vaughn, Billie Patton, Paul and Frank Mathews, Junior Murphy, Billy Smith, Lee Renfro, George Triefel and Henry Jewell.

## PROCLAMATION

TO THE CITIZENS OF HEREFORD:

WHEREAS, the dreaded disease of small pox, in a very severe form, has broken out in the City of Amarillo and other Plains towns and threatens to reach dangerous proportions; and

WHEREAS, while there are no cases in our City, it behooves us to take every precautionary measure possible to prevent the effect and spread of the disease should it appear in our midst; and,

WHEREAS, our City Health Officer, Dr. W. F. Gabbert, as well as the other physicians of our town, recommend that everyone should be vaccinated against this disease at once;

NOW, THEREFORE, I, E. S. Ireland, Mayor of the City of Hereford, hereby request and urge each and every person residing in the City of Hereford, to at once submit to vaccination against this disease, unless you have been successfully vaccinated within recent years, so that in case the disease should make its appearance in our City its spread and effect will be reduced to the minimum.

Respectfully Submitted,  
E. S. IRELAND, Mayor.



# Fox Mercantile "No Profit Sale" to Continue Thru Feb. 5

This sale is making a new sale record for us, due to the splendid "no profit" values we are offering

HAVE YOU PAID US A VISIT?

IT WILL PAY YOU TO DO SO

## The Hereford Brand

PUBLISHED EVERY THURSDAY  
BETH E. HOLMAN  
Publisher

Entered as second-class matter at the postoffice at Hereford, Texas, under the Act of March 3, 1879.

First number of the paper issued Feb. 22, 1891, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1902; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 2, 1924.

Subscription, Zone 1, per year - \$2.00  
Outside Zone 1, per year - \$2.50  
Six Months - \$1.25  
Three Months - \$0.75  
All Subscriptions Strictly In Advance.

### Summerfield

On account of bad weather Sunday school attendance was light last Sunday.

Chas. Robertson and wife returned Sunday from Long Beach California.

Miss Leatrus Walser spent Sunday with Miss Eva Noland.

Otto Massey and wife, of Hereford, Joe Kendall and wife spent Sunday afternoon with Lee Kendall and wife.

Mrs. B. C. Roberson spent Monday afternoon with Mrs. J. B. McMinn in Hereford.

Beatrice Lawrence spent Sunday with Ruth and Christene Atchley.

Mr. and Mrs. W. E. Hawkins are the proud parents of a baby boy who arrived Sunday, and has been named Ernest Ray.

B. A. Atchley, who has been in Marin Wells the past four weeks for his health, is improving.

Brit Clark and wife moved from our community to near Black last week.

J. A. Noland and son returned Friday from Hot Springs, N. M., where they have been the past three weeks.

Mrs. Blessings is here visiting Mrs. L. Johnson.

Elmo Lawhorne spent Sunday in the B. C. Roberson home.

Chas. Walser and wife and Mrs. Meharg visited relatives in Hereford Sunday afternoon.

Mrs. Owens and daughters spent Wednesday afternoon with Mrs. W. C. Suttle.

J. G. Evans of Happy was here last week on business.

Asa Atchley is on the sick list this week.

J. B. Davis and family spent Sunday in Hereford.

A new residence is about completed on the Parrot land two miles north of Summerfield and will be occupied by J. L. McKinney.

Mrs. Ray Johnson returned last

week from East Texas where she spent the holidays with relatives.

Miss Nell Bruton spent Wednesday night with Miss Marie Meharg.

The Community Club met with Mrs. W. G. Harris Tuesday afternoon.

Mrs. Morgan and children spent the week end with her parents.

W. J. Southern is on the sick list this week.

Miss Annie Lance spent Sunday with Miss Marie Meharg.

Miss Gertrude Atchley spent the week end with her sister, Mrs. W. L. Suttle.

Mrs. O. Hufstetler went to Canyon Saturday afternoon.

### Progressive News

There was a good attendance at Sunday school Sunday and lots of interest is being shown.

Rev. Brance, pastor of the Church of Christ in Hereford, preached to us just after the Sunday school hour.

Mr. and Mrs. Knox of Hereford were at Progressive church services Sunday.

Many were here for singing in the evening. Among the visitors were Mr. and Mrs. Morrell of the Ford community. It was voted to have singing next Sunday evening as some are going to an all day singing at Ward.

Neighbors and friends of Mr. and Mrs. Counts gathered at their home last Wednesday. The men helped Mr. Counts work on the new house he is building on his farm, and the ladies prepared the dinner. The day was spent in fun and pleasure to the visitors as well as highly appreciated by Mr. and Mrs. Counts.

Miss Brumley went to Clovis last Friday to be at the home of her friend, Miss Opal Del Barker, who died that day. Miss Barker visited Miss Brumley Christmas and attended the Progressive Christmas program.

Miss Jarnigan of the Fairview community and Mr. Grit Critsinger were visitors in the J. W. Cockford home Sunday.

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sell home Sunday and attended Sunday school.

Miss Hastings spent last week end with friends in Dimmitt.

Progressive school boys are playing football these days.

With the help of their teachers the pupils are doing some good work. It is interesting to see them striving to get on the honor roll each month.

Glenn Hatchliffe is now driving a coupe.

Ray Hershey received a telegram Monday that his parents, who live in Piqua, Ohio, were both very ill and he left on the 2:30 train Tuesday to go to them.

Seat and Scampier.

A hunter was overtaken by darkness in the backwoods of Kentucky and was forced to spend the night in the cabin of a grizzled mountaineer.

Sitting before the fire after their simple supper he noticed the place of honor occupied by an old cat and five kittens. Feeling a draft he also noticed that the door of the cabin was cut for six cat-holes, one large one and five small ones, with three of the small ones in a sort of second story arrangement.

"Friend," he said, "wasn't it foolish to cut more than one hole in the door for your cats?"

"Naw," said the mountaineer, "you don't know me. I'm high-tempered, and when I say 'scat' I means scat!"

Why did you turn down the offer to be president of the company?

There wasn't any chance for advancement.

NUMBER 145.

NOTICE IN PROBATE.

THE STATE OF TEXAS.

TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:

You are hereby commanded to cause to be published once each week for a period of three weeks (twenty-one days) before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year, in said Deaf Smith County, Texas, a copy of the following notice:

THE STATE OF TEXAS:

To all parties interested in the estate and welfare of Joe Allen Collins, a minor, know ye, that H. K. Fox, having on the 12th day of January A. D. 1927, filed in the County Court of Deaf Smith County, Texas, his application to validate and confirm the sale of the following described real estate in Deaf Smith County, Texas, to-wit: All of Lots 3 and 4 in Block Number 40, in the original town of Hereford, Texas, according to a plat thereof on record in the

ambitious.

Deaf Smith County, Texas, deed records, original application to sell said real estate having been made by Arch D. Collins as guardian, December 29th, 1923, order for the sale thereof made on February 8th, 1924, report of the sale thereof to H. K. Fox on February 10th, 1924, and an order confirming the sale as aforesaid made on February 23rd, 1924, all of which orders appear on the minutes of County Court, and a duly executed deed from said guardian to H. K. Fox of record in deed records of Deaf Smith County, Texas, who is now the owner thereof; and the said H. K. Fox having made said application for the confirming and validation of said title in him, the guardian, Arch D. Collins, having failed to file the required bond before making said deed and conveying said property;

NOW, THEREFORE, these are to notify you and each of you who are interested, including Joe Al-

len Collins and his said Guardian, Arch D. Collins, and all others interested in the welfare of said minor, to be and personally appear at the next regular term of the Honorable County Court of Deaf Smith County, Texas, to be held on thereof at the court house in the City of Hereford on the first Monday in February, 1927, the same being the 7th day of said month, then and there to show cause why said application should not be granted.

HEREIN FAIL NOT, BUT this writ makes due return, showing how you have executed the same.

WITNESS MY HAND and official seal on this 12th day of January A. D. 1927.

(SHEAL) L. H. FOSTER,  
Clerk County Court of Deaf Smith County Texas

52-3t

## Our Motto Is

DEPENDABLE ABSTRACT AND LOAN SERVICE.

—And we want to demonstrate our service to you.

The FEDERAL LAND BANK has ample funds at all time to lend on farm and ranch lands at 5 per cent interest. WHY PAY MORE?

## THOMPSON & IRELAND

First National Bank Building.

Complete Tract Index of all Land and Lots in Deaf Smith County.

Dr. D. E. Turrentine

Dentist

Over J. O. Newell Store.

## A Banker-Farmer Proposition

—Profitably serving the interests of agriculture, is a Banker-Farmer proposition, and calls for mutual understanding, co-operation, friendship and confidence.

—This bank will do its share and cordially invites increased co-operation of each farm customer.

—Come in and talk over your plans with us.

First State Bank & Trust Company

## INTRODUCING

Our Staple Line of Groceries  
With Our Attractive Prices

Sweet Corn, No. 2, per dozen	\$1.50
Hominy, per dozen	\$1.10
Pork and Beans, per dozen	\$1.40
P. & G. Soap, per case	\$4.25
Pan Cake Syrup, per gallon	\$ .75
Mary Jane Syrup, per gallon	\$ .80
Peaches, per case	\$2.75
Peaches, per dozen	\$1.50

—and many other items.

### SATURDAY SPECIALS

Swift's Jewel Compound, 8 pounds	\$1.10
Spuds, per hundred pounds	\$3.50
Apples, only a few left, per box	\$2.00
Sugar, per hundred pounds	\$8.00

—we pay cash for  
POULTRY, EGGS, CREAM, HIDES.

