

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

28th Year—Number 8.

Hereford, Deaf Smith County, Texas, Thursday, March 8, 1928.

Seth B. Holman, Publisher.

## GIGANTIC BUILDING CAMPAIGN TO BE LAUNCHED HERE NEXT SUNDAY

### CHAMBER OF COMMERCE IN LOCAL BOOSTING PROGRAM BROADCAST FROM AMARILLO

Hereford Speakers and Men's Choral Union Take Air Friday Morning to Discuss Advantages of Deaf Smith County and Vicinity. Seigler and Black Present Statistics on Possibilities of Entire Region.

Hereford and Deaf Smith county as an agricultural and home center, was the subject discussed at length from radio station WDAG, Amarillo, last Friday morning by President T. E. Seigler of the Chamber of Commerce, and E. B. Black. These talks and the entire program was a part of the series of programs broadcast in connection with the activities of the Panhandle Farm Development Association.

Besides the speeches by Mr. Black and Mr. Seigler, several selections were sung by the Men's Choral Club, under the direction of J. H. Spatt. The group who made the trip in the chorus included J. H. Brooks, C. D. Shaw, A. A. Ott, W. R. Onstead, E. B. Black, Henry Tiel, W. R. Woody, J. B. McMillan, F. M. Keener, J. L. Sherman, E. C. Eubanks, J. E. Meyer, Harry Kibbe, C. G. Murray, J. C. Bicketts, W. B. Anthony, N. M. Barber, J. B. McAdams, O. L. Rutherford and George Heard.

The part to be played by this region in the Farm Development program now engaged in by many Panhandle counties, was outlined by E. B. Black, who outlined the general plan of the development program. Mr. Black is chairman of the ways and means committee of the organization.

"We have the country and the products," declared Mr. Black. "All we have to do is to let the outside world know about it." Mr. Black said of the proposed farm exhibit train which the association will operate throughout northern and middle western states.

Interesting statistics concerning the possibilities and actual accomplishments of this county and section of the Panhandle were revealed by Mr. Seigler in his talk. He pointed out that in buying homes here they are locating in a stock farming country second to none in the entire United States.

That there is still much room for the development of the farming industry was demonstrated by the following figures: Of the 600,000 acres comprising this county, only fifteen per cent is now in cultivation; also not more than five per cent of the entire total is not stock farming land, and even that small per cent is excellent for cattle grazing.

**Crop Value Large.**  
"In 1927," said Mr. Seigler, "Deaf Smith county raised 504 cars of wheat, with an estimated value of \$712,800. The approximate value of the crop of Indian corn, milo and alfalfa and other row crops, most of which is used for feed on the farms, is \$992,000."

One thousand, five hundred twenty cars of cattle were shipped in 1927, with an approximate value of more than three and one-half million dollars, and the estimated value of the 430 cars of hogs shipped from this county was \$774,000. There is now about 60,000 acres needed to wheat in this county."

**Dairy Business Grows.**  
Mr. Seigler stressed the growth of the dairy business in this vicinity. The organization of the Jersey bull circles for the purpose of promoting a higher grade of dairy cattle is indicative of the importance which the industry has assumed here.

Although the beef cattle business seems to be making room for farming and dairying, the Panhandle has many reasons to be proud of the accomplishments made in the industry.

"If our fine beef cattle must go," he said, "we will accept the condition and be ready with as fine dairy cattle as has ever been bred."

### WINDOW SHATTERED

Popular Store Loses Plate Glass Front As Woman Driver Loses Control of Car.

Two shattered plate glass windows was the sum of damages sustained Monday afternoon when Mrs. O. L. Rutherford drove her Whippet coach over the curb on the west side of Main Street, crashing into the show windows of the Popular Store.

According to eye-witnesses, Mrs. Rutherford was attempting to back her car out from the curb and apparently put her car into low instead of reverse. The accident occurred about 3:00 p. m. The loss was covered by insurance.

### McCConnell-Reed Nuptials Solemnized Last Sunday

A pleasant surprise to Hereford friends was the quiet wedding Sunday afternoon of Miss Faye Reed, daughter of Mrs. Oscar Vaughn, and George McConnell. The ceremony was performed by the Rev. Thurman Morgan.

Both Mr. and Mrs. McConnell have lived here several years and are well known. Mr. McConnell has been employed for some time as an installation expert at the Frigidare-Delco Light agency. The couple announce that they will continue to make their home in Hereford, where they are now at home to friends in their residence on Sampson Avenue. They expect to build a new home later this year. Mr. McConnell said.

### Hereford High Captures Two Chorus Prizes

A feather was added to Hereford's musical cap Wednesday afternoon when the high school chorus from this city emerged winners in the mixed chorus class in the contests held at Amarillo in connection with the annual Panhandle Music Festival.

Contests held yesterday included: piano for girls six and under, boys eight and under, girls ten and under, boys twelve and under, and boys sixteen and under; violin for girls, seven, eight and nine; boys ten, eleven, twelve; girls thirteen, fourteen and fifteen and boys sixteen and seventeen; voice for tenors, mezzo-soprano, bass and soprano, fifteen and under. In the ensemble contest, a girls chorus from Miami took first place.

"The Nights of Spring," by Ambrose was the selection sung by the mixed chorus from here, winning first award. Second place in this contest was won by the mixed chorus of Groom.

In the girls high school chorus, first place was won by the Miami high school; second place by Amarillo, and third place was given to Hereford. "A May Morning," by Denza, was the selection used. Mary Ellen Parker of Hereford tied for first place in the piano contest for girls fourteen and under. In the second place in the same division, Wilma Joe Jones of Hereford tied with two other girls.

**STORK SPECIAL.**  
Born to Mr. and Mrs. Carl Williams, March 4, a boy.

### PARSONAGE AND PIPE ORGAN INCLUDED IN BIG METHODIST PROGRAM OF IMPROVEMENTS

Present plans call for the erection of a large parsonage to conform in architectural style and color with the church building itself.

Another project now discussed in connection with the many improvements is the installation of a pipe organ. An order will be placed with an organ company soon.

Duane Orr, son of Mr. and Mrs. J. S. Orr, who has been confined to his bed with pneumonia for the past two weeks is reported much improved and will probably soon be in the convalescent stage.

### NOTED FIRM BUYS RANCH FOR FOXES

F. C. Cotten Company Purchases Large Acreage in County for Use as Breeding Grounds.

Purchase of 648 acres of land in Deaf Smith county on which will be located the parent ranch of a nationally known firm of silver fox wholesalers, was announced this morning by E. J. Slay and Jane Smith, representatives of the F. C. Cotten Fox Company of Amarillo.

According to these gentlemen, lengthy investigation has proved the Southwest to be the best part of the country for the purpose of fox-breeding. For that reason the Cotten Company has recently moved its head offices from Kansas City, Missouri, to Amarillo.

"Under our present plans," Mr. Smith stated, "we expect to equip the ranch in this county as one of the foremost in the entire United States, bringing foxes here from several different states, centering them in one herd, every individual of which is registered and pedigreed."

The F. C. Cotten Company is a member of the National Association of Fox Breeders and furnishes foxes to the Amarillo Silver Fox Ranch and other large enterprises throughout the country. This concern sells in wholesale quantities only, handling only pure-bred, pedigreed and registered animals.

Improvements will begin at once on the ranch in this county and foxes will probably be brought here within the next three or four months. O. J. Cotten will be in charge of operations here. The new ranch is located eight miles north of Umbarger in Deaf Smith county.

### Benefit Group Is Re-Organized Under Old Plan

The Bankers Benefit Association of Hereford, a local mutual life insurance service offered the people of this vicinity, is again active and going concern, according to announcement made this week by President Geo. L. Muse and Secretary Clifford C. Acker. Notices to all past members of dues were mailed out Tuesday. A drive for collection of dues of all paid up members and for the acquisition of new ones is now under way.

The Association was organized in April, 1922, by T. K. Wilson and thrived during his administration, when he left here a couple of years ago. The affairs of the association were not pushed, although the financial condition of the concern was in excellent shape, money to meet all death claims and expenses were in the three local banks, and the outlook for the association was exceedingly bright.

**Acker Elected.**  
Now the directors have named C. C. Acker to succeed Mr. Wilson as secretary and are going ahead with the business.

Attention is called to the fact that since the founding of the organization only one death has occurred, the policy being paid promptly.

The Bankers Benefit is unique in many ways and is said to be one of the safest and soundest institutions of its kind ever worked out here. The boiled down facts about the association, as furnished by the officers reveal: a maximum membership of 1,000; face value of each policy, \$2,000; membership and mortality fee, to accompany application for membership, \$15.00; annual dues, 50c per thousand; officers and directors to be selected from Hereford's three banks; mortuary fund, to range between \$10,000 and \$20,000, always on deposit in Hereford's banks; first death to cause assessment.

(Continued on Page Six.)

### CONCERT SCHEDULED

Amarillo Symphony Orchestra To Appear Next Week In Engagement Once Postponed by Bad Weather.

With a program said to be in no way lessened by virtue of having been postponed one month, the Amarillo Philharmonic Symphony Orchestra will appear in concert at the high school auditorium here on Friday night, March 16. This program was scheduled for February 17, but was cancelled because of bad weather.

According to C. B. Dillehay, superintendent of schools, school authorities consider that they are fortunate in being able to arrange such a concert for this community, and they urge a large attendance at the performance.

The Philharmonic Orchestra, under the direction of Ellis B. Hall, is now in its third successful season.

### School Trustees Asked to Stand for Office

Hereford voters residing in the independent school district have circulated petitions requesting the board of trustees of the district to submit for election as trustees at the regular election to be held in April the following names: J. O. Newell, E. B. Posey, A. H. Streu, and C. O. Lee.

Several hundred names have already been signed to both petitions which will be presented to members of the board of trustees this week.

### Bramley Ships Greatest Load to Los Angeles

What is said to be the greatest single shipment of hogs sent from the Panhandle in recent years was made from the local pens Saturday when G. W. Bramley, buyer, shipped twenty-six car loads to Los Angeles and other California points. The shipment comprised nearly 2,500 head.

"A shipment of this size," Mr. Bramley said, "is important not only because of size alone, but because it shows what importance the hog industry has reached in the Panhandle."

Mr. Bramley has been in the hog buying business in Hereford for the past eleven years, purchasing the greater part of the output of the larger cities of the Panhandle. All of his purchases are finally concentrated in Hereford, from whence his large shipments are made.

This is the largest shipment which Mr. Bramley has ever made. H. M. Hawkins of Hereford will have charge of the crew of four men which will accompany the shipment to California.

Mrs. R. H. Womack, Mrs. D. N. Cox and Mrs. R. H. Caylor, of Bellview, New Mexico, attended the Schumann-Helak concert in Amarillo Wednesday night.

### OWNERS DISCUSS ERECTION OF BRICK BUSINESS BLOCK ACROSS FROM POSTOFFICE

Another large business building for Hereford!

That the business district of this city will soon be enlarged by the addition of a large single-story brick business block was announced this week when the contract was signed between J. R. Mosely, owner of the lots, and T. E. Williamson and Rockwell Bros. & Company, builders. This will be the first business building to be erected under the new city building ordinance.

The new structure will be located in the 100 block on the east side of Main Street on the two lots south of the Kerr Implement Company, opposite the new post-

### BAPTISTS READY TO LAUNCH GREAT BUILDING CAMPAIGN FOR NEW CHURCH ERECTION

Special Services Sunday, March 11, to Mark Inauguration of Great Drive to Raise Funds. Proposed Structure to Cost Approximately \$69,000. City Expected to Join Effort to Put Over Big Project.

### Farmers Form Fuel Company for Own Uses

More than 150 farmers and business men of Deaf Smith county met in the district court room of the court house Tuesday afternoon and organized the Deaf Smith county Consumers Fuel Association.

Officers elected included T. S. Wilson, manager and president, and a board of trustees consisting of Troy Womble, C. W. Frye, Roy Johnson, B. R. Jennings and G. C. Hartmann. Under the constitution of the new organization, every member of the board of directors must be actively farming at the time of his election.

The Consumers Fuel Association, which at present numbers more than two hundred members here, is organized with the aim in view of securing for its stockholders gasoline and other fuels at wholesale rates. Outsiders may deal with the organization but must pay the prevailing retail rates.

This association is organized under the same plan as similar concerns now operating successfully in Floydada and Plainview. Mr. Wilson, who promoted the organization here, was the founder of organizations in those cities.

According to Mr. Wilson, the association has a capital stock of \$5,000, with every member owning one share of stock. Negotiations are now under way, he said, for securing a permanent location for the warehouse and distribution points, so that the organization should be actively doing business within the next week.

### Stock, Feed Destroyed As Flames Raze Barn

Fire said to be of unknown origin destroyed a large barn on the Roy Kincaid place three miles south of town Tuesday night. More than twenty head of hogs and several tons of feed were included in the damage.

The fire was not discovered until the barn had burned almost completely. An alarm was sent in about 1:30 a. m. and Fire Chief Dow Mercer took the chemical truck to prevent the spread of the flames to adjacent buildings.

A church building for Hereford second to none in a city of this size in the Southwest, is the aim of the Baptists here who will officially launch their building campaign Sunday morning, March 11. What is expected to be the greatest meeting of its kind ever held here will be held at the regular morning services on that day.

Pointing out that during the past year alone the membership of the church has been increased by 180 new additions and that they have long since outgrown their Sunday school accommodations, the Baptists have set their goal at the erection of one of the finest edifices in the Panhandle.

**Anniversary Celebration.**  
Sunday, March 11, marks the completion of a year's service of the present pastor, Rev. V. M. Cloyd, who took charge of this church on March 10, 1927. During the past year the church has experienced a growth greater than in any single year of its history.

Rev. and Mrs. Cloyd came here from Fort Worth, where they had just completed their course in the Southwestern Baptist Theological Seminary. Both of them received the degree of Th. M. from that institution.

**Big Service Planned.**  
By special invitation, people of every denomination in Hereford are urged to join with the more than 500 active Baptists here in the services Sunday morning, which begin promptly at 10:45 a. m. An appropriate text has been chosen, with which the pastor will launch the campaign.

Church officers in charge of the new building campaign include H. G. Conkright, head of the finance committee; E. W. Harrison, chairman of the plans committee, and Judge Earl W. Wilson, treasurer of the building fund.