## GOLDEN RULE PRODUCE COMPANY

Phone 108. We Deliver



## Offerings Saturday, Jan. 29

SPUDS 10 pounds for limit 10 lbs. 39c

10 bars P. & G. Soap limit 10 bars 39c

6 lbs. Crisco \$1.19

9 lbs. Crisco \$1.73

Pink Salmon 16c

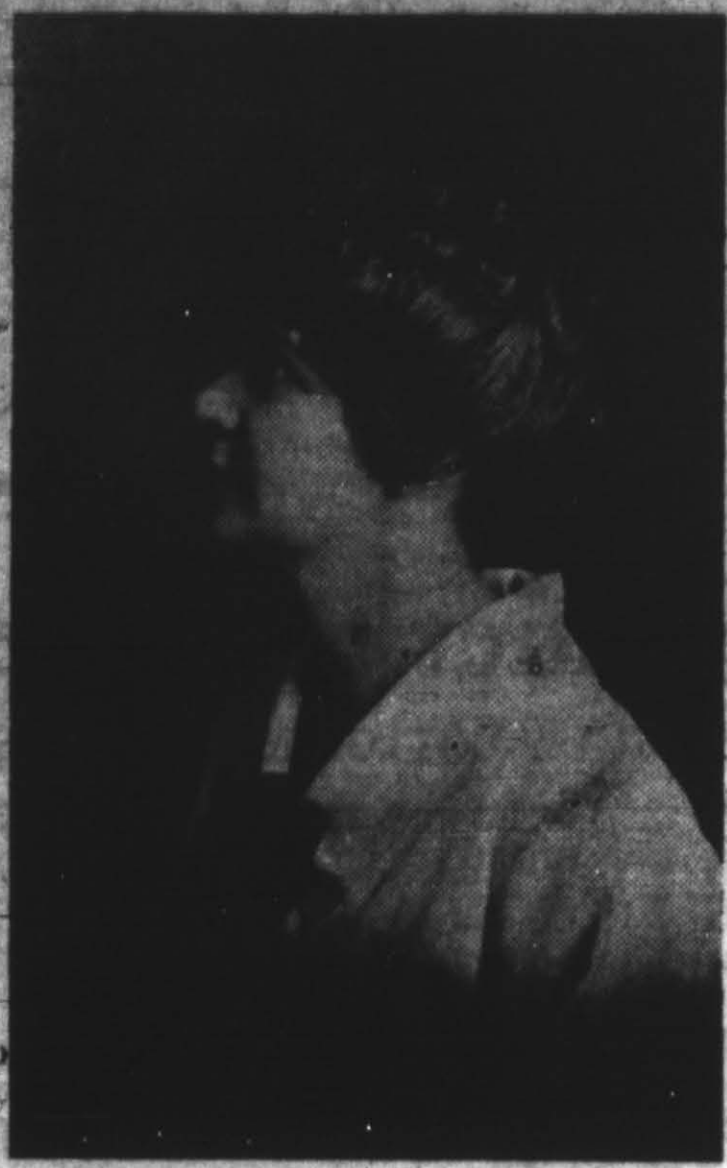
Compound 8 lbs. Jewel limit 8 pounds \$1.14

1 lb. M System Coffee 44c



Read our message in this week's  
Farm and Ranch





**Morton Sisters, Colorado Evangelists, Holding Revival in Hereford; Services at Court House**

Morton Sisters, evangelists, are in the second week of their three-week revival campaign in Hereford. This is the ladies' third campaign in our city, one appearance here was just before their departure for the Holy Land and a visit to ten countries. The second appearance was a year and a half ago, with splendid services, in the Presbyterian church. And this time their usual big audiences greet them nightly in the court house auditorium.

Friday night of this week will be young people's night, with the sermon subject, "The Bride and the Bridegroom." The special subject announced for Sunday night, "Behold, the Fig Tree," a gleaner from the Holy Land.

Plans are being made to erect a Full Gospel Tabernacle in Hereford, where a permanent work will be established.

**SENIOR CHRISTIAN ENDEAVOR PROGRAM**

How to Show Loyalty to our Church—Opal Cawthon.

Song services, Nos. 260, 147. Invocation—By some C. E. Scripture Reading—Leah Clark. How to Show Loyalty to our Church:

1. Personal preparation for Loyalty—Miss Crawford.
2. Contributions that this society can make to the church—Leader.
3. Building an ideal church. (a) By getting rid of selfishness and the hypocrites—Leland Broadus; (b) Keeping Mrs. Gossip and jealousy out of the church—Loyal Estes.

Volunteer talks. Announcements and business. Song No. 222. Benediction.

**PRESBYTERIAN CHRISTIAN ENDEAVOR PROGRAM.**

Sunday, January 30, 6 o'clock. Special Feature: Campfire program.

Topic: Loyalty. Leader: Miss Ethel Watters. Song service with orchestra accompaniment.

**TOPICS—**  
Loyalty to the Church: Arch

Conkila. Loyalty to Our Fellow-Endeavorers—Leland Lee.

What Connection Have Loyalty and Honesty?: Prof. Hudson.

How Can One be Loyal and at the same Time Broadminded: Miss Ina Mae Hastings.

Reading: Miss Velma Carroll.

Open Discussion—the warmest five minutes of the entire program.

Roll call and score.

Refreshments will be served during the program.

**Methodist Church**

A. B. DAVIDSON, Pastor.

Sunday school, 9:45. E. B. Black, superintendent.

Epworth League, 6:30.

Junior Church 11, Miss Gladys Bryant, director.

Mid-week program and social service Wednesday night.

Preaching by the pastor Sunday at 11 and 7:15. Subject of morning sermon, "Miracles." Evening subject, "Fools." The night sermon will be the first of a series of sermons on "The Fool Family." The pastor will answer questions that have been sent to him before beginning the evening sermon. Let all who have questions please send them to us and we will try to answer them at the Sunday night service. This is one way to preach the gospel, simply an effort to help those who desire help on live questions. Send your questions by mail or give them to the pastor.

A cordial invitation to all the services. Be sure and come next Sunday.

**First Christian Church**

THURMAN MORGAN, Pastor.

The superintendent, J. C. Ricketta, wants to see you here at 9:45 for Sunday school.

Communion and preaching service at 11. The subject for the hour is "Evangelism."

Senior, Intermediate and Junior Christian Endeavors at 8:15.

Regular preaching service at 7:15. The subject is, "Jesus, the Foundation."

Your presence will help us. Come early and bring your friends—you will find a big welcome.

While There's Life There's Hope.

Old Maid: I wish God had made me a man.

Grandma: Don't worry, dear, you may find one yet.

**Northeast Corner**

Stanley Thomas visited Kin Ware one night last week.

Rev. Tidwell, of Amarillo, held service at Palo Duro Church Sunday morning.

Thirty-two present at Sunday school and a number of others for preaching. Also good crowd at B. X.-P. U. in the evening.

W. J. McClain and wife spent Sunday in the Coy Phillips home.

Otto Smith and family spent Sunday in the J. C. Allred home.

Frank Daniel and family visited in the Ben Floyd home Sunday.

Mrs. Hubert Dowell spent last week end at her home in Hereford.

Ruth Woodward visited Loraine Daniel Saturday night.

The Fairview school is progressing as it has two new pupils.

Truitt McClain and family spent Sunday with J. T. McClain and wife.

Reva Garrett and Tidwell spent Sunday in the home of W. E. McClain.

Miss Laverna Womble spent one night last week in the home of her brother, Elmer Womble.

J. M. Ware was in Hereford one day last week.

H. J. Oglesby and family spent one day last week with the J. F. Walker family.

Miss Birdie Lee has returned to this community from Amarillo.

Kim Ware spent Sunday with Stanley Thomas.

Leda Smith visited Mary Lee Ware Monday night.

Miss Edith Thomas visited one night this week in the J. C. Allred home.

Miss Zoe Beavers spent last week end in Canyon.

Miss Leau Ada Bowen, who is in school at Canyon, spent last week end at her home here.

Lawrence Womble and wife were in Canyon Sunday.

**Arney News Items**

Mrs. Blachburn spent last Sunday in the J. E. Davis home.

Floyd Fortner and family spent Saturday in the Jinks Lindsey home in the Frio community.

Mr. and Mrs. Huff and family spent last Sunday in the C. E. Burless home.

Argus Nix and family, of Shamrock have been visiting her parents, Mr. and Mrs. J. E. Davis.

Artruh Matthews was a caller in the Riss Campbell home Sunday.

Mrs. Marqus Burkes spent last

Thursday in the home of her sister, Mrs. Marion Davis.

Thomas Boyd left last Monday for Borger where he will work.

Ray Cole and wife spent Sunday with her parents, Mr. and Mrs. Charlie Cox.

Mr. and Mrs. Robinson were in Hereford shopping one day last week.

Ray Cole and wife spent Sunday with her parents, Mr. and Mrs. Chas. Cox.

Homer E. Ferguson and family were in Nazareth Saturday.

Lee Ott transacted business in Hereford Monday.

Bill Kregg and family visited Mrs. Matthews Sunday.

Messrs. and Meses, Marion Davis, Marqus Burkes and Grady Bailey spent Sunday in the Lee Hutson home.

Miss Ora Boyd spent Sunday with Mrs. Ross Campbell.

C. E. Burkes motored to Nazareth and Dimmitt Monday.

John Hammon and family and Ernest Hammon were in Happy last Monday.

C. E. Burkes and son were in Flagg Tuesday.

Harry Scowin who have been living in the Atkinson house, moved to the Stuedenrod place last week.

John Hendrix, Harry Scowin, Floyd Fortner, J. E. Boyd, T. C.

Gage and Ross Campbell were in Happy Monday.

Lenn Bracher is working for Mr. Marqus Burkes.

Mr. Nicholson was here from Dallas looking after his ranch last week.

Mr. Morton was in Dimmitt last Wednesday.

Chas. Hogge was in Happy Wednesday.

Mr. and Mrs. Sams left Monday for Hall county to make their home.

Will Grisham was here from Quitaque last week visiting his sister, Mrs. Stockett.

Marshall Morton and wife and T. C. Gage visited in the Floyd Fortner home Wednesday.

Henry Dixon and family spent Sunday with Mrs. C. E. Burkes.

J. E. Norris and family visited in the White home Sunday.

Mrs. J. P. Hutson spent Sunday

in the Lee Hutson home.

We had a splendid attendance at Sunday school Sunday.

C. E. Burkes and family spent Sunday evening with the J. E. Davis family.

**L. C. PENRY**  
LAWYER  
First State Bank & Trust Co. Building.  
Office Phone 3, Home 190

**DR. HEARD**  
Will be Out of His Office Until ABOUT FEBRUARY 10.  
He is taking Special Instruction in Oral Surgery and Prosthetics.

**Seed Oats**

THE VERY BEST YOU CAN BUY

Re-Cleaned and Put Up in Good Sacks.

We are going to have the very best seeds this year of all kinds that you ever bought in Hereford.

Don't Forget Us When You Want Some Real Coal, Either.

**West Texas Feed & Seed Co.**

Phone 265.

"Hottest Number in Hereford."

**BRING US YOUR PRODUCE!**

Highest Market Prices Paid for POULTRY AND EGGS.

Our BABY BEEF cuts in the market department of our store are famous in Hereford.

PHONE US AT NO. 116.

**HEREFORD PRODUCE.**

I. H. SPRATE.

**INTERESTING ITEMS**  
—AT—  
**POPULAR PRICES**

Children's good quality muslin Gowns, bound in colors	59c	Ladies' white Muslin, embroidery and lace trim gowns	89c
Children's fine quality Muslin gowns, lace trim	89c	Ladies' white Muslin, hemstitched trim gowns	59c
Ladies' colored Dimity, bound and embroidered in contrasting colors, gowns	98c	Ladies' colored Dimity, lace trimmed gowns	98c
Ladies' White Voile gowns, trimmed with ecru lace, the latest lingerie, \$1.39 and	\$1.89	Ladies' colored Dimity lace yoke gowns	\$7.59
		Ladies' colored Voile, lace yoke gowns	\$2.10

**Special for Friday and Saturday**

25c plain and fancy Crepes, yd.	21c	20c Pajama checks, yard	18c
25c light colored Voiles, yd.	21c	LL brown Muslin for canvassing, yd.	4c
48c white, flesh, peach and orchid Jersey weave Lingerie Cloth, yd.	39c	Hope Muslin, all you want, 8 yds.,	\$1.00
		22c extra fine Muslin, for fine underwear, aprons, etc. yd.	19c

**Some Every Day Specials**

81x91 unbleached Foxcraft Sheets, none better, each	\$1.19	Large, extra heavy weight, Cannon Turkish Towels, each	30c
81x91 Bleached Foxcraft Sheets, fine and smooth, each	\$1.28	Good, heavy 220 weight blue denim overalls, pair	95c
91x91 Bleached Foxcraft Sheets, hemstitched, each	\$1.49	Extra heavy, well made work Shirt, comes in slims, regulars & stouts, can fit any man or boy,	59c and 98c
Good Turkish Towel, colored border, 15c each, 7 for	\$1.00	Canvass Gloves for boys, men and women, pair, 10c, 3 pairs	25c
Large, medium weight, all white Turkish Towels, each	23c		

**SPROWLS-CRONIN & CO.**

**New Electrical Appliances**

Arriving Daily, Such As:

PERCOLATORS

GRILLS

TOASTERS—

HOT-POINT IRONS—

CURLERS—

WESTINGHOUSE HEATERS—

WASHING MACHINES—

RANGES—

We are increasing our stock daily and soon will have one of the most complete electrical shops in West Texas.

**Texas Utilities Company**



### News from Bethel.

Mrs. E. R. Rothwell and children visited with her brother, Fred M. Steele and family in Amarillo Saturday and Sunday. Miss Teannie Lee Mason accompanied them as far as Canyon where she visited friends.

Clem Benton, from Amarillo, visited in the home of his brother, J. C. Benton, Sunday.

Mrs. J. F. Lust, from Lenox, Iowa, arrived here Thursday evening and will visit for several weeks with her children here and at Big Square.

E. R. Rothwell and Jim Pennington took a bunch of steers to Friona the first of the week for G. A. Bennett, of Dalhart.

John Bagwell is spending a few days with home folks in Floyd county.

Vern Lust has moved to the old East place where Loyal Lust has been living. We are glad to welcome them to our community.

A surprise farewell party was given at the school house Friday for Mr. and Mrs. Loyal Lust, who are moving to their new home near Lazbuddy.

Several readings and musical numbers were given, after which the new games of snap and cross questions, etc., were played until a late hour, when refreshments were served.

Rev. Naugle was a visitor in our community Thursday afternoon of last week.

### Here and There.

Rain and snow the latter part of last week put some moisture in the soil and wheat is looking improved.

J. J. Lindsey and wife enjoyed a visit from Lester Boardman and wife Saturday.

Mrs. Robert Holmes spent Monday with her mother, Mrs. Bell.

Mrs. Henry Altman and Jack Dale visited Mrs. Joe Greer Tuesday.

J. J. Lindsey and family visited

the Earl Springer home Wednesday night.

Bob Knox and wife radioed at the Altman home Wednesday night. Leo Williams and wife were visited by her sister from Amarillo last week.

Mrs. Neal visited her mother, Mrs. Vick, one day last week.

We are sorry to learn Grandma Tice is not improving, as she is yet confined to her bed.

Mrs. Jamison and daughters of near Amarillo came Friday to visit Miss Grace Jamison.

Mrs. Chas. Bell spent Wednesday at the Berrie home.

W. R. Dixon and wife returned from a trip down the state and visited their son, Harvey, while away.

Mr. and Mrs. Berrie spent Sunday afternoon in the Kenneth Hunter home.

P. A. Hogan and wife have been on the sick list but are improved.

Master J. D. Altman is now the possessor of a horse and buggy.

Mrs. G. F. Springer and Tiny Lee spent the week end in the Sparkman home.

Mmes. Bell, Goodin, Williams and Holmes visited in the Funderburg home in Hereford Monday.

Mrs. Lenox spent one day last week with her mother, Mrs. Vick.

A meeting was held at Frio every other night last week. Attendance was light because of bad weather.

Mother Mosley and son, George, will move to the Fangman place soon.

Children of Mrs. E. E. Rogers helped her celebrate her birthday Sunday.

Because of bad weather there was no singing Sunday.

Mr. Burke of Amarillo closed a deal last Monday and became owner of the place where Joe Greer lives. The Burkes will move here soon.

Mack Dixon will farm the Rev. Lipscomb place this year. A. F. Jones, who has been living there, will move to his newly improved place.

Tom Knox and wife of Wayside visited in the R. L. Knox home over Sunday.

J. J. Lindsey and family spent Sunday afternoon in the Charles Bell home.

Mrs. Kenneth Hunter and Mrs. Berrie visited Mrs. Bell Monday afternoon.

### Ford Doings

Miss Viola Thomas entertained the young folks with a party Friday night when a large crowd was present in spite of the disagreeable weather.

A. E. Benson, of Clarendon, was here Wednesday looking after business matters.

Born to Mr. and Mrs. Lynn Powelson, a girl, one day last week.

Bob Orr and wife have bought a new car.

George Benson and wife and Hardy Benson spent Wednesday and Thursday in Clarendon.

T. E. Major and family visited at Goodnight and Clarendon the past week.

Jess McGowan of Canyon made a flying trip to his ranch Friday and reported Mrs. McGowan sick with smallpox.

Floyd Benson and family and Fielding Johnson and family ate Sunday dinner with Howard Morel and wife.

J. E. Starnes spent Friday and Saturday at Hereford and Black-Ford Sunday school ladies will meet with Mrs. Bewey Larson Wednesday afternoon.

### Missionary Society Elects New Officers

New officers of the Woman's Missionary Society of the Methodist church were entertained by Mrs. H. H. Hawkins and Mrs. J. F. Ward at the home of Mrs. Hawkins in West Hereford with a one o'clock luncheon and business meeting of officers in the afternoon.

Opening prayer was by Mrs. A. B. Davidson. Mrs. Ward, president, took charge of the meeting. The following officers and committees were appointed: Executive, Mmes. J. F. Ward, F. T. Role-

son, Ollie Fox, Hattie Rutherford; Corresponding secretary, Mmes. Homer Bryant, D. W. Hawkins; Recording secretary, Mmes. J. C. Cummins, Fred Millard; Connectional treasurer, Mmes. John P. Slaton, Esca Harrison; Local treasurer, Mmes. H. L. Rice, Bartley; Superintendent of study, Mmes. Lamb, Rolison, Batchelor, Bowman; Superintendent of public work, Mmes. A. B. Davidson, Claude Roberts; Y. P. M. S. girls, Mmes. Beyer, Jones, Beavers; Supt. of Juniors, Miss Gladys Bryant, Mmes. Heard, Homer Bryant; Supt. supplies, Mmes. Black, Conway, Seliger, Curtiss; Supt. social service, Mmes. W. S. Williams, Heard; Supt. local work, Mrs. Hattie Rutherford; Parsonage committee, Mmes. Slaton, Hammer, Rutherford; Visiting committee, Mmes. Black, Fox, Thompson; Condolence committee, Mmes. Luther Hough, Conway, Millard; Social committee, Mmes. D. W. Hawkins, Brotherton, Stanford; Kitchen custodian, Mmes. Hammer, Spratt, Fox; Gibson Auxiliary, Mmes. Britain, Stovall; Pianist, Mmes. Spratt, Rice; Song leader, Mrs. Byers; Flower committee, Mmes. Rutherford, Rice; Decorating committee, Mrs. M. L. Steele; Phoning committee, Mmes. Cummins, Dunlap, Easley, Newell and Spradley; Typist, Mrs. C. L. Roberts; Church welcome, Mmes. D. W. Hawkins, Black, Davidson; Agent for the Voice, Mmes. H. H. Hawkins, Brooks, Carlyle; Communion committee, Mmes. Thompson and Heard.

A committee of eight ladies was

appointed to get subscriptions to the Christian Advocate. The business meeting closed with a prayer by Mrs. E. B. Black.

MRS. A. B. DAVIDSON, Associate Publicity Superintendent.

THE STATE OF TEXAS.

To the Sheriff or Any Constable of Deaf Smith County.

GREETING:

You are hereby commanded to cause to be published once a week for ten days, exclusive of the first day of publication, before the return day hereof, in some newspaper of general circulation published in said County, which has been continuously and regularly published in said County for a period of not less than one year the following notice:

THE STATE OF TEXAS.

To All Persons Interested in the Welfare of Eugene Weems and Nola Mae Weems, Minors:

You are hereby notified that J.

H. Weems has filed in the County Court of Deaf Smith County, Texas, an application for letters of guardianship upon the persons and estate of said Eugene Weems and Nola Mae Weems, minors, which will be heard at the next regular term of said court, commencing on the first Monday in Feb. A. D. 1927, the same being the 7th day of Feb. A. D. 1927, at the Court House thereof in Hereford, Texas, at which time all persons interested in the welfare of said minors may appear and contest such application, if they see proper to do so.

Herein fail not, but have you before said court on the first day of the next term thereof this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of office and the seal of said court at office in Hereford, Texas, this 26th day of January, A. D. 1927. (SEAL) L. H. POSTER, Clerk of the County Court of Deaf Smith County, Texas. BY EVELYN JACKSON, Deputy.

proper to do so.

Herein fail not, but have you before said court on the first day of the next term thereof this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of office and the seal of said court at office in Hereford, Texas, this 26th day of January, A. D. 1927. (SEAL) L. H. POSTER, Clerk of the County Court of Deaf Smith County, Texas. BY EVELYN JACKSON, Deputy.

## Reduction Sale

FIRST CLASS COTTON MATTRESSES—

Regular \$18.00 Mattress at ..... \$13.00

Regular \$17.00 Mattress at ..... \$12.00

Regular \$16.00 Mattress at ..... \$11.00

Regular \$11.00 Mattress at ..... \$ 7.50

THIS SALE WILL RUN TEN DAYS.

Anthony's Furniture Store  
Hereford, Texas.

WITH



BATTERIES

—and our excellent mechanical and electrical service we are ready to serve you right.

All general electrical repair and new work is Our Specialty.

Phone 284

ELECTRIC SERVICE STATION

# CLOSING OUT SALE

As we are leaving the country, we have decided to sell at public auction the following described property:

**TUESDAY, FEB. 1**

BEGINNING PROMPTLY AT 10:00 A. M.

Lunch Will Be Served On the Ground by Methodist Ladies.

Location—My sale will be held at my place 10 miles southeast of Hereford, 12 miles northwest of Dimmitt, on the East Dimmitt road, 3 1/2 miles east of the Frio school, 3 1/2 miles west of Jumbo school and a half mile north of the Frank Axe farm.

### EIGHT HEAD HORSES AND MULES

- 1—Bay mule, coming 2-years-old.
  - 1—Black filly, coming 2 yrs. old.
  - 1—Black horse, 3 years old.
  - 1—Brown mare, coming 9 yrs. old weight 1400 pounds.
  - 1—Bay mare, age 10, wt. 1100.
  - 1—Brown horse, smooth mouth, weight 950 pounds.
  - 1—Span of mules, smooth mouth.
- ### THIRTY-FIVE HEAD OF HOGS.
- 1—Sow, black Poland China, with six pigs, with papers.
  - 1—Sow spotted Poland China, with five pigs, from registered stock.
  - 10—Shoats, 170 to 200 pounds.
  - 5—Shoats, 75 to 100 pounds, and 7 more, 125 to 150 pounds.

1000 Bundles nice bright sorghum.

### TWENTY ONE HEAD JERSEY COWS

- 1—Five year old cream Jersey cow.
  - fresh.
  - 1—Two year old Jersey, fresh.
  - 2—Yearling heifers.
  - 1—Steer calf.
- I will also sell some high-bred Jerseys as follows:
- 1—Jersey bull.
  - 15—Head of good young Jersey cows and heifers, springers. Some may be fresh at time of sale. Age 3 to 5 years. Full bloods and very high grade.