According to present plans, the structure will cost approximately \$69,000, not including the cost of the furniture. It is planned to pay this entire amount within a year in order to have the building ready for dedication, if possible, on the next anniversary, March 10, 1928.

### Castro Court Journeys Here For Discussion

Members of the commissioners' court of Deaf Smith county were hosts Monday to the Castro county commissioners' court at a meeting to discuss the proposed routing of a federal highway through the two counties.

This is one of a series of meetings between commissioners from various West Texas counties for the purpose of co-operating to secure a highway from Vega east and south through Hereford, Dimmitt, Littlefield, Levelland, Brownfield and on to the Texas & Pacific railroad.

According to Judge Earl W. Wilson, the counties must agree to do the work necessary to put the roads in shape to turn them over to Federal highway authorities, after which they will be maintained entirely by the federal highway commission. In the event that the road is secured, about thirty-four miles of highway through this county will be benefited, and nearly that much in Castro county.

Castro county officials who were present at the meeting Monday included County Judge M. E. Avery, M. L. Hardy, E. Thornton and Roy Haberer.

# THE HERFORD BRAND

Published Every Thursday at  
HERFORD, DEAF SMITH COUNTY, TEXAS.

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Also Publisher of  
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MRS. SETH B. HOLMAN Associate Editor  
ALBERT W. SMITH Local Editor

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### NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

## Texas & Texans

By WILL H. MAYES

### Co-Operative Marketing.

Farming is a difficult business to organize into any kind of co-operative effort. This is largely because so many farmers are tenants and so many are so poor that they feel compelled to sell when products are ready for the markets. The allied or side lines of farming like poultry raising and dairying get and hold together better than the general farmer. The effect of this is likely to be that seeing the decided advantages of co-operation in these lines the farmers will be more ready to join with others in marketing cotton, wheat, corn and other farm products.

The poultry and egg business is rapidly organizing in convenient marketing districts. Around San Antonio ten counties are forming a marketing association for handling the eggs from at least 100,000 hens. Other nearby counties will be invited to join with them.

### Plains Country Eggs.

The counties of Swisher, Motley, Briscoe, Floyd, Lamb and Hale have formed an association like that at San Antonio with an ultimate goal of 200,000 hens. Other sections are doing the same thing. Business men and bankers are everywhere lending their help in creating these poultry and dairy associations, knowing it is to their interest to have the farmers rather than the middlemen get the rewards of their labor.

### Acreage Reduction Activities.

The only way left to insure cotton acreage reduction—and reduction is absolutely necessary to increased prices—is for farmers, business men and bankers in every precinct in Texas to go to work unflinchingly and whole heartedly to bring about definite agreements on the part of those who grow cotton. The time for action is short and whatever is to be done should be done at once. Texas should do its full part to bring cotton back to a profitable price.

### Stealing Goats.

The Sheep and Goat Raisers' Association is paying a nice reward for the arrest and conviction of parties stealing sheep or goats and has paid the sheriff of Bandera \$250 in rewards. In Travis county a man indicted for stealing goats is out under a \$10,000 bond. Sheep and goat rustling is to be made a hard business in Texas.

### Killing Bell County Rats.

Rats are out of luck if they chance to get into Bell county, 315-160 having been killed in a rat campaign there recently by eight schools. Attention is to be turned now to killing the rattlesnakes of the county.

### Beat Their Fathers.

Boys studying vocational agriculture in the Atlanta high school put their studies into practice last year and cleared \$3,000.22 from 62 bales of cotton grown, making larger yields and greater clear profits than was made by their fathers. One boy made over five bales of cotton from five acres of land.

### High School Women

at Wellington have raised \$500 toward the library fund of the public schools and 300 volumes have been ordered. The library recently burned and its restoration has been brought about largely by the activities of the teachers and the local club women. Women's clubs that do work like that are a town's most valuable asset. The Wellington Leader says that they show a "tremendous interest and loyalty in the welfare of the community."

### Defines the Perfect City.

The Spearman Reporter says that while Spearman is not a perfect city it is striving toward perfection. It gives its idea of what constitutes a perfect city. "Perfection is not merely a matter of population. On the contrary, the

perfect city may be the smallest, but it must be the best place in which to live, the most satisfactory place in which to work and transact business, and the most attractive place for visitors. It must stand out pre-eminently as the city of friendliness and neighborliness—the city that loves to give attention to the little things that make visitors want to return.

I am glad to pass that definition on to a large number of other places. Wouldn't this be a fine old world if all the cities even approaching the Reporter's ideal city?

### Some Good Advice.

The Lampasas Record recently gave this advice: "If a town is not properly located to support a cotton mill or a clothing factory, maybe it is properly situated to support a cheese factory, a peanut factory, a milk condensing factory, a cement factory or some one or more of the many things that are operated in other places."

Yet, maybe a canning plant or a broom factory, or even a coat hanger factory. Shiner recently shipped 185,000—a carload—of coat-hangers to a Houston firm. Round Rock brooms are famous. Fredericksburg has landed two new industrial plants since the first of the year—a broom factory and a battery factory. A hatchery has been started at Santa Anna.

### After Natural as.

Central Texas towns now eagerly at work to secure natural gas include Bartlett, Granger, Taylor, Georgetown, Hutto, Rockdale, Cameron and Round Rock, to all of which a gas company has submitted propositions based on required numbers of subscribers.

Lamesa and other towns between Midland and Lubbock have met the requirements for natural gas from

the Amarillo fields. Gas mains from the Stamford gas field are being laid in Rotan. It will not be a great while until the towns in Texas without natural gas will be as few as those now without electric lights.

### Dilley Tourist Park.

Dilley is to have a modern tourist park ready for the spring and summer tourist travel. The drive-ways will be beautified with citrus and ornamental trees and native shrubbery to present a tropical appearance. Dilley is also attracting much attention as the center of an area in which English walnuts thrive. Even Dilley's near neighbors will soon be going over to see an attractive city.

### Feed Crop Or No Loan.

According to Dr. T. B. Benson, president of the Bartlett National Bank, farmers who get loans from that bank this year will have to show that they have feed for stock and seed for planting. He says: "We are living in the greatest country God ever made, but the farmers will have to practice diversification to get along. If a farmer raises his own feed and has his own garden he will have no need for a grocery store except to sell his produce."

## THIS WEEK

By ARTHUR BRISBANE  
**NEEDLESS SPEED.  
THE RADIO INDUSTRY.  
IMMIGRANTS BUILD NATIONS.  
A DEMOCRATIC PRINCE.**

Frank Lockhart, whom Barney Oldfield calls "the greatest automobile driver in history," drove his car 225 miles an hour on a Florida beach yesterday but lost control and shot out into the ocean.

Such speed in automobiles is valueless, because it cannot be used. Trying for it is as unwise as some "stunts" that fliers do, emphasizing the danger of flying instead of emphasizing its safety, as they should do.

It is to be hoped that Col. Lindbergh, the most important young man in his country, will realize the danger and folly of such unnecessary risk.

A serious accident to Lindbergh would set flying back ten years in America. That is not what he wants.

Great Britain suppresses a moving picture showing how Nurse Edith Cavell was shot as a spy by the Germans. Britain wisely decides such a picture would only revive and intensify international bitterness.

Edith Cavell was guilty under military law. Allied nations executed women for crimes no more serious. But the "moral" circumstances were different. Military stupidity, that governed Germany, and killed Edith Cavell, governs Germany no longer.

The Argentine Republic wanted

to rewrite the United States tariff to compete with American farmers. But the Argentine didn't have Bal-four as representative, so this country said no. We can handle little republics. Britain is too much for us.

Last year this country spent \$600,000,000 for radio products, machines and parts. Nineteen twenty-eight will see the first radio Presidential campaign. The world changes swiftly, adapting itself readily to new methods.

Radio employs 300,000 people, and broadcasting reaches 900,000,000.

An athlete, breaker of records, with big lungs and chest expansion, was amazed when the life insurance doctor told him "you are a bad risk. We can't take you." Next to no exercise, the dangerous thing is over-exercise. You can develop muscles almost without limit. But you have only one heart and it will stand only so much.

Promoters of South American investments inform you that the population of Rio de Janeiro has increased nearly a million in eight years, Buenos Aires, more than a million in fourteen years. Agricultural population has increased enormously in South America.

All that is due to our immigration laws which keep out of the United States the white European populations that we need, the men and women that made this country what it is.

Shutting out immigration, we build up other nations.

The former Kaiser, who must have done some hard thinking, in the last few years, tells Sylvester Viereck, "today the center of gravity which determines world power has shifted to the United States. America is master of the world."

America probably could be master of the world. But to desire that mastery would be foolish. To be masters of ourselves, mind our business, develop this country and increase the well-being of the average man, is a big enough task.

The Prince of Wales shakes hands, by mistake, with a waiter, best dressed man, probably, at a business men's dinner.

"But, Sir, I'm only a waiter." "I don't see that that makes any difference," says the Prince, shaking hands over again.

The tyrant was annoyed when Solon told him there could be good government "only when kings become philosophers, or philosophers become kings." The young Prince leaves philosophy to professors, but he knows that royalties achieve permanency by becoming democratic.

Conference at Havana is over. And, as Mr. Rogers says, Uncle Sam is to be congratulated on going into a conference without losing anything; no battleships scrapped to oblige nations that couldn't

afford to compete; no ally promise not to fortify Guam, or anything without the consent of Britain, Japan or France.

Probably the next great boon for the common people will be the invention of an electric can opener.

One of these days people will stop talking about the white collar job and refer to it more appropriately as the two-pants suit position.

Tourist: "Is the London fog really so awfully heavy?"  
Londoner: "Terrible!"

Tourist: "How do the vehicles get along?"

Londoner: "Well, the first one makes a tunnel which all the following ones pass through."

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

## Got His Eye on this Young Crasher

By Albert T. Reid



## OUR SECOND Anniversary

Will be celebrated March 17th. On this date a per cent of our sales will be given to Ladies Aid of The First Presbyterian Church for their Church Building Fund.

### SPECIALS FOR FRIDAY and SATURDAY

TOMATOES No. 2 1-2 13c

Ivory Soap Flakes 7 1/2c

CORN No. 2 15c

Spaghetti No. 2 14c

Extra Sifted Peas No. 2 29c

Baking Powder 10 lbs. Calumet \$1.50

YES, WE DELIVER

PHONE 249



# ANOTHER PRIZE WINNER

Our list of Choice Specials is another winner again this week. Once more we are offering you a combination which is hard to beat. Just look—Six pounds Best Rice, six pounds best Navy Beans, two pound box Best Crackers, ten pounds sugar, ten pounds spuds, large package Chinaware Oats and one box Matches, all for only **\$2.59.**

**HEREFORD WHOLESALE GROCERY**

**L. W. Carlyle**

## Political Announcements. Deaf Smith County.

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1928:

For Representative, 123rd District: **CLYDE W. WARWICK,** Canyon, Texas.

For Sheriff and Tax Collector: **ED CURTISINGER,** JOHN B. MILLER, E. F. CONNELL, J. D. (Doyle) ROSE, JAMES L. MAUK, I. I. WEST.

For Tax Assessor: **IRA RICKBETS.**  
For County Treasurer: **J. H. HEAD.**

For County Judge: **CARL W. WILSON,** P. W. PRICE.

For District and County Clerk: **L. H. FOSTER.**

For Commissioner, Precinct No. 1: **C. J. PADDOCK.**

For Commissioner, Precinct No. 2: **H. G. OONKWRIGHT.**

For Commissioner, Precinct No. 3: **J. T. GUINN,** L. M. WILLIAMS.

For Commissioner Precinct No. 4: **W. T. WOMBLE.**

## POLITICAL ANNOUNCEMENTS CASTRO COUNTY

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1928:

For Sheriff and Tax Collector: **BILL BURNAM.**

## A FRANK CANDIDATE.

If there is anything in frankness, utter unselfishness and total lack of political round-aboutness, Jeff Fowler is going to run a right pert race for county attorney over in Throckmorton county this year. Jeff's announcement, probably unique in the history of American politics for its wide-open candor, comes to us by a circuitous route. It was printed first, we presume, in the Throckmorton paper, thence lifted to a place in the dignified columns of the Wichita Times. In the Times J. D. Miracle of Abilene spied it, and knowing a good thing when he sees it, Miracle read it to the regular weekly assembly at Lions. Here it is—and after reading it you will have the same sort of feeling that we have—regret that Jeff isn't running for office over here, where we could vote for him:

"To the Voters of Throckmorton County:  
"Having been strongly solicited by my wife, I hereby announce my candidacy for the office of county attorney. I shall be opposed in this race by two of your best known citizens, Hon. B. F. Reynolds and Mr. James F. Wright. Concerning them, I shall have nothing to say except that they are upright and honorable men deserving of your confidence and support.  
"Mr. Reynolds came to Throckmorton county before most of us were born, when it represented the last outpost of civilization and lay far out

## Stop That Itching.

Use Blue Star Soap to cleanse the skin. It is the best for the skin. It keeps the itching at bay, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Ears, Itching Oils, Blistering, Sun, Blistered Feet, Burns, Oil Skin Sores—all of these have yielded to its wonderful healing power. Get a box and try it. Soap 5c.

City Drug Store

## Baby Chix

OF QUALITY.  
Feudly Supplies  
Garden and Field Seeds  
Plants of All Kinds  
Incubator Supplies  
Ask for Price List.  
C. E. WHITE SEED COMPANY  
Pineview, Texas.

on the edge of the wide frontier. But for such men as he, who came here when every step was attended by dangers, and existence meant a battle and a march, there would be no Throckmorton county and no county attorney's office to fill. For this labor and sacrifice, we are all grateful. A life of noble deeds and great achievements recommend him to the voters. He is my friend and I love him. I have served for the past year; and am at present, his assistant.

"Mr. Wright is a native son, and was born in the county he seeks to serve. He is capable and qualified to fill the office and is deserving of the trust he asks you to bestow. He also is my friend, and should you elect him as your servant, I am sure your confidence would not be misplaced.

"As for myself, I am an 'Arkansas Hill-Billy,' born and raised in the Ozark mountains. Out ran the dogs on Sunday morning to keep from having my face washed—did my sparkling bare-footed—never saw a train until I was 15 and was almost grown before I learned the Republicans walked on their hind feet like people.