A few pieces of farm machinery, and miscellaneous articles, such as plows, harness (work and buggy) surrey with pole and shafts, chicken coops, collars, etc.

- 1—De Laval cream separator, No. 12, in good condition.

TERMS OF SALE—All hogs are cash. All sums of \$25.00 and under, cash; on sums over \$25.00, seven months' time, ten per cent interest with additional security; 5 per cent off for cash on sums over \$25.00. Nothing to be removed from the grounds until terms of sale are complied with.

**J. A. GOODWIN, Owner**

E. E. RAMSEY, Clerk.

COL. W. S. WILLIAMS, Auctioneer

## NOTICE

TO OUR CUSTOMERS!

We appreciate your liberal patronage throughout the year 1926, and solicit a continuance of same for the year 1927.

—To those who are not our regular customers, we would appreciate a trial from you. We do all kinds of automotive work and carry a line of Gas, Oil and Accessories. It is our aim to please you.

Beavers Brothers

Phone 383.

# Millions of Plants

Cabbage Ready March 1st. COPENHAGEN MARKET

Frost-Proof Cabbage Plants

EARLY JERSEY WAKEFIELD

LATE PREMIUM FLAT DUTCH

35 Cents Per Hundred, Post Paid.

EARLY DWARF FLAT DUTCH

We have been experimenting in the plant business for years, and we find that plants grown in this climate grow off and do much better than plants grown farther south. Last year our cabbage plants stood temperatures as low as fifteen above zero, without any damage. Ask any of our satisfied customers or better still, try us this year.

Ready April 1st. NEW STONE DWARF CHAMPION

PONDAROSA

EARLINA

GOLDEN QUEEN

NEW STONE IS OUR FAVORITE.

35 Cents Per Hundred, Post Paid.

JUNE PINK

SMALL RED AND YELLOW PEAR

Ready May 1st. GOLDEN SELF BLEACHING

CELERY IS AN EASY GROWN AND A PATING CROP.

35 Cents Per Hundred, Post Paid.

GIANT PASCAL

Ready May 1st. RUBY KING (Sweet)

LARGE BELL (Sweet)

RED CHILLE (Hot)

LONG RED CAYENNE (Hot)

20 Cents Per Dozen, Post Paid.

Ready April 1st. EARLY DANISH SNOWBALL

20 Cents Per Dozen, Post Paid.

Ready March 1st. GEORGIA OR CREOLA

35 Cents Per Hundred, Post Paid.

Ready May 1st. BLACK BEAUTY

35 Cents Per Hundred, Post Paid.

Ready February 15th. CRYSTAL WAX

WHITE OR YELLOW BEREMUDA (These Are Shipped from the South)

20 Cents Per Hundred Post Paid.

HOME GROWN, Ready May 1st. BEREMUDA DENIA

20 Cents Per Hundred Post Paid.

Ready April 15th. BRADLEY YAMS

40 Cents Per Hundred Post Paid.

We make no warranty as to variety or production of crops, but we buy the best seed we can get from a reliable seed house and feel sure that if you try us, you will be another of our hundreds of satisfied customers. We will do our best to have our plants ready on the dates specified. But there may be some variations.

Grow a Garden, live better and have more money. Wholesale Prices on Request.

See or Write

**RUSSELL DANIEL**

At Daniels' Variety Store.

P. O. Box 187, Phone 394.

Hereford, Texas



**CLASSIFIED**

**Wanted**

I BUY CREAM on a salary, therefore, you get an honest test. W. R. WEBB, Agent Wichita Creamery Company, at Hereford Produce. 2-2tp

WANTED TO BUY—A windmill; must be in first class condition and priced reasonable; will pay cash. See DEB MITCHELL at The Brand office, Friday or Saturday. 2-2tp

WANTED—A reliable party to take agency for Acme Laundry and Dry Cleaning Company, of Amarillo, ACME LAUNDRY & DRY CLEANING CO. Henry Slack. 2-2tp

FLOW THAT GARDEN EARLY—If you have plowing, call at DANIEL'S VARIETY STORE, Phone 384. 2-2tp

WANTED—Well drilling and windmill repair work. Phone 453. CLYDE ROBERSON. 51-4tp

**STOCKMEN!**  
We have to live, but cannot meet our obligations unless you help me. Do you remember if I helped you and used you right? Cash or notes will help me. DR. F. E. BOWE. 51-4tp

**For Rent**

FOR RENT—Three (large) room apartment, unfurnished. MRS. E. F. CONNELL. 1-2tp

FOR RENT—Two rooms completely furnished for housekeeping, no children. Phone 150. 52-1f

**For Sale or Trade**

FOR TRADE—One Ford touring to trade for hogs or milk cows. Ford in good running order with 1927 license. LEONARD RICKETTS. 2-2tp

**For Sale**

FOR SALE—Choice Plymouth Rock roosters. See or phone GUY SMITH. Phone No. 9006F21. 2-2tp

SETTING EGGS—From the S. C. White Leghorns; trap nested stock. \$5.00 per hundred, or 75 cents per setting of fifteen. MRS. W. R. SCHEIHAGEN, Box 32, Black, Texas. 54-4tp-1f

FOR SALE—450 aged ewes, \$8.50 each. JIM BLEDSOE, Friona, Texas. Located 17 miles southeast of Friona. 1-4tp

FOR SALE—Have good rotten manure for lawns and gardens; also good kindling. Phone 303. FRED MILLARD. 52-1f

\$2,500.00 buys new modern five-room bungalow; large garage; east front, big lot, easy terms. See L. BASKIN, Owner. 48-1f

BABY CHICKS—Any breed you want, from ELDER'S HATCHERY, Valley Mill, Texas. Priced right. Phone 9006F21. JIM ROBERSON. 2-10f

FOR SALE—One-bore electric motor. See C. J. MOUNTZ. 2-2tp

FOR SALE—Some Buff Orpington pullets and good hens. Phone 258. C. M. HICKS. 1-2tp

FOR SALE—Baby bed and mattress. Phone 153. MRS. E. S. IRELAND. 1-2tp

FOR SALE—Four fresh cows. J. J. KLOPPF, 1 1/2 miles north of town. 1-2tp

FRESH YOUNG COW for sale, cheap. CELENE SMITH, telephone 154. 2-2tp

FOR SALE—Three lots on 25-Mile Avenue, near paving, adjoining my old place. See F. H. Oberthier, E. W. KINNEY. 48-1f

FOR SALE—Desirable residence lots, close in, by owner. Address BOX 323, Hereford, Texas. 57-1f

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND. 2-2tp

FOR SALE—Rooming house in well located brick; twelve furnished rooms; can give lease on building. See OMER BAKER, Stockman's Hotel. 51-4f

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-1f

\$3,500.00 buys new, modern, five room house, large garage and five acres land. Easy terms and possession. See L. BASKIN, Owner. Phone 138. 48-1f

FOR SALE—Suburban acreage—Beautiful 5 acre tract in South Hereford, overlooking the Golf Course, very desirable for small truck and chicken farm. Priced right. RAY BARBER, Owner. 46-1f

\$150.00 buy, close in, corner lot; \$125.00 buys next lot to it; just off pavement. See L. BASKIN, owner. Phone 138. 48-1f

FOR SALE—Several choice lots. Inquire at PANHANDLE LUMBER COMPANY. 40-1f

**Adrian Sims Notes**

Eige Ellison went to Crosbyton last Thursday, returning Tuesday of this week.

Ray Chapman was in Adrian Friday afternoon.

Our community was saddened to learn the death of Miss Margaret Zering, whose home is five miles southwest of Adrian. She was visiting in California when the end came. Her body was shipped home for burial. Interment in Vega Cemetery Sunday afternoon at 3 o'clock. Bro. Edwin Hill, of Groom, preached the funeral services. We extend our tenderest sympathy to the bereaved family.

Glenn Slaughter was in Hereford on business Tuesday.

Misson Maude and Jessie Malone were shopping in Hereford Wednesday.

**Dawn News Notes.**

Ursula Bezner was absent from school Tuesday.

R. O. Dunkle and Rev. Ross of Hereford paid our school a visit one day last week and both gave interesting talks in connection with the club work in our community. We have quite a number of boys and girls who are club members.

L. A. Smith and wife were in Dawn Monday.

Sunday school was held at 10 o'clock Sunday. Rev. Fronberger, of Canyon, failed to meet his appointment to preach at the Dawn school house Sunday at 11 on account of bad weather. Rev. Arch Conklin, of Hereford, held services at 3 o'clock, after which

FOR SALE—One registered Jersey bull; also some good heavy work mares. Would trade mares for Ford truck. O. L. RUTHERFORD, two miles North on 25-Mile Avenue. 2-2tp

FOR SALE—Several choice lots. Inquire at PANHANDLE LUMBER COMPANY. 40-1f

staging was held. A number were present.

H. H. Miller and wife, Misses Gusta and Lois Samuelson were business callers in Hereford Saturday afternoon.

W. F. Mayfield made a business trip to Hereford Monday.

Miss Ethel Harris and sister, Jewel, were in Hereford Monday. Miss Jewel is somewhat improved and is now at home. Miss Ethel returned to Canyon Monday afternoon to continue her school work.

H. H. Miller and wife visited relatives in Canyon Sunday.

Mrs. Julia Samuelson of Canyon visited her daughters during the week end, returning to Canyon Sunday.

The meeting of the Dawn Literary Society was not very well attended Friday night owing to bad weather. The program was mostly voluntary. However, those present enjoyed the evening immensely. Games were played by the younger people and the older ones interested themselves with several hot games of forty-two.

Miss Ethel Mae Morris who is a student of W. T. S. T. C. at Canyon, spent Sunday with her parents, Rev. and Mrs. G. L. Norris.

A number from our community have been attending the meeting held by the Morton Sisters at Hereford.

Ray Hershey left Tuesday afternoon for Piquette, Iowa, where he was called by the illness of his parents.

**THE STATE OF TEXAS.**

To the Sheriff or Any Constable of Deaf Smith County, GREETING:

You are hereby commanded to publish once a week for a period of ten days previous to the return day hereof, in some newspaper of general circulation published in Deaf Smith County, Texas, which has been continuously and regularly published in said county for a period of not less than one year, the following notice: You are also hereby commanded to cause to be posted for ten days exclusive of the day of posting, before the return day hereof, at three of the most public places in Deaf Smith County, Texas, one of which shall be at the court house door, and no two of which shall be in the same city or town, copies of the said following notice:

**THE STATE OF TEXAS.**

To all persons interested in the estate of T. M. Palmer, Deceased:

Mary V. Palmer has filed in the County Court of Deaf Smith County, Texas, an application for the probate of the last will and testament of the said T. M. Palmer, deceased, same being filed with said application, and for letters testamentary of the estate of the said T. M. Palmer, deceased, which will be heard at the next term of said Court, commencing on the first Monday in February, 1927, the same being the 7th day of February, 1927, at the court house in Hereford, Deaf

Smith County, Texas, at which time all persons interested in said estate may appear and contest said application, should they desire so to do.

Herein fail not, but have you before said court on the first day of the next term thereof this writ, together with your return thereon,

showing how you have executed the same.

Given under my hand and the seal of said court at my office in Hereford, Texas, this 17th day of January, 1927.

(SEAL) L. H. FOSTER, Clerk of the County Court of Deaf Smith County, Texas.

**DR. J. W. HENDRIX**  
CHIROPRACTIC MASSEUR  
Residence Phone 52  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

**City Loans**  
Payable monthly; lowest interest rate; Quick Service, Inspection and Titles passed by our office.  
Let us take up your present indebtedness and make it mature to suit your income and ability to pay.  
RALPH BARNETT, Manager.

**Announcement**  
**Brumley Chevrolet Co., Inc.**  
To the Public:  
Mr. Brumley is incorporating the Brumley Chevrolet Company, and is taking in Messrs. J. C. Williams and J. B. Easton, formerly owners of the Ford Agency at Farwell, Texas. These gentlemen come highly recommended as citizens and automobile dealers. We hope to give the public better service than ever before.  
**G. W. BRUMLEY.**


**TUESDAY**  
In rearranging our 1927 schedule we are changing our day in Hereford to Tuesday and will be in Hereford the First and Third Tuesday of each month; next date being February 1st. We will not send out cards every trip and kindly ask that you remember dates if interested. We also wish to announce that we have a complete modern Optical Office in Mr. Ray's Jewelry Store and can now handle the most difficult cases in Hereford. Don't forget the dates—First and Third Tuesdays.  
**Dr. T. M. Montgomery**  
Associated With Hyden's.  
620 Polk Street Amarillo, Texas.

**SERVICE-U-LIKE IS JUST WHAT WE MEAN!**  
—Try us for SERVICE—we know you will like.  
—We sell oil and gas, drain the crankcase, grease the car, give the radiator a drink of alcohol when it needs it.  
—Do you need Goodrich tires and tubes? We have them in every size.  
—Phone us, 341, for all your car troubles.  
**Service-U-Like**  
Filling Station  
GLENN SNYDER, Prop.

**Club Rates**  
ON ANY KIND OF MAGAZINE  
Woman's Home Companion, The American Magazine—\$3.25  
The American Magazine and Collier's National Weekly—\$3.00  
—come in and talk it over.  
PHONE 160.  
**Hereford News Stand**  
JOHN ROBINSON, Jr., Proprietor.

**"FLU" WARNING!**  
United States Public Health Service Officials have broadcast the warning that this country may expect a visitation of the Influenza Epidemic.  
Individuals may render themselves less liable to attack by influenza by putting themselves in best possible physical condition, and by avoiding the special peril conditions of the disease.  
You owe it to yourself as well as those dependent on you to see us at once and provide yourself with disability insurance (Health policy) that will take care of such a contingency. Our Policy Covers Every Sickness, Including "Flu." Minimum Cost.  
RALPH BARNETT, MANAGER  
HEREFORD INSURANCE AGENCY  
Office Phone 273.

**For the Latest Word**  
ON STYLES, COLORS, MATERIALS  
HATS, SHOES, HAIRCUTS  
Consult the Great Magazine of Fashion  
**The BUTTERICK QUARTERLY**  
for Early Spring  
Now On Sale At Our Pattern Department  
NEW SILKS JUST ARRIVED IN:  
—Georgettes  
—Flat Crepes  
Figured Crepe de Chine  
—Fancy Pongee  
—In Popular Colors  
—Marie Antonette  
—Sweet Pea  
—Goblin  
—Gooseberry  
—Rose Biege  
—Monkey Skin  
—Rose Blush  
Water Melon  
The New Shades, New Colors, Combined in the Right Way and Cut after the French Fashion, have a Freshness and Gaiety that are quite delightful.  
**J. O. Newell**  
WE GIVE 24 GREEN STAMPS.

**Why not listen to programs instead of arguments?**  
—You don't have to sit frozen to a particular station because it's such trouble to change—it's not that kind of a set. With an  
**ATWATER KENT ONE DIAL**  
you jump from station to station at will.  
—Millions are listening to the world's headlines these winter evenings. Why should you shut them out any longer—when it's so easy to let them in?  
NOW IN MORE THAN A MILLION HOMES!  
  
**ORR'S TAILOR SHOP**

**PigChow**  
—One bag of Pig Chow is equal to 2 1/2 bags of shorts for your brood sows, growing pigs and fattening hogs  
—With the price of tankage, \$95.00 per ton and Pig Chow \$60.00 per ton, we are able to offer you a feed that is as good or better than tankage and will save you \$35.00 per ton.  
—Just another Purina Products that will save you money and give quicker returns.  
Feed From the Checkerboard Bags!  
**Jones & McLean**  
Headquarters for Purina Chows.



**Winter Time Deliveries Work Benefit to Buyers**

The heretofore prevailing custom on the part of car buyers of having deliveries withheld until spring is growing less and less each year," says Beavers Bros., Dodge dealers here. "This is now a thing of the past, due to a proper analysis of the many conditions surrounding winter deliveries working to the benefit of the customer."

"The new car—light, staunch—will better withstand the strains of winter roads, will break in better and will cost less to run than an older car. Practically the sole possibility of damage is freezing the radiator, which can easily be prevented by the use of a proper amount of anti-freeze solution, far quicker and more satisfactory and successful than breaking in a new car in spring or summer when there is a temptation to overspeed and use the car more recklessly."

"Consistent, convenient, dependable transportation, obtainable to a greater degree from a new car, is needed when the weather is bad. Mud and rain cause more damage to exterior finish than does snow. There is more mud and rain in the spring than in the fall and winter. Mud scratches, snow does not. Furthermore, tires show very little wear from driving over snow covered roads and even on the sharpest of ice of winter, tires such as those used on our cars stand up and receive little damage."

"At this season we are able to give the customer the extra personal attention and service not always possible during the months of the spring and summer rush."

**Chevrolet Proves Durable In Missouri Mountains**

Driving a Chevrolet car daily in the rough hilly districts of Missouri for a total repair bill of \$28.85 for 20,000 miles of driving over a period of six years is the record attained by Mrs. Oten Gentry, of Mill Grove, Mo.

The sturdy endurance of the Chevrolet never was attested better than through its popularity among those who live in the mountainous localities, according to Mrs. Gentry.

In August, 1920, Mrs. Gentry purchased a Chevrolet touring car and in December, 1926, the owner figured that it was about time to buy a new model. "Although my old car was still giving excellent service, I expect to turn it in soon for a new 1927 Chevrolet coupe," Mrs. Gentry said.

The old car which she is now

driving was purchased only after an earlier model Chevrolet had given her steady service from 1916 to 1920. Rough, rocky roads feature the mountain country and only cars with powerful motors, combined with staunch construction, are able to withstand the terrific grind of daily use, the owner says.

**Buick Company Hangs Up New Sales Record**

For the first time in history of the automobile industry a manufacturer in the quality six-cylinder field has marketed a quarter million cars in a single year. This record was made in 1926 by Buick. The total number of cars delivered during the year was 254,356. This is compared with a total of 200,041 deliveries in 1925, the best previous year, and with 168,920 deliveries in 1924.

In the Oklahoma City branch territory every month of 1926 was bigger than the corresponding month in 1925 and the total gain in sales over the previous year was 2014 cars.

In the two largest centers of population in the United States, New York and Chicago, for the past several months Buick has out-sold every other make of car on the market regardless of price class.

In the first five months since their introduction on August 1, a total of 109,088 of the 1927 Buicks have been delivered to customers.

Production of Buicks since the company was founded 23 years ago has passed the one and three-quarter million mark and is expected to reach the two million mark during the current year.

**Flagg News.**

Mr. and Mrs. Gray and little daughter were week end guests of Mat Gray and wife.

Jim Potter and wife of Amarillo spent Thursday with Mrs. Horace Ballow.

Joe Allen is visiting in Altus, Oklahoma, this week.

Mrs. Walker is having some interior remodeling work done on the store this week.

Mr. and Mrs. Ramsey of Dill City, Okla., are moving to their farm here.

Mrs. W. T. Summer was a guest of Mrs. Horace Ballow Friday.

Arch Johnson made a business trip to Amarillo Wednesday.

Miss Esther Horton was in Flagg Friday afternoon.

Owing to bad weather there was no Sunday school last Sunday. A number of Flagg people attended the sale at Mr. Myers' in

Big Square community Thursday, when the Ladies Aid of this place sold pies and cakes in the afternoon.

The Ladies Aid will meet with Mrs. W. T. Summer next Thursday afternoon at 2:30 o'clock.

Little Narville Birdwell is real sick at this writing.

W. T. Summer made a business trip to Hereford Friday.

Ernest Jones and wife visited in Spring Lake community Sunday.

Fletcher Ramsey made a business trip to Hereford Friday.

Last Tuesday night about ten o'clock the home of Jack Redwine burned down. This was a great loss to the family as the house had just recently been completed and they were to have moved in in a short time.

A special invitation is extended to all adjoining communities to attend our all day services next Sunday, January 30. Rev. Dean will preach at 11 in the morning. The entire afternoon will be spent in singing. The Alton Quartet has promised to be here and also some other singers are expected.

Sid Sheffey shipped a car load of cattle to the Kansas City market last week.

Mr. and Mrs. Bains of Amberst are visiting Monroe Baines and wife.

**Cameron, N. M.**

Misses Jewel and Opal Hubbs spent Sunday with Ella Davis.

A. C. Johnston and wife have a new radio.

Grover Cogdill and wife called on Chely Cogdill and wife Sunday evening.

Miss Rosa Young, who is teaching school at Wheatland, spent Wednesday night with Mrs. R. A. Lowe and conducted the prayer services at New Hope Wednesday night.

Dallas Johnston and wife called on Mr. and Mrs. Bryant Sunday evening.

News was received last week that Lorene Hammon, of Hagerman, was seriously burned Monday and died at 1 o'clock Monday afternoon. She was formerly one of the pupils in our school and we regret very much to hear of this sad event.

Lewis Smith and wife of Clovis visited Mrs. Smith's parents, Mr.

Johnston and wife and Mrs. M. A. Johnston took Sunday dinner with Mrs. Ella Isler.

Little Kenneth Leach visited our school one day last week.

Mr. Smithson of Clovis came out and took a picture of the New Hope school last week.

Virgil Dunn received a shipment of fruit trees last week.

Balley Hubble returned from Oklahoma last week.

Mr. and Mrs. Sparlock were in Clovis shopping Friday.

Mrs. Ella Isler accompanied Floyd Mote to San Jon Tuesday.

Floyd Mote marketed maize in Clovis Saturday.

The New Hope Ladies Missionary society met with Mrs. R. A. Lowe Thursday afternoon. They

are making bandages for a hospital and will make a quilt.

Try a Want Ad in THE BRAND.

Statements, Letter Heads, Envelopes, all Job Work, at THE BRAND.

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Try a Want Ad in THE BRAND.

Statements, Letter Heads, Envelopes, all Job Work, at THE BRAND.