"Have farmed with a bull-tongue plow—taught school—practiced law—and am a first class mechanic, having worked a right smart around a molasses mill. Came to Texas two years ago and married the finest girl in Throckmorton county. I want the office because I think I can make a living out of it and will promise, if elected, to try and make thieves and bootleggers think hell ain't forty feet from the court house.

"So, I expect to spend the time between now and the election, kissing babies, complimenting the ladies' cooking and bragging on the Old Man's crop.

"You vote and influence will be appreciated.

"JEFF FOWLER."

## Flagg News.

J. A. and A. T. Johnson left Sunday for New Mexico. Earl Compton and Lewis Southern of Littlefield were business visitors in Flagg Saturday. Mr. Blanton of Lockney is here improving his farm and plans to move soon.

Mr. and Mrs. Dixon and Mr. and Mrs. Birdwell attended the show at Hereford Friday night.

W. T. Sumner and wife were dinner guests of Mr. and Mrs. McGee Sunday.

Mr. and Mrs. Cass Armes were dinner guests of Mr. and Mrs. N. Armes Sunday.

Charles Walker made a business trip to Fort Worth last week.

Mr. and Mrs. Cecil Thomas were dinner guests of Mr. and Mrs. Dixon Sunday.

Mr. and Mrs. Jones visited in the Spring Lake community last Sunday.

Mrs. Birdwell, Dixon and Bal-

low visited Mrs. Sumner Monday afternoon.

Mrs. Birdwell of Dimmitt visited Mrs. Birdwell, her sister, here Sunday.

Rev. Mr. Roberts filled his regular appointment here Sunday and was a dinner guest of Mr. and Mrs. Rayburn.

Little Dorothy Cassidy has been real sick for several days.

## Here and There.

There was a good attendance at Sunday school Sunday morning at 10 o'clock. Bro. Tannery filled his regular appointment also at the evening hour.

Irvin Bell and family of Captain, New Mexico, and Oscar Bell of Amarillo spent Monday and Tuesday at the C. M. Bell home. Bro. Tannery and R. T. Green and family ate Sunday dinner at the Harry Taylor home.

Miss Nettie Leo Green and Wanda Holmes spent Saturday in Hereford with Mrs. Brand.

Geo. Mosely and mother spent Sunday at the Mack Dixon home.

Mrs. L. F. Boyd helped Mrs. Guy Ham can meat Tuesday.

M. D. Fincher's farm sale was well attended.

Mrs. Sanders, Dick Dixon and Walter Easter spent Thursday with Mrs. W. B. Green.

Mr. and Mrs. Robert Boyd spent Sunday in the parental Ragdale home.

Henry Allman and family and Misses Mattie and Elsie Andrews and Blanche Beauford took Sunday dinner at the C. M. Bell home.

We are glad to report that Denver Bennett is improving from his recent illness.

Mr. and Mrs. Robert Boyd spent Friday with Roy Boyd and family.

Little Frances Gaetz is on the sick list.

Mrs. W. B. Green spent Friday at the Bennett home.

Misses Pauline and Marguerite and Alton Cook of Garden City spent last week visiting in the Green home.

There were five new scholars enrolled at Sunday school Sunday.

Elmer Dixon and family of Cleo and Emmet Dixon and family spent Sunday at the W. S. Dixon home.

Miss Nettie Leo Green entertained about twenty guests Friday night when various games made the evening pass quickly and delicious home-made candy was served.

Mrs. Leo Williams spent Monday with Mrs. Bell.

H. M. Mobley is the latest victim to succumb to the tractor fever and had one delivered at his farm last week.

Mrs. Steele of Silverton came

to visit in the home of her daughter, Mrs. W. A. Springer.

Mr. and Mrs. E. E. Rogers entertained the forty-two crowd Friday night when a pleasant evening was enjoyed by all and refreshments were served at a late hour.

C. E. Tice was a Dimmitt visitor Monday.

John Gaetz called at the Henschild home Wednesday.

Mrs. A. T. Jones spent Wednesday with Mrs. C. E. Tice.

Visitors from several communities attended singing at Frio Sunday afternoon and every seat available was filled and an enjoyable time was spent in singing. We are always glad to welcome each and every one at our singings and hope they will be back next first Sunday afternoon.

Mr. and Mrs. Earl Lance returned the latter part of the week from Hot Springs, New Mexico, where they had spent the past month.

Mr. and Mrs. W. A. Springer took Sunday dinner with the Leo Williams family.

Mr. and Mrs. Andrew Gilliam were dinner guests at the Lester Sparkman home Sunday and attended singing in the afternoon.

The Lindsey children have all been on the sick list.

## HATCH YOUR CHICKENS NOW.

BY F. W. KAZMEIER, Bryan, Texas.

Successful people do not believe in procrastinating, when jobs need to be done at once. If you keep such breeds as Plymouth Rocks, S. C. R. I. Reds, Wyandottes and other large and medium weight breeds, March is your last chance to get chicks that will develop in winter layers.

## Next Winter's Layers.

Are you one of those who would like to have winter layers, but are too indifferent to make plans in advance? Now is the time to get the chicks hatched if you want fall and winter eggs. Early chicks are absolutely necessary in order to get pullets that will lay this coming fall and winter. The past January eggs went to 45 cents per dozen and higher and now they are down to 15 to 18 cents. It is not good business on your part in view of these facts to make definite plans to get eggs when they are high in price. In the case of breeds above mentioned early hatching is absolutely necessary to get winter layers. If you don't get the chicks this month you are going to pass the greatest and most important factor necessary to get winter and fall layers when eggs are high in price.

November, December, January Eggs

An average well bred pullet of the medium and larger breeds,

hatched in March or earlier will produce at least five dozen eggs next November, December and January, at an average price of 50 cents per dozen, will net \$2.00 per pullet. This will pay her feed bill and most of the expenses of the entire year. Then when eggs go down in price you will know that the feed bill is already paid and every dollar's income is net profit.

## Kick Yourself.

Don't be knocking the produce man for not paying more for eggs now that you are getting them—make your plans to get the eggs when he will pay a good price. Kick yourself if you did not get a good production this past fall and early winter. Kick yourself again if you let this month slip past without getting off some early chicks. Your last opportunity for early chicks is here, prompt action is necessary to get early 1928 chicks. Mr. Delay, Lingerer, Lingerer and Puttin'-off, what are you going to do about it? Don't cuss the egg market or the hens, cuss yourself—you are to blame.

## Early Chicks.

There is only one time in 1928 you can get early chicks. It is now, today, and not tomorrow or next month. A flock of early hatched Plymouth Rocks, Wyandottes, R. I. Reds, Orpingtons, Minorcas and any of the other medium or heavy weight breeds absolutely will prove a money making and very profitable investment. There is no question about that being an actual fact, but the big question is, are you going to have any early chicks? Remember next fall and winter eggs will again go to at least four cents each and maybe more. Will you be progressive enough to be able to cash in then?

A carpenter went forth one day To get his saw made keen; He hunted high and low but not A blacksmith could be seen.

He gave up in despair with thoughts Of losing many dollars, Until he found a laundry where They put saw teeth in collars.

Try a Want Ad in THE BRAND



Wholesome Meats for Better Meals

Good meat is the foundation of every meal. Every housewife knows how impossible it is to plan a meal without it. At the Texas Market you receive only the choicest cuts at the most economical prices.

Try us once—and be convinced.

**Texas Meat Market**  
PHONE 333—WE DELIVER

Liver that has been fried with bacon and a little onion may be scalloped with rice in a baking dish. Salt pork may be used instead of bacon and raw potatoes, thinly sliced, instead of rice.

Another point in which marriage is like war is that the first fourteen years are the hardest.

If the shoe pinches—it's the woman who wears it.

## WIRING and Electrical Work

Can be done in this city by a licensed expert only.

**WE ARE LICENSED ELECTRICIANS**

Phone 340 for Electric and Wiring Service.

**J. C. Cummins**

Delco-Light

Frigidaire

## W. E. Dunlap

**HARDWARE**

Phone 256

## SPECIALS

Friday and Saturday

12 yards 10c Unbleached Muslin for **\$1.00**

10 yards 12 1/2c Bleached Muslin for **\$1.00**

Rayon Bloomers, light shades **59c**

All Sweaters, Wool Shirts and Lumberjackets AT HALF PRICE.

There is need for these warm articles for several weeks; also, at this low price it will pay you to buy for next fall's needs.

**Sproles - Cronin & Co.**

Boost for the New Baptist Church.

## Pickwick Service

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound  
9:25 a. m.  
1:45 p. m.  
10:35 p. m.

West Bound  
9:45 a. m.  
4:25 p. m.  
8:55 p. m.

Local Agent, Corner Drug Store, Hereford, Texas.  
Phone 105 for Information.

## SOME REAL BARGAINS IN USED TRACTORS and EQUIPMENT

We are now able to offer you a few good tractors, slightly used, as well as other power farming equipment. All of this equipment is in first-class condition, ready to operate.

Our force has recently been enlarged by the addition of Mr. E. F. Harman, formerly of the Kemp Lumber Company. Mr. Harman will have charge of the book-keeping department and will be glad to meet our friends and customers to come in and meet him.

IN USED MACHINERY WE HAVE:

Two good cream separators, two 15-30 tractors in A-1 shape, one 10-20 McCormick-Deering tractor, with lister and four-disc plow in good condition; one 10-20 tractor, just overhauled, in fine shape; one good 10-20 tractor.

See Us For Parts and Repairs.

## R. B. R. Implement Company

FRIONA HEREFORD DIMMITT

The Home of International Products.

We Are Strong for the New Baptist Church.

### Ford Doings

Mrs. Mal Stewart and Mrs. W. G. Fry entertained the Community Welfare Club at the home of Mrs. Stewart last Wednesday afternoon. Seventeen members and visitors were present and a pleasant afternoon was spent playing forty-two and naming articles by smell and another of looking at twenty-six kitchen utensils quickly and writing all one could remember. Mrs. T. E. Major won in all the contests and was presented with prizes suitable for the occasion. Sandwiches, cake and cocoa were served by the hostesses.

The American Legion quartet of Amarillo will sing at the school house Saturday night, March 10.

There are two new homes being started in this community this week. Carl Straufus of Kansas has bought the section between Hardy and Floyd Benson and is breaking sod while living in a shack on the place. The basement will be started at once and a nice modern home of several rooms erected. These people formerly lived at Claude and find several families here from that section. Mr. Bell of Amarillo has bought land joining the Suggs farm and has the foundation down for a new home.

Mr. and Mrs. Barney McCaskey spent part of last week at Tucumcari.

D. D. Guthrie of Adrian was a visitor here Saturday.

Mr. and Mrs. T. E. Major shopped in Amarillo Monday.

Ben Roundtree who has been attending school at Abilene is here visiting his aunt, Mrs. Sherm Garrett.

Miss Viola Thomas of Amarillo is spending this week here with her parents.

Mr. and Mrs. Denson Hill of Summerfield moved to the A. K. Webster farm one day last week.

Mr. and Mrs. Floyd Benson, Mr. and Mrs. W. W. Small and Mr. and Mrs. Burette Small ate Sunday dinner with Mr. and Mrs. Fielding Johnson.

Fred Brunson was taken to Amarillo again Monday where he will be given medical care. His ear and head are giving him a lot of misery.

Mr. and Mrs. J. L. Hight went to Hereford Tuesday and bought 200 baby chicks.

A number of folks gathered at the Hardy Benson home Sunday afternoon to hear the American Legion quartet of Amarillo.

Mr. and Mrs. Foy Dawkins of Claude spent last week-end with her parents, Mr. and Mrs. W. W. Small.

Pupils of this school are making good grades. Some especially good are: High honor roll, fourth grade, Evelyn Plummer; honor roll, fifth grade, Allen Plummer and Grace Johnson; fourth grade, F. W. Brunson; second grade, Leslie Johnson and Byrdine Brunson.

### Ward News Notes

The light snows and rains we had recently have been very beneficial to farmers. Most of them are busy plowing sod or preparing land for spring planting. Wheat has made a nice showing this week.

Mrs. W. C. Carraway left Friday for Abernathy where she is visiting her sister and other relatives.

Mrs. D. O. Williams and Mrs. C. C. Lisenbe were early shoppers in Hereford Saturday.

Hutson Brothers have just completed a job of plowing sod at Summerfield.

Will Karr and family have moved back to the farm.

A number of folks from Progressive attended the basketball game at Ward Friday evening. Three games were played, first, Progressive sixth grade boys defeated Ward fifth grade boys by a score of 16 to 13; second, Ward girls defeated a team of ladies picked from the crowd, score 11 to 4; third game, Ward high school boys defeated the Progressive community boys that go to high school in Hereford, score 22 to 2.

reported sick with scarlet fever. Joe Hutson and son J. T. of Berger are visiting Mr. Hutson's parents, Mr. and Mrs. Jack Hutson.

Several of the young people attended a party at Luke McBrier's Saturday night.

Members of the Ward W. W. club were delightfully entertained at the home of Mrs. Copeland last Wednesday. After arriving all were ushered to the dining room where trouble budgets had been placed. Each one selected a budget and fixed the trouble. After a short business session all enjoyed a program arranged by Mrs. Wiley Roberson. Delicious refreshments of fruit salad, cake, tea, and cocoa were served. Twelve members were present with Mrs. Otto Masale of Hereford as visitor. Next meeting will be with Mrs. Arlie Deen, March 14.

Bob Herbold is on the sick list. Ward's high school boys will play basketball with Wildorado at Fairview Saturday, March 10.

All the men of Ward community are requested to meet at the school house Saturday morning to set

out shade trees.

Mr. and Mrs. George Lewis attended singing at Frio Sunday.

The land owners along the road between the school house and 25-Mile Avenue have been busy moving and putting up fences to open up a road which will be graded in the near future.

Paul Syms refereed a couple of basketball games at the Hereford high school Saturday night.

Mr. and Mrs. J. J. Buchanan and family spent Monday evening in the home of George Lewis.

### Easter Items

The play given Friday night by the Sunnyside school was well attended and greatly enjoyed by all.

Mrs. E. M. Allen, Mrs. Caslon and Miss Eddie Lee Allen visited last Thursday with Mrs. Sam Hunter at Jumbo.

Mr. and Mrs. Earl Clark of Lipscomb county visited the past week in the home of Mrs. Clark's parents, Mr. and Mrs. Joe Stagner.

Frankie Mae Corn visited Saturday with Eddie Lee Allen.