**A QUESTION**

After reading a few of Machiavelli's essays on chicanery, one wonders how long he would last as a modern used car dealer. It would give him a great laugh, we know, to see how conscientiously we recondition our Used Cars before offering them for sale. But the proof of a principle is in its success—and the laugh would be on him, after all.

**BEAVERS BROS.**  
PHONE 282. HEREFORD, TEXAS.

**A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT**



**Everyone says— Buick is Reliable**

Buick reliability is one reason why the majority of new Buicks every year are purchased by old Buick owners.

Buick is the car with the Sealed Chassis, which encases every operating part inside an iron or steel housing, to keep out dirt.

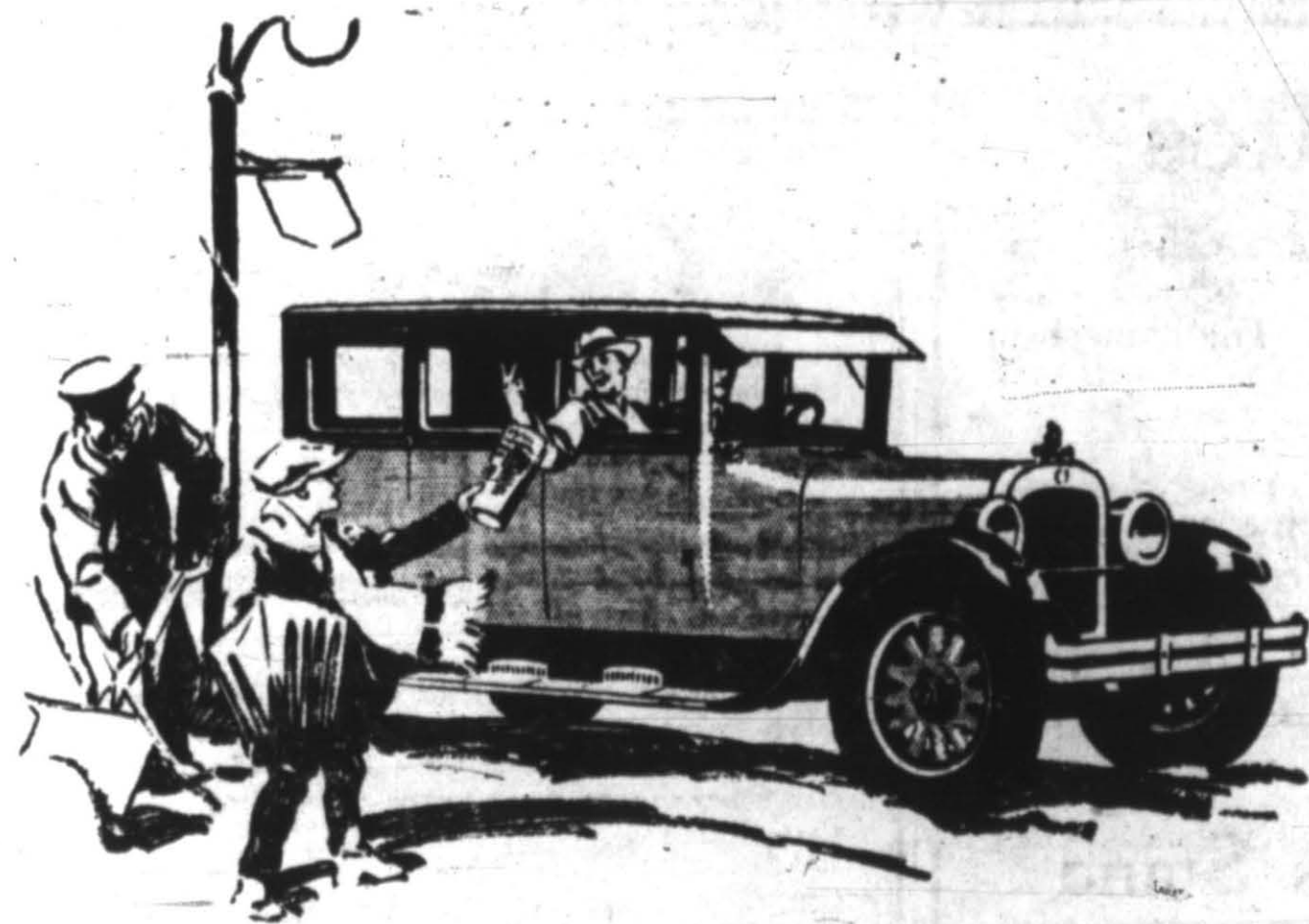
Buick is the car with the high-speed starting motor, for reliability in starting—with mechanical 4-wheel-brakes, for certainty in stopping—and with a six-cylinder, valve-in-head engine, for engine performance that is the envy of the motor car industry.

Buy a Buick! It is a more dependable and more enjoyable motor car.

**THE GREATEST BUICK EVER BUILT**

**Norton Motor Company**  
Hereford, Texas

When Better Automobiles Are Built, Buick Will Build Them



**The Secret... of Dodge Brothers Reputation**

The secret of Dodge Brothers reputation for building a dependable product can be summarized briefly and forcefully in two sentences:

*Never a type that had to be withdrawn.*

*Never a fundamental mistake that the public was asked to forget.*

Touring Car	\$ 940.00
Coupe	\$ 960.00
Special Sedan	\$1105.00
(Delivered)	

**Beavers Bros.**  
Hereford, Texas

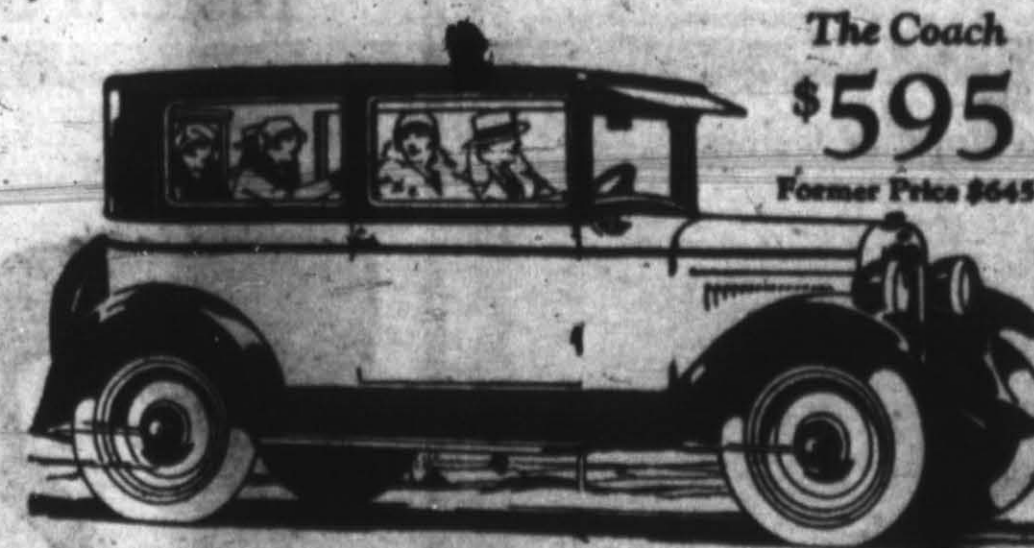
We Also Sell Dependable Used Cars

**DODGE BROTHERS MOTOR CARS**

*The Most Beautiful CHEVROLET in Chevrolet History*

**A Host of Improvements and Amazing Price Reductions.**

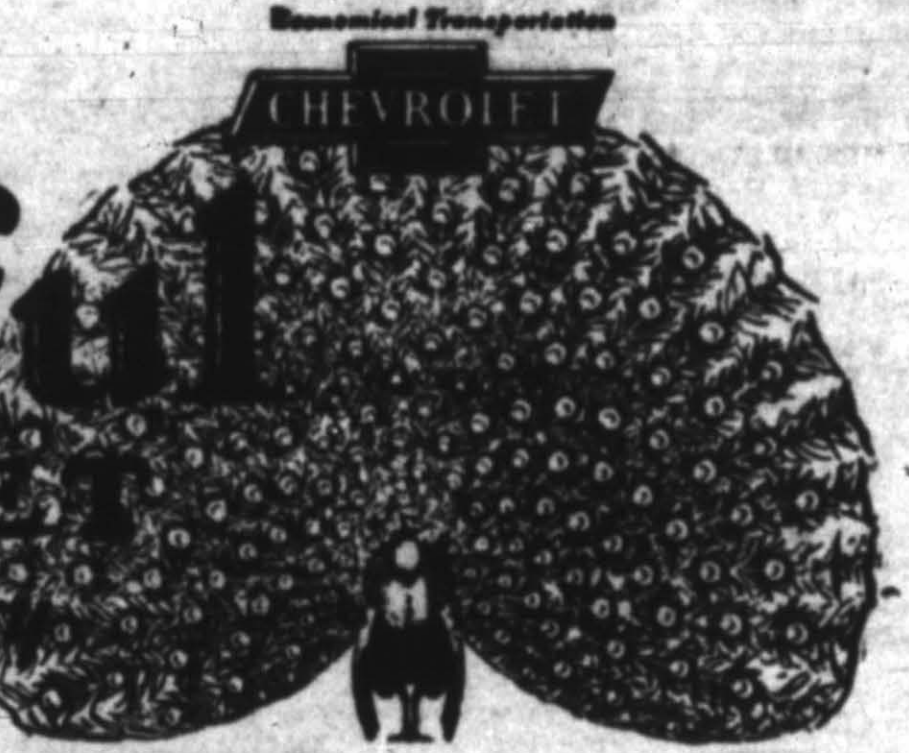
With its smartly paneled and beaded new Fisher bodies—with its distinctive full crown one-piece fenders, bullet-type lamps and "fish tail" modeling—with its AC Oil Filter, AC air cleaner, coincidental ignition and steering lock, remote control door handles and scores of other mechanical improvements, the Most Beautiful Chevrolet is the finest low-priced car ever presented the American public! And offered as it is at such amazingly reduced prices, it constitutes the greatest sensation of America's greatest industry! Never before has any maker of quality cars provided such beauty, such luxury and such modern design at such low prices! Come in. See the Most Beautiful Chevrolet—the outstanding triumph of the world's largest and most successful builder of gearshift cars!



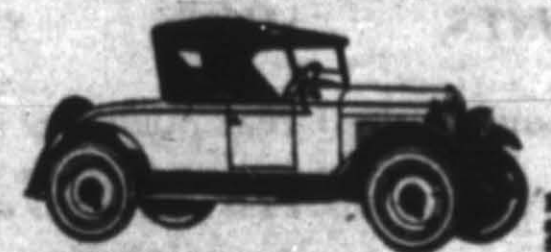
**The Coach**  
**\$595**  
Former Price \$645

**1-Ton Truck \$495**    **1/2-Ton Truck \$395**  
(Chassis Only)    (Chassis Only)

Balloon Tires Now Standard Equipment On All Models. All prices f.o.b. Flint, Mich.



**The Touring Car**  
**\$525**  
Price includes balloon tires and floor mats. Former price \$575 with balloon tires only.