Mr. and Mrs. Carl Frye and daughters visited Sunday with Miss Mattie Woodburn in Hereford.

Several in this community have been sick with colds. Dan Allen and Jennie Terrell were absent from school several days.

Mr. and Mrs. E. D. Dixon and sons visited in the Will Dixon home Sunday and attended singing at Frio in the afternoon.

Ernest Crosswhite spent one night last week with Clay Hughes in Hereford.

Frank Corn made a business trip to Seagraves, Texas, this week.

Next Saturday night is literary night.

### COMMISSIONERS' COURT WILL SELL

On Monday, March 12th, 1928, the Commissioners' Court will receive bids on the pumphouse and pumping equipment now located on the Court House lawn. The Court reserves the right to reject any and all bids.

EARL W. WILSON,  
County Judge.

Don't forget the salt in the breakfast cereal. Very often a lasting dislike for cereals is due to lack of proper salting. A teaspoonful to a quart of water is the usual amount needed.

A clergyman gave out the hymn, "I Love To Steal Awhile Away," and the deacon, who led the singing, began: "I love to steal—" but found he had pitched the note too high.

Again he began, "I love to steal," but this time it was too low. Once more he tried: "I love to steal—" and again got the wrong pitch. After the third failure the minister said: "Observing our brother's propensities, let us pray."

### Things You Should Know About Your HEALTH

Jno. Jos. Gaines, M. D.

### "LIGHT REFRESHMENTS."

Just a plain chat between ourselves—so let's be honest with each other. Hardly is there a party, or a church festival—no, nor a meeting of the "board," without the universal refreshments served. Let us see about this:

I confess that, in spite of my better judgment, I am another of the imbeciles that go and partake to fulsome! I can scarcely get over the effects of one "refreshment" debauch until another equally urgent, requires my whole-hearted submission. And the menu comprises every dynamic indigestible that can be created by inventive genius in the fancy culinary art. Oh, the demons that are camouflaged by the large dab of whipped cream! Whenever I tackle a copious serving of this fuzzy staple, I begin to shudder within myself at the possibility of what may lurk beneath! I have put into my helpless interior on occasion enough indigestible dope to knock the Methuselah cold in one round.

They don't serve drinks at our socials. Lemonade would be plebeian. Hard cider, coarse and contrary to morals—but coffee. I am just now recovering from the effects of a good-fellowship party at our church, six-thirty to ten p. m. We had real loaf. (If there is anything worse to be eaten after dark I don't know what it is.) There was spaghetti—I detected five ingredients by my acute sense of taste—and though of sixteen more—perhaps imaginary, but it was fine stuff. We each had something like one-half pound of sugar artfully concealed in other tempting goodies.

Every time we go on a debauch of this kind—innocent—even religious, if you will, we are one day nearer the Great Beyond. The great Apostle-teacher enjoined "temperance in all things."

### Dimmitt News

Frank Eberling and Mat Gillill

### STUCCO WORK

All kinds of concrete and Stuccoing. Sidewalks and Cement Work a Specialty.

### BOB VAUGHN

At Panhandle Lumber Co.

and of Hereford were in Dimmitt Tuesday.

Mr. and Mrs. Clyde Harris and three friends here.

Ray E. L. Naugle was unable to attend services Sunday on account of illness.

Misses Velma and Frankie Burnam made a trip to Fort Worth the first of the week.

Mr. and Mrs. H. E. Rantz and family have returned from a several days visit in Floydada.

Mr. and Mrs. Carlos Reynolds made a business trip to Hereford one afternoon last week.

E. L. Burns and sons of Gasoline have purchased the stock of groceries at the Star grocery and are putting in a stock of dry goods.

Mrs. Erce Umberson of Floydada has opened up a stock of hats in the post office building.

Mrs. Helen Crawford of Lubbock is visiting her mother, Mrs. C. E. McLean and brother, Bruce McLean.

I. B. Brooks made two business trips to Tulla the first of this week.

Dimmitt citizens are rejoicing over the record of the high school girls basketball team made at the tournament at Dalhart last week.

Little Verna Mae Posey, the mascot of this team, brought the house down as she led the team on the court carrying the ball and making a goal. Josephine Cowser, captain of the team, was awarded a silver basket ball for being the best sport and Effie Elder, forward, made more scores than any girl in the tournament. Many compliments were paid the girls on their lady-like conduct.

Mr. and Mrs. Wes Anthony and daughter spent Sunday with relatives here.

### NOTICE OF ELECTION.

NOTICE IS HEREBY GIVEN that an election will be held in the City of Hereford, Texas, on the first Tuesday in April, 1928, same being the 3rd day of said

month; said election to be held at the City Hall, in the City of Hereford, Texas, for the purpose of electing a Mayor and two City Commissioners of the City of Hereford, Texas, for the ensuing two years.

The Polls of said election will be opened at 8 o'clock A. M. and closed at 7 o'clock P. M.

Every person not disqualified by law who shall have obtained the age of twenty-one years, and who is entitled to vote for members of the Legislature, and shall have resided within the corporate limits of the City of Hereford, Texas, for six months next preceding the date of said election shall be entitled to vote.

J. H. Pitman and J. C. Ricketts are hereby appointed as Presiding Judge and Associate Judge respectively, of said election, with authority to hold the same in accordance with the statutes of the State of Texas, and to make returns thereof as required by law.

DATED AT HEREFORD, TEXAS, this, the 6th day of February, A. D. 1928.

E. S. IRELAND,  
Mayor of the City of Hereford, Texas.

### NOTICE

A City Ordinance requires that all persons owning or controlling property in the City of Hereford, Texas, on the first day of January,

### 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.

1928, shall hand to the City Assessor a complete list of all such property within two months after the publication of this notice. Please call at the City Hall and attend to this at your earliest convenience. Respectfully, GRACE SKELTON, City Clerk.

What You Want All You Want  
**Family Style Dinner**  
50¢  
Short Orders At All Hours  
"Come Eat With Us"  
**IKE'S LUNCH ROOM**

**His Life Insurance!**  
That's what our friends tell us about the famous MERIT Chick Starter—they say it's a veritable life insurance for their baby chicks. The most reasonably priced insurance of its kind that can be bought, too. Ask Us About It.  
  
**West Texas Feed & Seed Co.**  
Phone 265

# Dollar Day

## THREE BIG DOLLAR DAYS Friday Saturday Monday

A few of the Attractive Specials for This Big Event Only

<p><b>MONROE LL BROWN SHEETING</b> Regular 15c Grade <b>Dollar Days Special</b> 10 Yards for <b>\$1.00</b></p> <p><b>BLEACHED DOMESTIC Nainsook Finish</b> Eight Yards for <b>\$1.00</b></p> <p><b>ART TICKING</b> Regular 30c <b>Dollar Day Special</b> Two Yards for <b>\$1.00</b></p> <p><b>NATIONAL GUARD KHAKI CLOTH</b> Guaranteed Fast Colors Five Yards for <b>\$1.00</b></p> <p><b>LINEN CRASH TOWELING</b> <b>Dollar Day Special</b> Six Yards for <b>\$1.00</b></p> <p><b>RAYON BLOOMERS</b> Ladies' Rayon Bloomers, in assorted light shades; all sizes. Regular \$1.25 and \$1.29 values <b>Dollar Day Special</b> <b>\$1.00 Pair</b></p>	<p><b>GINGHAMS</b> 32-Inch Gilbrae Gingham Worth 50c Yard <b>Dollar Day Special</b> Four Yards for <b>\$1.00</b></p> <p><b>CURTAIN SCRIM</b> 36-inch Curtain Scrim in Ecru—Ivory and White, Regular 35c grade <b>SPECIAL</b> Four Yards for <b>\$1.00</b></p> <p><b>PERCALES</b> 36-Inch Percales, guaranteed fast colors, regular 25c grade Five Yards for <b>\$1.00</b></p> <p><b>CRETONNES AND SILKALEENS</b> 30c and 35c quality, 36-inch width, in beautiful floral designs <b>Dollar Day Special</b> Five Yards for <b>\$1.00</b></p> <p><b>27-INCH GINGHAMS</b> Not a cheap Gingham—formerly sold for 20c and 25c yd. Ten Yards for <b>\$1.00</b></p>	<p><b>LADIES' RAYON SLIPS</b> In a delightful assortment of light shades, regular \$1.48 quality <b>\$1.00 Each</b></p> <p><b>SHOES SHOES</b> As a special Dollar Day feature, we are making a reduction of \$1.00 per pair on shoes from \$4.50 up <b>\$1.00 UP</b></p> <p><b>MEN'S SOCKS</b> Don't overlook this, men. Socks—Black and Brown only Ten Pairs for <b>\$1.00</b></p> <p><b>SPECIAL SOCKS BARGAIN</b> Men's 20c socks, colors, navy, black, gray, brown Seven Pairs for <b>\$1.00</b></p> <p><b>CHILDREN'S LEE UNIONALLS</b> Children's Lee Unionalls, ages 1 to 8 years, Khaki and blue striped <b>Dollar Day Special</b> <b>\$1.25 EACH</b></p>
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You cannot afford to overlook this real selling event. Every one of the items listed here represent a very special saving. In yard goods especially you will find exceptional bargains which it will be well worth your while to investigate. COME IN EARLY—FRIDAY IF POSSIBLE.

# FOX MERCANTILE COMPANY

This Firm is a Booster for the New Baptist Church

**For Expert Marcelling**  
Phone 192-W for an appointment. I am now working in my new location at Fourth and Jackson Streets, across from the Baptist Church.  
**MRS. SAM HUTSON**



**Auction**  
Please let me know what dates you prefer. My winter and spring dates are filling up fast. The splendid results obtained in recent sales of live stock and farm equipment have convinced the farmer and stockman to sell at auction. The well known method in which you can convert your property into ready cash in a day and receive full value.  
My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale.  
My best references are the many satisfied customers that I have sold for, and being a graduate of the Reppert Auction School, of Decatur, Indiana.  
YOURS FOR A REAL SALE,  
**Ray Barber**  
Phone 241 Auctioneer Hereford, Tex.  
**SUPERIOR SALES SERVICE**

**• Northeast Corner**

Mr. and Mrs. Coy Phillips spent a few hours last Thursday evening in the home of Mr. and Mrs. Elmer Womble.

Sunbeam Price visited one night last week in the home of J. O. Allred and family.

Mr. and Mrs. Jack McBroom and son were visited Sunday by Mr. McBroom's parents, T. M. McBroom and wife.

Mr. and Mrs. A. R. Norman made a trip to Amarillo last Friday.

Misses Vera Hines and Zoe Beavers visited in the home of Miss Beavers' sister, Mr. and Mrs. Hendrix of Hereford last week-end.

Mr. and Mrs. J. T. McClain spent Sunday in the home of Jack McBroom and wife.

Mr. and Mrs. Toy Price and family were visited a few days last week by Mr. Price's father, Claude Price and wife.

At the time of this writing Byrl Oglesby, son of Mr. and Mrs. H. J. Oglesby, was in a serious stage of pneumonia at a hospital in Amarillo.

Mary Lee Ware spent one evening last week with Lottie and Ethel Allred.

Revs. Ross and Bowen of Hereford filled their part of the evangelistic program at Fairview last week and their sermons were enjoyed by the good crowds present. We regret very much that Revs. Cloyd and Morgan also of Hereford, could not be here on account of illness in their homes.

Ocell Allred returned to Amarillo last Sunday afternoon after spending the week end at his home here.

Mr. and Mrs. Lemuel Sugart and daughter spent a few hours one afternoon last week with Mayme Allred.

Miss Doris McBroom of Amarillo was in this community last Sunday afternoon.

Rev. Thomas of Claude preached at Palo Duro one night last week. The Fairview Baptist Missionary, Rev. Johnson, was expected to deliver the sermon but was not physically able and Rev. Thomas filled his place. We were glad to have the visitors from Amarillo with us and enjoyed the service together.

Mr. and Mrs. John Davis and family spent Sunday in the home of Mrs. Davis' brother, Louis Lee and wife.

**• Arney News Items**

We had a light snow one day last week, which was encouraging to the farmers.

Farmers are busy now preparing their land for the planting season, breaking in sod, etc. Several new tractors are being used in our section.

Because of cold and disagreeable weather, most of the chicken raisers are holding off until the weather becomes more moderated.

Several spent Friday evening in the home of Mr. and Mrs. Hayes listening to the radio.

Lacy Boyd who has been working at Childress several months returned home Monday and will visit his parents, Mr. and Mrs. J. E. Boyd for a time.

Mr. and Mrs. Woody Campbell of near Happy spent Sunday night in the Ross Campbell home.

Miss Edna Burks who is attending Wayland College spent the week end with her parents, Mr. and Mrs. C. E. Burks.

The many friends of Mr. Lillard will regret to hear he has been on the sick list this week. He is reported to be better.

Arney was well represented in Happy last Saturday.

Mr. and Mrs. F. W. Fortner were called to Quannah last Saturday to attend the funeral of their aunt, Mrs. J. W. Jones whose home was near Lubbock where she had lived for some time. They returned home Wednesday.

Mr. Webb made a business trip to Friona one day last week. A large crowd attended the

**Reflections**

A Bar of Pure Gold 3/4 inches wide, 6 3/4 inches long and 1 3/4 inches thick would be worth \$10,000. An insurance policy weighs only 3 ounces. Yet if both should be destroyed by a fire in your home, the gold would be lost, but your insurance, written in this agency, would be good for every dollar up to the amount it was written for. Better talk it over with us.

**FLAINE INSURANCE AGENCY**  
John Patton - Manager  
Hereford, Texas.

**Famous Aviator Missing**



Photo shows Mary Brooks, famous aviator who plunged into the waters of Melbourne while on a flight from Titusville to Miami, Florida. The Atlantic Ocean gave up his wrecked plane but the body of the famous aviator has not been found.

party at the home of Mr. and Mrs. J. E. Boyd last Saturday night.

Will Graham of Quitaque was here one day last week to see after his place.

Several from our community attended the farm auction last Wednesday of Messrs. Webb and Hickman.

Miss Lucille Hagge spent the week end with Canyon friends, returning home Sunday night.

Mr. and Mrs. Lee Hutson were in Amarillo Wednesday shopping and visiting his sister and family, Mr. and Mrs. Marshall Brooks.

Horace and Bernard Tipton spent Sunday afternoon with Ollie and Phil Boyd.

Mr. and Mrs. Ray Cole spent Sunday afternoon in Tulla with his parents, Mr. and Mrs. John Cole.

**THE COMIC STRIP.**

BY DR. FRANK CRANE.

A recent article on "The Compensatory Function of the Sunday 'Funny Paper,'" by Harvey C. Lehman and Paul A. Witty, is at hand.

It gives a very ingenious explanation for the popularity of the comic strip. It gives as a trait of character in almost every one the desire to "escape."

"In the world of 'actuality,'" it continues, "the child is obliged to conform to certain conventions, to treat other persons with a reasonable amount of decorum, to abide by the consequences of his acts when he defies natural law or human authority. In the 'funnies' he will defy every law and he will do so with immunity."

"Thus the child who looks at the Sunday 'funnies' is enabled to identify himself with the most intrepid adventurer or the most resolute law-defying citizen or the capturer of such a criminal. On the other hand, he may identify himself with the serial motion-picture type of hero who wins out over apparently insuperable odds."

All of us are aware of the constant limitations in our ordinary life. We are unable to thwart these constructions, so we seek numerous and varied forms of gratification of our impulses.

Certainly the comic strip does not excel in showing actual life conditions nor in its artistic quality. It only suggests human characteristics in exaggerated form, but they are naively and crudely presented and so direct and unmistakable that even the most obtuse cannot fail to recognize them.

The pamphlet says that in the Sunday funny section the child often takes many risks which in real life he would not think of taking.

"In some cases he succeeds by resort to magic. At other times he is pictured as falling squarely upon the face or being severely burned with fire or scalding water. He falls at a great distance or

**Judge's Joke**



IT'S TRUE ALL MEN ARE BORN FREE AND EQUAL - BUT MOST OF THEM MARRY -

He is closely pursued by dangerous wild animals. He knows no decorum. He puts his cigar ashes into an upturned silk hat or into the goldfish bowl. He rests his feet on his neighbor's lap.

"He endures no suppression. He has complete freedom of self-expression." This is at least an ingenious explanation of the popularity of the comic strip, as the value of any entertainment, theatrical or otherwise, is its escape value.

The BIBLE Teaches  
**MAN CANNOT SAVE HIMSELF**  
"For by grace are ye saved through faith, and that not of yourselves; it is the gift of God, not of works, lest any man should boast."  
Therefore, the Lutheran Churches Teaches:  
**YOU CANNOT EARN SALVATION.**

**TOURNAMENT AT AUSTIN THIS WEEK WILL BE FAST**

AUSTIN.—One of the fastest basketball tournaments ever to be held in Austin is predicted for Friday and Saturday, March 9 and 10, when fourteen teams representing winners from the 1400 high schools of Texas entered in the University of Texas Interscholastic League Basketball competition gather in the men's gymnasium at the University to decide the state championship, according to Roy Henderson, athletic director of the League Bureau.

The first preliminaries in the tournament will consist of six games, three Friday morning and three in the afternoon, and the second preliminaries of four games will be played Friday night. The semi-finals, consisting of two games will be played at 10 and 11 o'clock Saturday morning. A double header Saturday night will close the tournament. On this last night the first, second and third place winners will be decided and the trophies awarded.

When you want to make a meat loaf have the butcher cut off a fresh piece of meat and grind it

while you look on, or take the meat home and grind it yourself. Use the ground meat the day it was bought if possible.

**FITTING the BOTTOM of the FOOT**

**MATRIX SHOES FOR WOMEN**

Insist on comfort—  
Put your foot down in **MATRIX**

The Matrix Shoe, that fits the **BOTTOM** of the foot, assures perfect support, natural walking, and complete comfort, without the dread of breaking-in. And it gives the highlights of the season in feminine footwear style.

We carry these Shoes in Black Kid, Golden Brown Kid, French Beige Kid. Triple A to D Width.

*Strambaugh Dry Goods Co.*  
HEREFORD TEXAS

# SINCLAIR

## OILS

Sinclair Opaline Motor Oil is made in various grades, ranging from Sinclair Opaline Motor Oil Light or Medium Bodied to the

### "Liberty Aero Oil"

The Liberty Aero is a thick-bodied oil, and we recommend it as an ideal oil for tractor users. This oil gave excellent satisfaction to all owners of tractors using it last year and we expect to double our sales this year.

We also handle three special grades—Light, Medium and the Heavy Opaline F, for Fords. Cup Grease in 1, 5, 10, 25 and 50 pound cans. Axle grease and pressure system grease in any quantity desired. Come in and let us quote prices.

**SINCLAIR OILS**

## Abo Filling Station

Phone 113

### Another IMPORTANT SERVICE

Besides selling and servicing the best battery on the market today, this firm makes a specialty of repair work of all kinds.

Your attention is especially called to our Magneto and Generator Repair departments, where the best of expert service is at your command at all times.

Speed and real service feature this repair shop.

### Willard Battery Station

**Far ahead**

Never a car so Beautiful... and Never a car so Good

Today's Buick brings to its owners a higher degree of beauty than any other car in the Buick field has ever offered—

Accompanying this outward beauty—and giving it real meaning—is the superlative goodness and reliability of Buick engineering.

See Buick—drive it—compare it with others costing a great deal more—and you'll agree there was never a car so beautiful and never a car so good!

**Buick**

SEDANS \$1195 to \$1995      COUPES \$1195 to \$1995  
SPORT MODELS \$1195 to \$1325

All prices f.o.b. Flint, Mich., plus freight to be added. The G.M.C. finance plan, the most desirable, is available.

### Norton Motor Company

Hereford, Texas

When better automobiles are built, Buick will build them



Lodge Directory

HEREFORD LODGE No. 476, I. O. O. F. Meets Monday, 8:00 p. m. Visiting Brothers welcome. WORK IN FIRST DEGREE. F. E. Givan, N. G. L. H. Foster, Sec.

For Rent

FOR RENT—Light housekeeping rooms. Phone 31. 7-tfc
FOR RENT—Five room modern house, east of court house. Inquire of PRESTON JOHNSON. 8-1tp
FOR RENT—Two unfurnished rooms for light housekeeping; close in; near high school. Phone 43 or see EDGAR SOWELL. 8-1tp



WORK WANTED—Tractor and truck work of any kind; satisfaction guaranteed. P. O. Box 697, Phone 9026F2. GEORGE W. SMITH. 7-tfc

FOR GARDEN PLOWING or dirt hauling, phone 220-J. RUSSELL DANIEL. 6-tfc

35c for Natural Marcel wave, made with latest imported waver. Phone 330 or see MRS. W. B. PHILLIPS, West Sixth and Lee Avenue. 52tc

FLOWERDALE YOE THE'S NOBLE will stand for service in North Hereford. This bull was grand champion at the 1927 Deaf Smith county fair. As a four-year-old, his dam, Flowerdale Yoe—the produced 12,676 pounds of milk and 596.6 pounds of butterfat in 305 days. Service fees \$5.00 at time of service. O. L. RUTHERFORD, Phone 344-W. 3-tfc



FOR SALE—Pure bred Buff Orpington eggs, \$1.00 per setting of 15. MRS. W. T. SMITH, phone 808F12. 7-2tp

FOR SALE—Electric sweeper in first class condition. TELEPHONE 288. 8-1tc

FOR SALE—Two fine Banded Rock roosters, \$2.50 each. MRS. J. N. MESSENGER. 8-2tp

FOR SALE—New Perfection two-burner oil stove, new. PHONE 185-W. 8-2tp

FOR SALE—Setting eggs from culled Rhode Island Reds, \$3.00 per hundred. Phone 9060-F12. MRS. W. R. MATTHEWS. 8-3tp

FOR SALE—Three room house and lot; both and all modern conveniences; one block from pavement. H. L. REED. 8-4tp

FOR SALE—MRS. ARLIE DEAN, cockerels. 7-2tp

FOR SALE—Improved old seed, \$1.00 per bushel at George Brumley farm, 1 mile east of town. J. DAVID THOMPSON. 7-2tp

FOR SALE—Good assortment of grape vines. Phone 250. J. F. WARD. 8-1tp

FOR SALE—500 White Leghorn hens, two years old in May; also 300 pullets one year old in May. Price 75c and \$1.00. Will sell any amount from 50 up to the amount listed. D. P. VAUGHN, North Hereford. 7-2tp

FOR SALE—Registered Jersey bull—blue and purple ribbon winner and full brother to dam of two blue and purple ribbon winners. Sired by fine-bred Interest bull. Would trade for good fresh Jersey cow. See or write T. E. BAKER, Route B, Hereford, Texas. 6-3tc

FOR SALE—Grape vines from Stark Nurseries. These vines are two years old and will bear some this year. 18 cents each. O. L. RUTHERFORD. 6-4tp

FOR SALE—Standard Buckeye incubator, 250 egg size. Only used four batches; splendid machine at less than half price. MRS. G. W. SYME. 6-3tp

FOR SALE—Jersey cows, fresh. CLARENCE SMITH, Telephone 154. 7-4tp

BEST BY 35 YEARS TEST IN THE WPSI Our trees live and fruit. We have tested over 300 of the best leading varieties of fruits, shades and ornamentals for 25 years at Hereford. Chinese Elm Regular 75c to \$3.00. Special price 50c to \$2.25. Sizes from 3 to 4 to 8 to 10 feet at the Nursery. HEREFORD NURSERY. 7-4tp

FOR SALE—Two miles south of Hereford, one section of land, or one-half section, or one-fourth section. Inquire of PAUL R. DONAVAN, Mason City, Ill. R. R. No. Two. 6-3tc

For Sale or Trade

BABY CHICKS—For sale or trade. JIM CHAMBER, two miles north of Dawn, Texas. 7-14tp

FOR SALE OR TRADE—Good, fresh Jersey milk cows. Will trade for dry cows, Jersey cows, or white face cattle. JOE MITCHELL, Phone 426-J. 8-4tp

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. FRED MILLARD. 8-3tc

Lost and Found

LOST—White, gold, man's pocket watch. Lost Sunday, March 4. Please return to Brand office for reward. 8-3tp

STRAYED—Black mule, weight about 800 pounds; came to my place about a month ago. JOE BERNAUER, three miles north on 25-Mile Avenue. 4-4tc



FOR SALE—Modern home, choice residence lots. Good terms. ALVIN C. THOMPSON. 52-tfc

Table with 7 columns: 1928, MARCH, 1928. Rows show dates from 1 to 31 with corresponding numbers.

Queer Quirks in Human Destiny

By HARRY R. CALKINS WNU Service

A Victorious Retreat

The retreat of a foe laid the groundwork for the conquest of the great Persian empire by revealing the real weakness of the vast domain of the Asiatic despot. Artaxerxes, king of Persia, had a rival in his younger brother, Cyrus the Younger, a satrap of Asia Minor, who knew the efficiency of Greek arms. This Cyrus recruited an army of Greek mercenaries with the secret intention of overthrowing the crown from Artaxerxes. Launching upon an expedition in 401 B. C., supposedly against the mountains of his satrapies, with his Greeks and 100,000 native soldiers, Cyrus suddenly gave orders to march against Babylon. The Greeks at first refused to enter so dangerous an adventure. Cyrus, by promises and eloquence, overcame their objections. In the battle of Cunaxa, Cyrus, his royal brother and the vanguard of the Greek troops was rapidly giving him the advantage when he and impulsively intervened to ruin him. Cyrus caught sight of the king, his brother, in the midst of his guards and dashed madly against him, hoping to seize the victory at a stroke. Instead he was his leader killed. The death of their leader disheartened the native troops of Cyrus and they were defeated. The Greeks at the same time had been victorious against another wing of Artaxerxes' army. When the event of the day's fighting became known to the Greeks they paused. Artaxerxes demanded their surrender. Although their strength was only 10,000 men, the Greek captains refused and started on the famous "retreat of the 10,000" under Xenophon. Tissaphernes, chief Persian general, pursued and harassed them, but they fought him off. Treachery was employed against them in vain. For 1,000 miles they marched, fighting as they went and living off the country until they reached the Euxine sea and escaped. The inability of the Persians to crush this small band of enemies revealed to the Greek world the decay and weakness into which the empire had sunk. Sixty-six years later in 334 B. C. Alexander the Great, with an army of 40,000 men, dared to invade and conquer Persia.

Excitement Is Too Much For Impetuous Cow

That even the lowly cow, placid cud-chewer and wistful philosopher on life in general, has a taste for beauty and the better things of the world was evidenced here this week to the no small discomfiture of a group of Texas Utilities Company linemen. It seems that Madam Bossy was standing in the usual corner of her small pasture, enjoying for the fourth or fifth time her breakfast eaten several hours before. Suddenly, for no apparent reason at all, a group of linemen drove up to an adjoining lot and began frantically climbing poles and otherwise pursuing their so-called activities. "Heavens!" moaned Madam Bossy, alarmed, and forthwith started a one-cow stampede. After jumping two or three fences and otherwise showing her ill-concealed contempt for the destroyers of her peaceful afternoon, the bovine was finally rounded up and brought home. But the damage had been done. Poor Bossy was a different cow. The terrible fright has stopped forever the milk which once flowed so freely from her capacious udder. J. D. Buchanan, owner of the cow has asked for damages. When asked if he could offer any suggestions which might prevent a similar occurrence later, Mr. Buchanan replied: "Well, no; but you might at least try to get a bunch of good-looking linemen."

BIG SPRING CARNIVAL

Friday afternoon and night, Saturday afternoon and night, March 9 and 10. In old armory hall over Willard Battery Station. All kinds of sights and amusements and lots to eat. A hamburger and light lunch stand will be open both afternoons, and a plate lunch will be served at noon Saturday. Come buy your youngster a balloon and whistle and see the town. The Hereford Orchestra will furnish music each night. Proceeds to benefit the Y. M. M. S. of the Methodist Church.

CLASS TO ENTERTAIN

Members of Mrs. Easley's class of the First Methodist church will prepare the luncheon for the Hereford Chamber of Commerce next Monday noon. The lunch will be given in the basement of the Methodist church. Wives and families of the members are invited to attend this meeting.

MRS. MORGAN IMPROVED

The condition of Mrs. Thurman Morgan, who has been seriously ill at the Deaf Smith County Hospital for the past two weeks, is reported much improved. Mrs. Morgan will be removed to her home Thursday.