**The Roadster**  
**\$525**  
Price includes balloon tires and floor mats. Former price \$575 with balloon tires only.



**The Sedan**  
**\$695**  
Former price \$735



**The Coupe**  
**\$625**  
Former Price \$645



**The Landau**  
**\$745**  
Former price \$765



**The Sport Cabriolet**  
**\$715**  
Entirely new model with rumble seat

**Brumley Chevrolet Company**  
Hereford, Texas

**QUALITY AT LOW COST**



## Dimmitt, Castro County News

Dewey Watson and wife and Mrs. J. W. Watson and children, of Lamesa, while enroute to Amarillo to visit the H. E. Ansley home, when they were hit by another car, breaking the nose of one member of the party and slightly injuring the others and doing considerable damage to the car.

Chas. Wilson, of Wheeler, Texas, it here and will take charge of the Woodridge Lumber Co., succeeding H. E. Bantz, who has taken up contracting work.

Mrs. E. P. Crawford has received word of the death of her brother in Eastland county. Mrs. Crawford did not know he was sick until the death announcement was received.

Chas. Hastings, Curtis Tate and Cecil Hyatt were in Hereford Sunday.

Mrs. O. B. Trimble arrived from Mobeetie Sunday.

Carlos Reynolds and wife entertained a number of friends at dinner Sunday.

Mrs. Mabel Welch is on the sick list.

Marvin Mundell of Olton and Miss Lena Marlar of the Sunnyside community were married here Sunday afternoon at the Methodist parsonage by Rev. E. L. Nau-

gler.

Dr. Mayes Miller and J. B. Brooks went to Amarillo Monday.

H. E. Bantz and wife spent the week end at Abernathy.

Edgar Ramey and wife, Howard Morris, Frank Annex and son spent Sunday evening with the Ed-wyn Ramey family.

W. D. Duree and Roy Bell went to Plainview last Thursday.

Mrs. W. S. Patrick is on the sick list.

Ray Sheffy and Ed Wilson were in Amarillo Monday.

Born to Mr. and Mrs. E. Weaver, of Flagg, Saturday, January 22, a boy.

L. P. White and family motored to Claude Sunday, taking Miss Louise McClure home.

Mrs. J. R. Hastings and children motored to Hereford Friday.

Owing to bad weather the crowd was small at the R. Y. F. U. social Friday evening, but a good

time was had by all and the program was highly enjoyed.

Fire of unknown origin destroyed the J. J. Redwine home Monday night at 11 o'clock. Mr. Redwine had been at the house in the afternoon preparing to move in Wednesday and says he is sure he turned an oil stove off before leaving.

Jan. C. Albracht and children of Nasareth were in Dimmitt Saturday.

Roger Corbett and Miss Eva Shelton were here from Hereford Monday visiting Miss Virginia Johnson.

Jewel Tate, T. F. Brice, Jack Gregory, Cecil Hyatt, Misses Jessie Barber, Maurine Smith, Jo Parks and Jennie Wright attended the show at Hereford Friday evening.

Miss Alwilda Wheeler of Balla is visiting her brother, E. D. Wheeler.

Miss Velma Burnam entertained a number of friends with a forty-two party Thursday evening.

O. B. Trimble and Miss Ola Mae Beck of Mobeetie were married at Mobeetie last week. Mr. Trimble returned here the first of the week and Mrs. Trimble will come as soon as rooms can be secured.

## Wyche Notes

Miss Olden Ariand has returned from a visit in Amarillo.

Mr. Connor visited Ramon Ediston Saturday.

Mrs. Perkins and children visited the McKinney home Friday.

Eddie, Edna and Tonic Hoffman were guests in the R. R. Jackson home Sunday.

Victor Ediston was in Hereford Saturday night.

Miss Montie Cook and Jess Lindsey visited in the Jackson home Sunday.

J. L. Hoffman and wife visited the Kennork home Sunday.

Lola Clayton spent Thursday night with Naomi and Emma Jackson.

R. R. Jackson, John Lake and L. J. Hooper were in Happy on business Thursday.

Ariand Reinart received a brok-

en arm while playing at school Friday.

Emma Jackson spent Monday night with Lois Clayton.

Mr. and Mrs. Boque have recently moved into our community.

C. C. Cook and family visited the Nell Enlons home Thursday night.

L. J. Kuker and sons, J. L. Hoffman and sons, and J. I. Lauef made a business trip to Amarillo Monday.

day afternoon with Mr. Fields and wife.

Mr. and Mrs. Berry called on Mr. and Mrs. Bell Friday night.

Miss Grace Jamison spent the week end at Panhandle.

Bob Knox, Henry Allman and wives spent Sunday in the E. V. Sullivan home.

Mr. Mobley and wife spent Sunday in Dimmitt with Mr. and Mrs. Estes.

Clayton Woolery and wife spent Sunday afternoon in the East home.

Tom Knox and wife of Wayside spent Sunday night with Bob Knox and wife.

Denzil and Noland Fields spent Monday afternoon with Wayne Terrell.

Mr. and Mrs. Cockerell spent Sunday afternoon with Mr. and Mrs. East.

Mmes. E. V. Sullivan, Leo Williams and sister radioed at the Henry Allmon home Sunday night.

Jess Laughlin and wife of Summersfield spent Sunday afternoon in the L. E. Sullenger home. Miss Maurine Sullenger returned home with them for a few days visit.

W. J. Sullivan and wife, E. V. Sullivan and son spent Monday in the Woolery home.

Mrs. Williams' sister from Memphis arrived this week.

Max Walton and wife spent Sun-

## Frio-Easter Items

Mr. Wherry returned from Walters, Okla., Sunday.

Mrs. W. J. Sullivan spent Tuesday with Mrs. Woolery.

Leo Williams butchered at Chas. Bell's Tuesday.

Frank Corn spent last week at Fort Sill, Okla.

The thrasher was at the Woolery, Wherry and Doak farms this week.

Mrs. E. V. Sullivan spent Wednesday with Mrs. Clayton Woolery.

Ray Kincaid and E. V. Sullivan hauled grain for Mr. Wherry this week.

Mrs. Williams' sister from Memphis arrived this week.

Max Walton and wife spent Sun-

## Ray Barber

Pure Bred Live Stock and Farm Sales

## AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

Leave Your Sale Dates With Hereford Brand. Hereford, Texas.

## ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

## Family Wash

75c PER WEEK

Why Use a Boy When a Man Costs Less?

Laundries wash everything but the baby and return everything but the dirt.

Why Pay by the Dozen When You can Pay by the Pound?

How many handkerchiefs do you think it requires to weigh a pound?

Why Use Hot Water Alone When Steam Kills Flu Germs?

Laundries sterilize with steam all clothes which they receive.

TRY OUR FAMILY WASH INTRODUCTORY OFFER!

1. Ten pounds of wearing apparel, sterilized with steam, washed but not ironed, for 75 cents. (Any flat work sent with this bundle will be washed and ironed for nine cents per pound additional.)
2. Everything finished for ten cents per pound for washing and ironing flat work; with 25 cents per pound for finishing dresses, shirts, etc.

NOTE: Lace curtains, blankets, quilts, collars, overalls and jumpers will not be done at family wash prices, but will be finished at regular standard list prices.

Free Delivery to and From Your Home! "Sudden Service" Our Motto

## WEST TAILOR SHOP

Phone 385. Agency Canyon Laundry.

# SOW SALE

AT THE SALES PAVILLION, HEREFORD, TEXAS

## SAT., FEB. 5

SALE BEGINNING PROMPTLY AT ONE O'CLOCK P. M.

—Fifty head of Pure-Bred Poland China females bred to Pure Bred sires will be offered at Public Auction at the Hereford Sales Pavilion at one o'clock, Saturday, February 5th.

—They are all big thrifty Poland China sows and gilts, each one a good individual—the early maturing, prolific kind.

—The entire herd will be on exhibition at the sales pavilion on Friday, February 4th, and you are invited to look them over and make your selections.

—Maize and Kafir fed to hogs at present prices are worth \$1.00 a bushel against 40 cents if sold on the market. Every Panhandle farm should raise hogs.

The Breeding of Good Hogs is Endorsed by Every Good Bank. "Raise More Hogs and Make More Money"

—Terms—5% for cash, or six months' satisfactory note with 10% interest.

D. L. McDonald, Owner

C.C. ACKER, Clerk COL. RAY BARBER, Auctioneer

## Oysters at All Times

FRESH FISH EVERY THURSDAY AND FRIDAY.

Everything in the MEAT MARKET LINE

—we need your business.

## The Texas Meat Market

We Deliver CLOYD & ROBINSON, Proprietors PHONE 253

## 6% FARM & RANCH LOANS 6%

Loans made on amortization plan for 33 years at 6% interest, with option to pay loan in full or in part on any interest paying date after 5 years.

Prompt Inspections and Quick Service.

## San Antonio Joint Stock Land Bank

Local Agent, D. F. ASHBROOK, Hereford, Texas



A few Eggs cost a lot— A lot of Eggs cost little

IT doesn't cost those who are feeding their hens Purina Poultry Chows one single penny more to get eggs. It actually costs less! That's because it costs a lot to get a few eggs. Poor layers eat almost as much feed as heavy layers. The only kind of feed that really costs little is the feed that makes lots of extra eggs.

Give your hens Purina Poultry Chows, for you will be taking no chances. An egg record card, which we will furnish you free, will aid you to check up that Purina Chows make a lot more eggs at less cost.



## JONES & M'LEAN

Phone No. 1 Hereford, Texas

A Reserve Bank Account Is a Cash Foundation for Your Dreams



—No smallest economy should be too insignificant; no sacrifice too great, to assure the building up of a Substantial Reserve Account.

—No dream can come true that hasn't a Cash Foundation.

OPEN A RESERVE ACCOUNT HERE THAT YOUR AMBITIONS MAY BE REALIZED.

## The First National Bank



Send our message appearing in Paris and Zurich



# STAR THEATRE

FRIDAY AND SATURDAY  
JANUARY 28-29  
Tom Mix

"No Man's Gold"

MONDAY AND TUESDAY  
JANUARY 31, FEBRUARY 1  
"Sweet Daddies"

Charlie Murry and George Sidney  
(the stars in *Cohen & Kellys*)

WEDNESDAY AND THURSDAY  
FEBRUARY 2-3  
Frisella Dean

"The Speeding Venus"

FRIDAY EVENING AND SATURDAY  
MATEEN  
February 4-5

"Whispering Wires"

Anita Stewart, Albert Ray  
February 5

Saturday Evening  
(To Be Selected)

MRS. J. H. PITMAN  
CUT FLOWERS OR PLANTS  
PHONE 157.

## TRANSFER

And light hauls and deliveries done quickly on short notice.  
Phone 116  
and try me out.  
Charges Reasonable.  
ARCH CONKLIN.

For a Taxi, call Phone 392, any hour in the day up to 12 midnight. Call 387 from 12:00 midnight to 6:00 a. m. NORTON MOTOR COMPANY.

## Amarillo Artists Last Number of Entertainers

The last number of the Music Study Club entertainment course will take place Thursday night, February 3, at 8 o'clock at the high school auditorium. This last number will be staged by the faculty of the Amarillo School of Music under direction of Prof. Emil Myers.