SPRING HATS ON SALE

For the next ten days every spring hat in the shop will be on sale at 25 per cent discount. HEIFNER HAT SHOP, 113 East Third Street.

HOSPITAL NOTES

Mrs. O. L. McKee, who was taken to the sanitarium with pneumonia Wednesday, is doing as well as could be expected. Mrs. H. A. Hoffman, who underwent major operation recently, will be moved to her home this week. Temple Jarnaxin, 18, of sixteen miles northeast of town, is recovering rapidly from a sprained knee. W. A. Hunter, who has been recovering from a mangled foot, was taken home Sunday morning. R. W. Baird was removed to his home Sunday after being treated for influenza. Mrs. Roy Kincaid was taken home last week following a recent major operation.

TRY A WANT AD IN THE BRAND.

AUCTIONEER W. S. WILLIAMS Office, Newell and Ashbrook Building Phone, Office 7, Residence 136. SEE ME OR THE HEREFORD BRAND FOR YOUR SALE DATES. I pay the advertising on all sales that total \$1,000 or over and charge no more.

Friends Here Shocked at Rose Death News

Shocking news to Hereford friends was the report last week of the death of J. H. Rose of Goldsboro, Taylor county, Texas. Mr. Rose was fifty-seven years old, was one of Goldsboro's most prominent citizens, and is known to many people of this vicinity. He had been sick only a few days with an attack of pneumonia. All of the family, including Mrs. Rose and their twelve children, were present at the time of his death. A son, J. Doyle Rose, of Hereford, was among those present at his bedside. The following account is taken from the Lawn Echo, a paper published at Lawn, Taylor county: "On last Sunday morning, February 26, death claimed Mr. J. H. Rose, one of Goldsboro's most prominent citizens. Mr. Rose had been ill but a short time with pneumonia. "Mr. Rose was born July 6, 1870, and died February 26, 1928, at the age of 57 years, 5 months and 20 days. He was the father of 13 children, all of whom survive except one, an infant that passed on several years ago. "All the children were present at his bedside at the time of his death. A brother and sister, Mr. W. B. Rose and family, of Hondo, New Mexico; and Mrs. Bertie Barr and family of Clyde, Texas, were also present, beside a host of other relatives and friends. "To know Mr. Rose was to love him, and his kind deeds and kind words for everyone will be missed among those who knew him. He was an honest, upright, law-abiding citizen; a kind and affectionate husband and father. Miss him, we surely will, but God saw fit to add another jewel in the High Heaven and he was His choice. "Written by one who knew and loved him."

GROUP REORGANIZED

(Continued from Page One.) ment of \$10.00 per member; next four deaths will not require assessments; certificates worth face value when 200 members are acquired, or in proportion to membership; no delay in payment of death claims; money always available right here at home; ages to range between twelve and fifty years; medical examination by local physicians required. The payment at this time of the assessment for the only death among the membership so far, and dues for the past two years insures all policy holders against further assessments until four more deaths have occurred. Project Developing. Officers of the organization believe strongly that in this mutual aid benefit they offer something that is hard to beat, and are proceeding enthusiastically to develop it.

HARMAN MAKES CHANGE

E. F. Harman, formerly of the Kemp Lumber Company here, has moved to the office of the R. B. R. Implement Company where he will be in charge of the bookkeeping department. The change was made about March 1. Mr. Harman has been with the Kemp Company for the past year.

SCHOOL YARD BEAUTIFIED

Appearance of the lawn about the Central school building on Fourth Street is much improved this week following the setting out of forty-four Chinese elm and ash trees. Work was done by two high school students, Edward Roberson and Clyde Higgins.

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

OLD HATS MADE NEW

Ladies' and Children's Hat Frames, 10c Each. Plain and Fancy Braids 5c to 12 1/2c Per Yard. Corner 7th and Lee Ave. Mrs. Mollie White

Cowmen Ready for Round-Up Scheduled Soon

"Cowpunchers" from Texas, the Dakotas, Colorado—in fact, from everywhere cowpunchers are to be found—are making plans now to journey to Amarillo this month for the fifty-second annual convention of the Texas-Southwestern Cattle Raisers Association. This event, known as the grand-daddy of all round-ups, will be held in Amarillo on March 20, 21 and 22. The convention will begin officially on Monday night, March 19, when the executive committee will have its annual banquet at the Herring Hotel. Business sessions of the convention will be held at the Mission Theatre on Tuesday, Wednesday and Thursday mornings at 10:00 o'clock. This is Amarillo's first opportunity to play host to this organization and according to those in charge of arrangements, an elaborate program is being prepared. Congressman Marvin Jones will deliver the opening address and other nationally known speakers are expected to appear on the program. Outstanding entertainment features of the session include the famous Simmons University cowboy band, and three orchestras which will furnish practically continuous dancing at the Herring and Amarillo Hotels, and at Lindy Land. The Tri-State Fair Association has arranged a wrestling match between two well known wrestlers whose names have not yet been announced.

Adrian Sims Notes

The farmers are very busy now sowing oats and breaking sod. A large crowd attended the fiddlers contest at Vega last Tuesday night. Mr. and Mrs. J. M. Chapman and children were Hereford visitors Wednesday. Manson Zaring was in Adrian Monday. Dave and Pete Hutchison were transacting business in Hereford Saturday. J. M. Chapman and family visited in the George McLain home Sunday afternoon. Misses Maude and Jessie Malone were in Hereford last Thursday. Evelyn Zaring visited Wednesday night with Elizabeth Chapman. D. V. Guthrie was in Vega on Wednesday.

Brumley Chevrolet Men Hold Meeting

Members of the Brumley Chevrolet Company sales and service force attended a luncheon smoker and organization meeting Tuesday night at the Chocolate Shop. Plans and the sales quota for the next two months were discussed. A telegram received Tuesday morning was read by E. Baker, new manager of the organization, in which it was revealed that the Chevrolet factories are now turning out cars at the rate of 7,200 per day, and expect to exceed by several thousands the total production over last year. Salesmen reported the delivery of new cars this week to C. D. Shaw, Roy Coker, W. M. Smith, L. M. Crow, R. B. R. Implement Company and R. J. Copeland. Following the luncheon, a short musical program was given by Early Joiner, salesman, on his musical saw, after which short talks were made by various members of the group. Present were G. W. Brumley, Mr. Baker, Mr. Rhodes, W. Frank Ball, Burl Matthews, Bertin Angelo, Early Joiner, Ray Smith and Elbert W. Smith, of the Hereford Brand.

Speedy Tilts Feature Two Wins for City

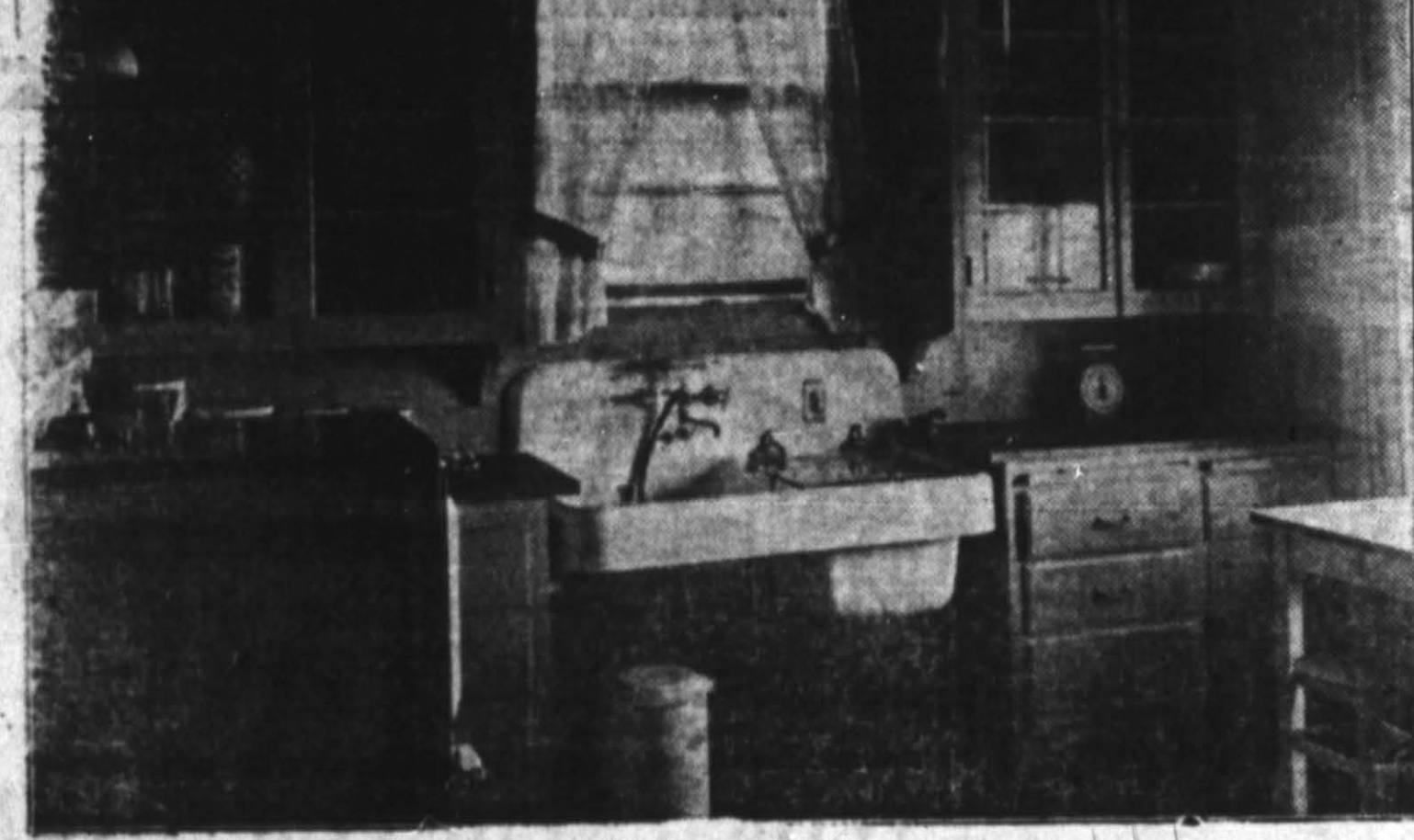
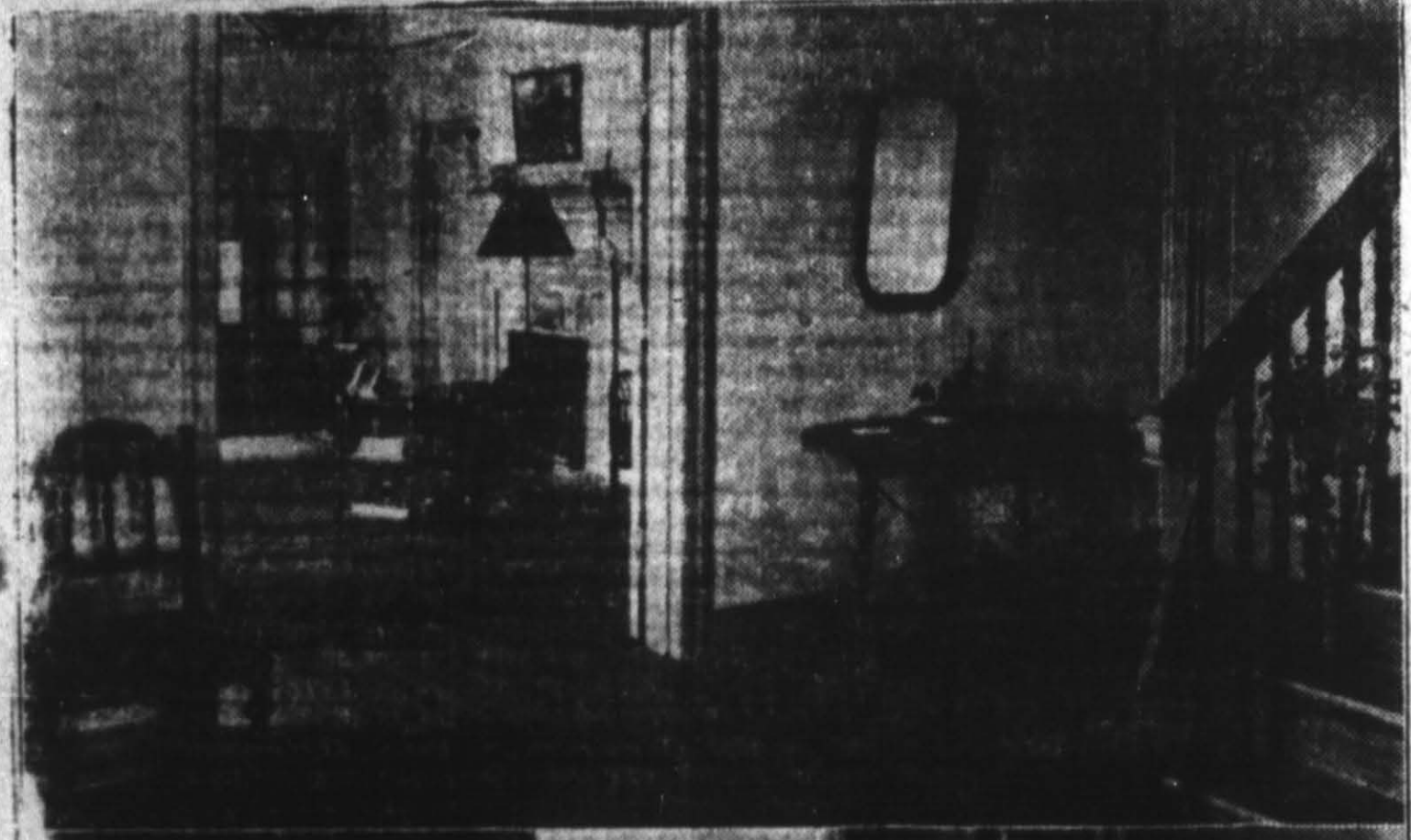
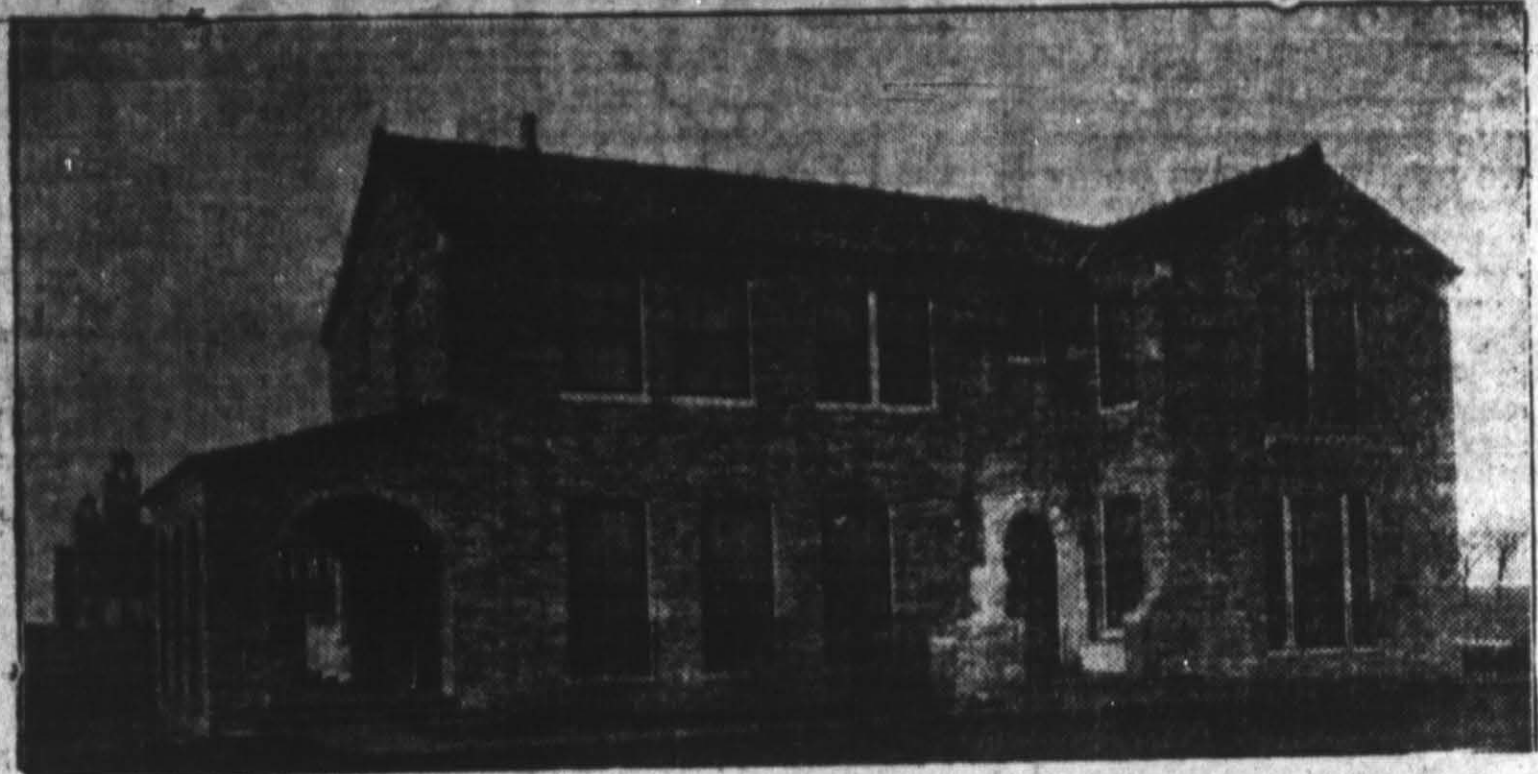
Hereford basketball fans were treated to two speedy post-season games on the local court Saturday night when two rural school teams met the Hereford boys and girls and emerged losers by only small margins in both games. As an eye-opener, the girls team from Westway community played the Hereford second girls and were defeated by a score of 11 to 7. In the main event, the boys from Fairview played a hard, fast game to be defeated by the slight difference between 20 and 17.