The evening's entertainment will be made up of both classical and popular music, and will have the assistance of Mrs. Rosley, expression coach of the college. The faculty is composed of:

Ellis B. Hill, a graduate of the Conn National School of Music, and a solo cornetist and clarinetist. He studied under Frederick Nell Innes, conductor of the Innes Band, New York, and has had the directorship of municipal bands, concert bands and high school bands in various places for five years.

Mrs. Oma Rowley, a post-graduate of the school of expression, Trinity University, Waxahatchie, a pupil of Katherine Wleck Kelly, of the Edith Coburn Noyes school of expression, Boston.

Miss Strite is a real artist on the violin. She spent the summer months with Andre de Ribautpierre, teacher, at Cleveland, Ohio.

Fay Rogers, a musician of genuine merit. She has been a student of music since childhood and had a thorough course of study under Petis Pipes, Kidd-Key College, finishing with honors.

Mrs. Myers, who classes with the greatest of performers. Years of experience coupled to a highly artistic temperament and ability to inspire pupils, make her services valuable. She excels as an accompanist and vocal coach.

Mr. Myers needs no introduction to Panhandle people as he has been teaching in Amarillo for 13 years. He spends the summers under some master teacher and has just returned from study with Ricardo Martin, of the Chicago Opera Co.

Call 385 for quick service cleaning and pressing. We call for and deliver. WEST TAILOR SHOP, Phone 385.

J. C. Orr left Saturday for his home in Lubbock. Mr. Orr had been here for several days trading in real estate.

## Local Happenings

Henry Wilkinson made a business trip to Amarillo Saturday.

John Comer, of Clovis, was in Hereford last Friday visiting relatives.

We still have several of those flash lights at the special price of \$1.25. RICE.

Cleaning and Pressing done quick and right. We call for garments and deliver. WEST TAILOR SHOP, Phone 385.

Judge L. C. Penry left last Saturday for Plainview to attend district court.

Miss Marie Rayloff left Wednesday for Amarillo.

New five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-17

Mr. and Mrs. L. Gough, of Amarillo, was here Tuesday to attend the Chamber of Commerce Banquet.

C. O. Stearns left Saturday for his home in Linneus, Mo. Mr. Stearns purchased some cattle while in Hereford.

For a Taxi, call Phone 392, any hour in the day up to 12 midnight. Call 387 from 12:00 midnight to 6:00 a. m. NORTON MOTOR COMPANY.

Mrs. Alleen Long and three children and Miss Mildred Penry left last Saturday for Encino, New Mexico. Mrs. Long and Miss Penry are sisters and have been visiting in the home of their parents, Mr. and Mrs. L. C. Penry.

Cleaning and Pressing done quick and right. We call for garments and deliver. WEST TAILOR SHOP, Phone 385.

Ralph Gorman and wife were here last week visiting her parents, Mr. and Mrs. O. S. Richards. Mrs. Gorman will be remembered by many friends here as Miss Emma Richards. Miss Mattie B. Richards, sister of Mrs. Gorman, accompanied them on their return to their home in San Bernardino, California, where she will remain for some time.

Hey! Skin-nay! Come on over—run like everything and see the radio RICE is going to give away.

## Lumber, Timbers, Shingles

ALL BUILDING MATERIALS Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office

Louisiana Lumber and Supply Company  
AMARILLO  
1509 W. 6th St. Phone 4290

## How Doctors Treat Colds and the Flu

To break up a cold overnight or to cut short an attack of grippe, influenza, sore throat or tonsillitis, physicians and druggists are now recommending Calotabs, the purified and refined calomel compound tablet that gives you the effects of calomel and castor combined, without the unpleasant effects of either.

One or two Calotabs at bed-time with a swallow of water—that's all. No salts, no nausea nor the slightest interference with your eating, work or pleasure. Next morning your cold has vanished, your system is thoroughly purified and you are feeling fine with a hearty appetite for breakfast. Eat what you please—no danger.

Get a family package, containing sub-strengths, only 30 cents. At any drug store. (adv)

For a Taxi, call Phone 392, any hour in the day up to 12 midnight. Call 387 from 12:00 midnight to 6:00 a. m. NORTON MOTOR COMPANY.

L. H. Fuqua left Thursday for Waxahatchie, Texas, where he will enter Trinity University for the second semester.

Call 385 for quick service cleaning and pressing. We call for and deliver. WEST TAILOR SHOP, Phone 385.

W. O. Gatlin, secretary of the Littlefield Chamber of Commerce, attended the banquet here Tuesday night.

Mr. and Mrs. J. T. Smith expect to leave the first of next week for the St. Louis markets to purchase their spring and summer merchandise. They will move into their new home before leaving. Mrs. J. A. Hornbeck, of Dallas, mother of Mrs. Cronin, will arrive soon to be with Misses Molly and Kathleen during their parents' absence.

George C. Messenger and family were in from their ranch for the week end with Mr. and Mrs. J. N. Messenger.

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-17

Mrs. A. C. Elliott, of El Paso, is visiting her son, Davis, in Amarillo. She came down with Judge and Mrs. L. Gough to attend the Chamber of Commerce banquet and many of her friends had an opportunity to visit with her for a short time. Mrs. Elliott formerly lived here and her friends hope to have her for a real visit before her return to El Paso.

Mr. and Mrs. E. P. Houlette of Texico, returned home last week after spending several weeks in the home of Mrs. Houlette's parents, Mr. and Mrs. J. N. Messenger.

Glenn A. Smith, of Plainview, with the Texas Utilities Company, was here transacting business on Wednesday.

I BUY CREAM on a salary, therefore, you get an honest test. W. E. WEBB, Agent Wichita Creamery Company, at Hereford Produce. 2-2p 52-4t

Nick Ehly, of Nazareth, Texas, was here Monday attending to business matters.

Quantity sales of Brunswick tires will earn us an extra discount, hence our lower prices. At RICE'S.

A. A. Wright, of Springfield, Ohio, left here Wednesday for Amarillo. Mr. Wright is enroute to his home.

F. K. and F. E. Derrett, of Willadoro, were transacting business in Hereford Tuesday.

L. Plunkett, representing the Metzger Creameries at Amarillo, was here attending the Chamber of Commerce banquet and looking after business matters.

With the annual seasonal slump in business expected, we are pleased to find our winter business the best for years. "There's a reason" and it isn't grape-nuts, either. RICE.

Mrs. Maggie Wright, of Rapid City, South Dakota, is visiting in the home of her daughter, Mrs. A. C. Barnhart.

Mrs. Ruby Cook and family left Monday for their home in Nocona, Texas. Mrs. Cook and family had been visiting relatives, Mr. and Mrs. J. Winkle, in the Cleo district.

Mrs. J. D. Thompson left Sunday afternoon for Fort Worth and Dallas for a several weeks visit with relatives.

The next time you are in a hurry and need tire service, try RICE'S.

### NOTICE TO BIDDERS.

Notice is hereby given that the Commissioners' Court of Deaf Smith County, Texas, will receive sealed proposals on February 7th, 1927, from any banking corporation, association or individual banker of this County that may desire to be selected as the depository of the funds of the County for the next two years from the date of the bid. The proposals shall state the rate of interest offered on the funds of the County. The Court reserves the right to reject any and all bids.  
EARL W. WILSON,  
County Judge.

## COAST-TO-COAST RACE

The Endeavorers of the First Presbyterian church have introduced a most unique feature into their Sunday evening meeting. The special feature is a contest covering a number of points of endeavor work and the contest itself is styled "A Coast-to-Coast Automobile Race."

With an attendance of forty young people on last Sunday night the cars got off to a flying start. Of the four cars entered in this race the Packard, Rolls-Royce, the White Seamer and inevitable Ford, the Ford took the lead, no doubt

on account of the slippery condition of the roads. Close behind came the Packard, while the White and Rolls-Royce fought almost to a tie for third place.

There will be an entire change of program for each meeting. On next Sunday evening there will be an inside camp fire program with all the atmosphere of the outdoors except the temperature. Refreshments will be enjoyed in connection with the program and the program will have plenty of jollity as well as instruction. All young people will find a hearty welcome at these meetings which begin at 8 o'clock and last for one hour.

# The Chinese Get Credit for this Message

'Tis said that a wise old Chinese refused steadfastly the individual and collective arguments and invitations of his friends to visit the horse races on the grounds that it had already been established what horse would win.

## For the Same Reason

many folks think of no store in town other than Corner Drug Store, for it has already been established that everything one expects to find in a first class drug store is available here.

—and by everything is meant merchandise, courtesy, service and right prices.

# CORNER DRUG STORE

## JANUARY CLEARANCE SALE

—We have a big lot of the very best things we have ever had in various odd things left over from our December Sale, that we are offering at much less than real value. It may be just what you want. Come see.

- Living room suite, cane back, for ---- \$ 97.50  
Formerly \$135.00.
- Living room suite, over-stuffed, for --- \$150.00  
Formerly \$200.00.
- Bed room suite, all finishes, for ---- \$ 79.75  
Formerly \$115.00.
- Bed room suite, all finishes, for ---- \$125.00  
Formerly \$165.00.
- Dining room suite, walnut, for ----- \$ 97.50  
Formerly \$135.00.
- Dining room suite, walnut, for ---- \$147.50  
Formerly \$200.00.
- Metal bed for ----- \$ 7.59  
Formerly \$10.00.
- Mattress for ----- \$ 7.50  
Formerly \$10.00.
- Springs for ----- \$ 6.00  
Formerly \$7.50.
- Odd Dresser for --- \$27.50, Formerly \$35.00
- Odd Dresser for ---- \$19.75, formerly \$25.00
- Fine Wilton rug for \$85.00, formerly \$115.00
- Good Wilton rug for \$67.50, formerly \$85.00
- Fine Axminster rug for \$49.75, formerly \$65.
- Good Axminster rug for \$37.50, formerly \$50.

A very fine line of office desks, fixtures, chairs, etc. Come and inspect them—the price is right.

It matters not what you may need in our line, we can supply you—and for LESS.

Low Prices with Service, our motto.

# E. B. BLACK CO.

We Are Satisfied With Small Profits

## Seed Barley

—Well matured and well threshed at my farm four miles north of Black. 65c per bushel. Give Me Your Order Before February 15th.

W. L. JOHNSON

## FEDERAL TIRES and TUBES

—Let us cut your repair bill by greasing your car and changing the oil.

TIRE WORK A SPECIALTY.

GAS AND OIL

Wholesale and Retail.

## Abo Filling Station

# More Big Business

—With several houses under construction and a few contracts pending, we are asking your support for a bigger business and a closer relationship in all business matters.

# Panhandle Lbr. Co.

PHONE 65

## The Only One

We have absolutely the only Exclusive Automobile and Machine Repair Shop in Deaf Smith County—where time is devoted to repairing only. Our time is not split up selling cars, tractors, storage and such, but entirely to your troubles. TRY US.

## BEAMS & MARRS

In Our New Home Across from Court House.  
PHONE 23.

Use Your Head to Get on Your Feet.



## Financial Success May Be Described In the Word—Saving!

—Multiply the number of days you can reasonably expect to live by the amount you may reasonably expect to earn per day, not even excepting holidays, accidents or forced idleness, and see how much you can expect to have after deducting expenses!

—It is plain that there must be some additional source of income.

—SAVINGS IS THE ANSWER!

## Western National Bank

"There is No Substitute For Safety"