Coach Riggs started his first string men against the Fairview team, but soon replaced them with the second squad members who had a hard time holding the little lead left them by their elder teammates. County school authorities announce that an interest in sports is being fostered in the rural schools in this district and that next year will probably see several matches between the Hereford and community schools.

SPECIALS Friday and Saturday Mapleade Syrup, one full-measured pint 28c Mapleade Syrup, full measured quart 48c Peaches, extra grade, gallon 57c Sugar, 25-pound bag \$1.74 Salad Wafer Crackers, two pounds 28c Mustard Greens, White Swan, No. 2 12 1/2c Compound, large bucket \$1.25 MONT E. BAKER GROCERIES BOOST THE BAPTIST CHURCH.

IT'S THE MONEY YOU SPEND WISELY THAT COUNTS Someone has said that a rich man has more fun keeping a budget than a man of moderate means. Because the money he saves is tangible, he can see it and invest it, and put it to work. Be that as it may, a budget is an invaluable help to anyone. A budget helps you keep the right proportions between expenses, prevents you from spending more than is best for food and rent, or crimping more than you should on entertainment and leisure. But a budget is not a reason for getting cheap things in which you lose money. A budget says to you: "Here is the amount of money you should spend for this. Spend all of it, but don't spend more." And it is up to you to get the best that can be got for that amount. The person who spends his money wisely, who likes to get the utmost for it, always finds out from advertisements how he can spend it to the best advantage. It is surprising how much more wisely you can buy if you make it a habit to read advertising. A little more value here... a little better workmanship there... in this thing slightly more durability... that product perhaps a bit finer. And every cent of money you spend for advertised merchandise will bring you a greater comfort, a higher quality of goods, and a standard of excellence that is nationally recognized. IT CERTAINLY PAYS TO READ THE ADVERTISEMENTS

## WOMEN'S DORMITORY COMPLETED



One of the finest structures of its kind in the state is this newly completed women's dormitory at the Texas Technological College, Lubbock. The new hall is run on a co-operative basis by the girls residing there. Above are illustrated two interior and one exterior view of the building, which boasts modern conveniences throughout.

## Show Officers Announce New Special Plans

Two new features of the first annual Panhandle-Plains Dairy Show which will be of interest to dairymen of Hereford were voted at a meeting of the board of directors held Saturday. It was announced today by J. R. Lipscomb, one of the directors. Mr. Lipscomb attended the meeting Saturday at Plainview.

A stock judging contest between vocational agriculture classes over the entire Panhandle was arranged; winning class in this contest, which will include only the Jersey breed, will be awarded a \$50 loving cup and a gold medal will go to the high point boy or girl, regardless of whether he is on the winning team.

Another feature voted upon was the consignment auction sale. Pure bred dairy cattle will be consigned to this sale by members of the show association and every cow sold will be examined by a veterinary and carry a health certificate.

"The purpose of such a sale is two-fold," Mr. Lipscomb said. "It will give dairymen a chance to increase their herds with pure-bred, high grade stock and will give other breeders a chance to dispose of some of their extra cattle."

In discussing the purposes and aims of the dairy organization, Mr. Lipscomb pointed out that a drive for membership has been started over the entire Panhandle. Annual fees for members are as follows: for breeders of pure-bred stock only, \$10.00; for interested individuals and concerns, including all those not in the producers class, \$5.00, and for producers or anyone milking grade cows, \$2.00.

A milking contest for different breeds of dairy cattle will be staged and officials urge that anyone from this territory who plans to enter cows in the contest should put their cows in proper condition now.

The Panhandle-Plains Dairy Show will be held in Plainview April 3-4-5-6. The Hereford Chamber of Commerce has donated \$50 for the transportation of show animals from here. According to C. W. Humble, instructor of vocational agriculture at the high school, his entire class will probably make the trip.

### NOTICE TO THE PUBLIC.

Notice is hereby given that on and after the 12th day of March, 1928, the Traffic Ordinance of the City of Hereford will be enforced against all alike.

While most people respect the laws of the town, many persist in disregarding the speed regulations and the "Stop" signals, and it has become necessary to begin a strict enforcement of these ordinances in order to keep down accidents.

C. W. BENNETT,  
City Marshall.

## Borger Now Celebrates Her Second Birthday

Borger is expected to attract once more the eyes of the world when that famous oil-boom city celebrates her second birthday on Wednesday and Thursday, March 7 and 8. According to Leo Spencer, secretary of the Chamber of Commerce, the program will exceed even the one which was given on the occasion of the first birthday of the city during boom times.

In conjunction with the birthday "party," the Panhandle district of the Lions club will hold their convention in Borger. This event alone is expected to draw a large crowd there.

### MANY IN CONTESTS.

Many music pupils of Hereford as well as entire musical organizations will take part in the music contests to be held in Amarillo this week in connection with the annual Music Festival. Besides the high school band, orchestra and boys and girls glee clubs, all of the music teachers here have entered some of their pupils in the piano and voice contests.

E. B. Black will leave Thursday night for Fort Worth to attend the Exposition and Fat Stock Show.

A curator of a certain zoological gardens was on a holiday. He received a note from his assistant reading: "The chimpanzee is sick. He appears to pine for a companion. We don't know what to do pending your return."

"Whither away, stranger? What wouldst?" queried St. Peter as he leaned over the pearly gates.

"Gosh, let me in," muttered the wandering soul of convict No. 999 just released. "I just had the shock of my life."

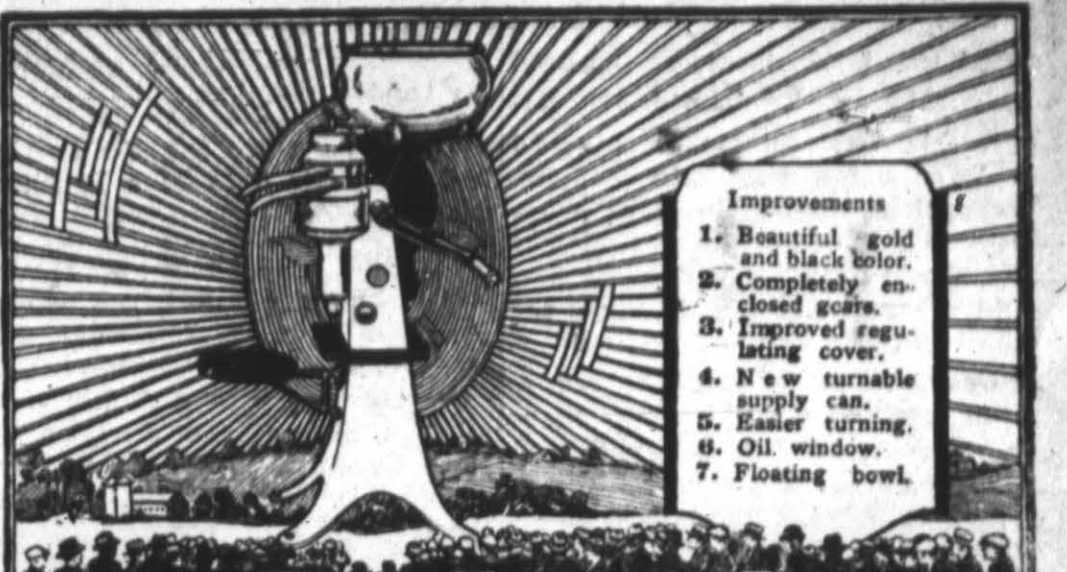
Early spring is the time to get ahead with hot weather clothing. Stores are full of attractive cotton fabrics. Invest in a few dress lengths and make them up at odd moments so you will be prepared when the first warm days arrive.

Now that Lindbergh has brought good-will into our foreign relations, some one should persuade him to visit Congress.

### YOUNG MATRONS MEET.

Members of the Young Matrons Missionary Society of the Methodist church had their social meet-

ing at the home of Mrs. Dowell Tuesday. An interesting program led by Mrs. Henlee was followed by a delightful social afternoon and delicious refreshments.



**De Laval**  
Golden Anniversary Series  
New! Beautiful! Easy Running!  
Efficient! Durable!

THE new 1928 De Laval Separators which we now have on display are without question the finest separators that have ever been made, and we believe that you will agree with this statement when you see one.

They are finished in gold and black colors, which are beautiful, durable and practical. They are nice enough to put in the parlor, but thoroughly practical in the barn.

All gears on these Anniversary De Laval are completely enclosed and protected, insuring maximum durability. A new type of regulating cover and float affords a flow of milk from the supply can of the separator in a smooth, even stream, without splattering.

You will appreciate the turnable supply can, which permits the bowl and covers to be removed or put in place without lifting the supply can from its position.

The "Golden Series" are also easy to start and turn, and require less power to operate, for the work they do, than any other separator now made.

By looking through the oil window you can see at a glance just how much oil your separator has, and what condition it is in.

And, of course, the "Golden Series" De Laval has the wonderful floating bowl—the finest ever made. It is self-balancing, runs smoothly without vibration, with the least power, and delivers a smooth, rich cream.

But the best way to appreciate the "Golden Series" is to see and try one yourself, which we will gladly arrange for you.

C. A. SKELTON

**50th** GOLDEN ANNIVERSARY  
**De Laval** First in 1878 Best in 1928

### SURPRISE DINNER GIVEN.

A surprise dinner for their new neighbors was given Sunday by a group of young people of the west side of town, honoring Mr. and Mrs. Sam Hutson, who have recently moved to their home on Jackson Street. Those present included the Misses Sylvia Scott, Dovie Smith, Bess Hopkins; Messrs. Miles Roberson, Lloyd Roberson and Fay Paddock, as well as a number of other young people who came in to visit during the afternoon.

### NOTICE TO THE PUBLIC.

Notice is hereby given that on and after the 12th day of March, 1928, the Traffic Ordinance of the City of Hereford will be enforced against all alike.

C. W. BENNETT,  
City Marshall.

## Dairymen Here In Organization For Cow Tests

With the purpose in view of putting the dairy industry in Deaf Smith county on a paying basis, a number of stock farmers and dairymen met at the office of County Agent R. O. Dunkle Saturday afternoon to form a cow-testing organization.

According to Mr. Dunkle the aim of the organization is to test, feed, and milk and butter-fat record of each cow in the herd, and second, to cull out the non-paying cows and ship them out of the county to keep up the standards here. Officers elected at the meeting Saturday were: J. W. Berry, president; J. L. Lookingbill, vice-president; and O. L. Rutherford, secretary-treasurer.

Present plans of the members is to have the membership to a minimum of twenty-five. After this number has been reached, it will be possible for the organization to secure for a small cost an expert from the A. & M. College of Texas who will make regular trips here to test the cows.

Members of the association will keep an accurate record of the weight of the milk obtained from each cow every day and the college authority will determine the butter-fat test of each cow. Comparison of the two figures will show whether the cow is producing sufficient butter-fat to pay for her feed and the labor required to milk her. Non-paying cows will be sold for beef.

Officers of the new organization urge that those interested attend the next meeting which will be held Saturday afternoon, March 10, in Mr. Dunkle's office. A drive for new members will be discussed at that time. The meeting will begin at 2:30 p. m.

Rev. and Mrs. Jas. T. Ross and family left Thursday night for Sweetwater where they were called suddenly by the illness of Rev. Ross' mother, Mrs. R. B. Ross.

### SUMMERFIELD ITEMS.

Mrs. R. D. Lance and daughter, Allie Mae, motored to Canyon on Thursday after her daughter, Annie, and Marie Melarg. Miss Myrtle Smith accompanied them and visited with her sister, Mrs. Chas. Roberson.

Miss Marie Orr of Canyon spent the week-end with Miss Marie Melarg.

Miss Myrtle Smith spent the week-end with Miss Annie Lance. Bill Eddiman of Plainview was here over the week-end with old friends.

Miss Marie Melarg entertained one young folks with a party Friday night, when all had a fine time.

Miss Annie Lance entertained the young people Saturday night with a party and a splendid time was had by all.

Mmes. Melarg and Lance took their daughters, Annie and Marie and also Miss Marie Orr to Canyon Monday afternoon. Miss Melarg Smith accompanied them and visited with her sister, Mrs. Hattie Roberson.

### GRACE MOORE



Photo shows Grace Moore as she appeared at the Metropolitan Opera House, where she made her debut in Grand Opera as Mimi in Puccini's "La Boheme". Mrs. Moore is her present fame from a choir singer in Jellicoe, Tenn.

### Gasless Motor Inventor



Lester J. Hendershot of Pittsburgh who has just invented a "fuelless" motor, a free energy generator which is claimed to get its running power from the air.

NOW IS THE TIME TO BUY THESE GOOD

# SEED OATS

It will pay you to sow this good seed.

**West Texas Feed & Seed Co.**  
Hereford, Texas.

# PIGGLY WIGGLY

You'll Meet Your Friends at Our Store

There's the young wife, helping to save for a new home—  
And the family of the promising young chap who has just started in business for himself—  
And the woman who's paying the life insurance premiums out of what they save (the big worry is gone forever).  
And the dozens of people who enjoy walking over to the nearest PIGGLY WIGGLY Store because they know the money saved here will help them buy a new "Six" this spring.

## SPECIALS FOR FRIDAY AND SATURDAY

1000 Island Dressing Henard's large size 24c

Lettuce good solid heads 7c

White Karo Syrup per gallon 64c

P&G Soap 10 bars for 36c

Preserves bread spread 4 lb. jar 92c

Jello all flavors 3 for 25c

We buy eggs and pay as much as the market will justify

**WE DELIVER ORDERS OF \$4.00 AND OVER FREE. ON LESS THAN \$4.00 A DELIVERY CHARGE WILL BE MADE**

## SCOUTING THE SHOPS

By ELBERT W. SMITH

Just in case you don't know what this is all about, as the good lady said by she donned her corset, this little column is supposed to offer a few first rate shopping suggestions—found in the shops of the wide-awake merchants of Hereford—combined with some wise and otherwise comments upon the affairs of the day.

Generally it is thought best to open hostilities with what passes for a joke, so here goes: A well known young man-about-town; we heard to remark the other morning that whereas in the good old days the waist-line on women's dresses varied considerably; now in these days of the short skirt it seldom goes below the knee. Fifty million Frenchmen can't be wrong.

Nearly everyone keeps at least a few chickens. Undoubtedly everyone who does keep them is interested in getting the most returns for his or her money. Purina feeds, especially their Chick Startena and Chick Chow, help increase the poultry revenue. Ask Jones & McLean.

A California city is bragging about a so-called child prodigy, who, at the age of five, plays the piano by ear. 'Tis nothing—at the age of two we played with our toes.

Men, look here! Fox Mercantile Company is featuring a nobby line of two-piece underwear, just the thing for spring and summer wear. With rayon or cotton shirts and nifty shorts, they make a snappy foundation for what the well-dressed man wears. Just two dollars for the two pieces.

"My mama just bought a dozen gold fish in a bowl and they only cost a dollar," announced little Mildred. "Huh!" snorted Cuthbert sarcastically. "If that's all the cost, I'll bet they're only plated." Sir? Yes, that's right. Let stand seventy-two hours, then bottle, cap, and serve cold.

Tractor operators of this vicinity are much interested in the new improved tractor oil, the "Liberty Aero," which is selling fast at the Abo Filling Station. When we used to work for Sinclair, we memorized this little slogan: "For every machine of every degree of wear, there is a scientific Sinclair lubricant to suit its speed and seal its power." That holds good for your tractor as well as for your high-powered chug-chugging automobile.

Two alleged gentlemen were discussing the merits of their new ears. When asked concerning the acceleration of his automobile, one replied: "Pick up? Why man, the first day I got it, I picked up two girls in the same afternoon." Aw-go read the want ads!

Would you ladies be interested in something really good? Then ask to look at the newly arrived line of spring dresses at Sprawl-Cronin's store. All of the latest shades are represented in this col-

lection which includes printed silks, plain color crepes and georgettes. No trouble at all, girls!

Taken as a whole, skin specialists are inclined to be a bunch of grafters.

Do you lunch downtown? Are you looking for THE place to eat? It's been found! For only fifty cents one can get the most delicious luncheon, served family style, all you like, at the newly-opened Ike's Lunch Boom. Mr. and Mrs. Crosthwait, folks. You all know them.

"Yes" said one good-looking mama to the other dim-wit, "I rode to Amarillo on the train, but I staged the come-back." Wire your protests to Mr. Pickwick and Mr. Sunset.

But business is business, and what we mean, the way those new model "A" Fords, now on display at the Hereford Motor Company, get around is nobody's business. They're simply marvelous. It's the car everyone has been waiting for and now that it's here, you owe it to yourself to look it over.

Pity the poor pedestrian. Re-

cently an auto went at the rate of 207 miles an hour at Daytona Beach, Florida. The lowly "man in the street" won't have a chance if this speed stuff continues.

Sparking of speed reminds us—you'd better break all records getting down to the J. O. Newell Store to look at those attractive Freidman-Shelby shoes for men and women and the Red Gosee shoes for the kiddies. To match them, they're showing a brand new lot of the well known "Better Made" hosiery at \$2.50 the pair. In the lovely "skin" and "atmosphere" shades.

"Say, mister, willya gimme a nickel for a cup of coffee?" "I dunno; lessee the cup of coffee first."

Make the grocery budget go further this week. Try Piggy Wiggy shopping once and you'll like it always. Good, clean merchandise at very reasonable prices.

Some rights we'd like to see: A guy walking a mile for any cigarette, or being nonchalant when trying to light a cigarette with one of these patent lighters; or smoking a whole carload just to see if one of them would make him cough.

Cabbage can always be used for salad if lettuce is not available.

### FIFTY YEARS OLD, MOTHER DUE TO HANG FOR MURDER

TUSCON, Ariz.—Mrs. Eva Dugan who, at fifty, is awaiting execution for the murder of A. J. Mathis, rancher. She is the first woman to face the gallows in Arizona.

### INHERITS HALF MILLION; SHE WON'T QUIT WORK!

PHILADELPHIA.—Peggy Burns, pretty artist's model, gets a real birthday surprise as she reaches the age of 21. Visiting her home in Washington, Pa., she learned that her grandfather, Michael J. Burns

who died seven years ago, had willed to her over \$500,000.

She said her new found wealth would not turn her head and that she would continue to work.

### BLIND FOR THIRTY YEARS; WOMAN, 76, REGAINS SIGHT

CARPENTERSVILLE, Ind.—After 30 years of blindness, Mrs. Carrie Sillery, seventy years old, sees again. Awakening from a nap, Mrs. Sillery, who lives on a farm, suddenly began to depict various objects in the room. The cause has baffled physicians.

FOR JOB WORK, TRY THE BRAND.

## REAL ESTATE

CITY—FARM—RANCHES  
Real Estate Loans. Priced to Sell  
HILL & RICKETTS  
Phone 358

FOR QUICK JOB SERVICE SEE THE BRAND.

## Budweiser

Real Quality Malt Syrup



Malt Syrup increases food values

The choice of those who have tried them all ~ Plain and hop flavored ~ Strictly union made

ANHEUSER-BUSCH, St. Louis  
CAMPBELL ICE-CREAM & BOTTLING CO. Distributors  
WESTERN WHOLESALE CO. Amarillo, Tex.

## RECIPE for CHEERFUL Breakfasts



A morning appetite is easily discouraged. There are times when cold toast or charred toast is almost a tragedy. That's why people are turning to toast made electrically, right at the table where it can be watched and served piping hot at exactly the right moment.

A Westinghouse Turnover Toaster brings every convenience of electric toasting to your breakfast table. It takes a full sized slice of bread in each rack; it toasts quickly and evenly; lowering and raising the rack turns the slice for toasting the other side. No craps to the kitchen; no fuss or bother. It's truly a recipe for cheerful breakfasts.

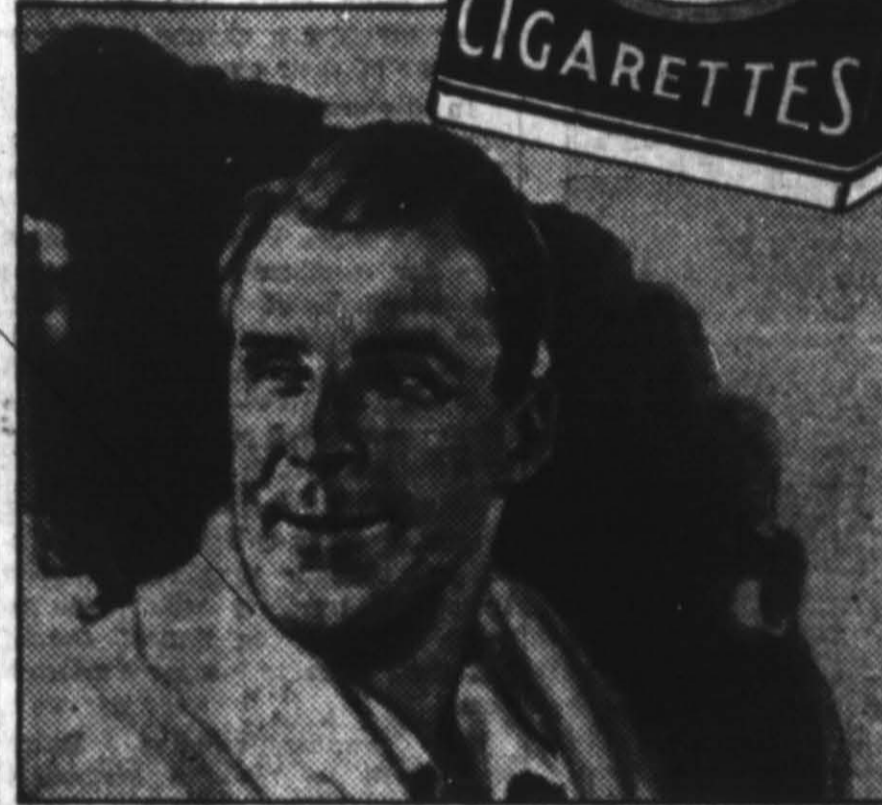


Westinghouse  
Turnover  
Toaster

Texas Utilities Company

Hereford, Texas

## The Cream of the Tobacco Crop



William T. Tilden 2nd to protect his throat smokes Luckies

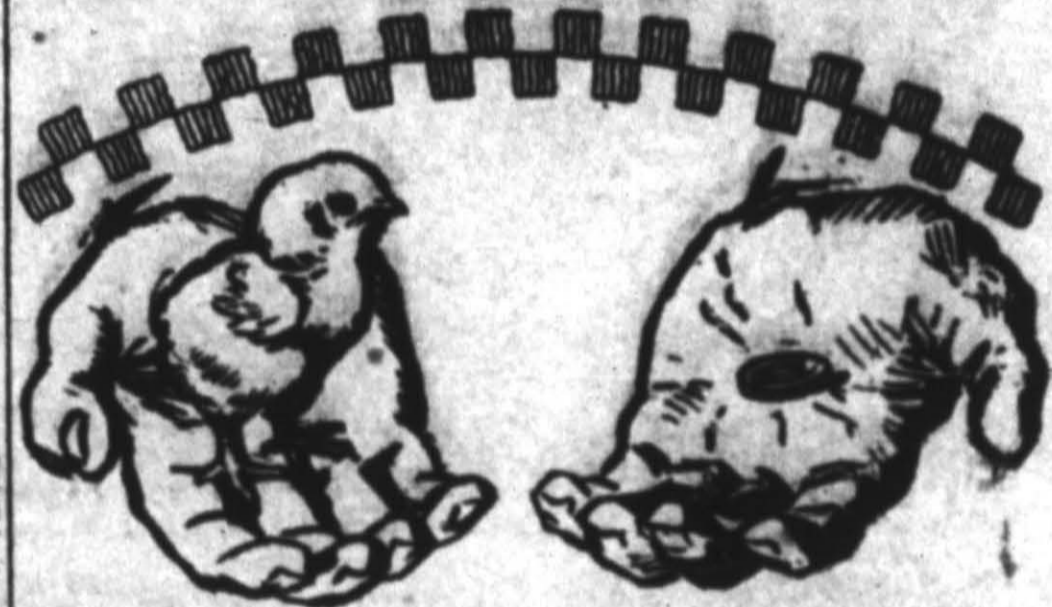
"During the course of some of my stage appearances, I am called upon at intervals to smoke a cigarette and naturally I have to be careful about my choice. I smoke Lucky Strikes and have yet to feel the slightest effect upon my throat."

William T. Tilden 2nd

## "It's toasted"

No Throat Irritation—No Cough.

©1928, The American Tobacco Co., Inc.



## Which Will You Save?

YOU can save pennies or save chicks. Poultry yard facts show that ordinary untested rations and mixtures such as hard boiled eggs and oatmeal save pennies but not chicks. Usually 50% of them die. Poultrymen who are making money invest one penny more per chick and save 90 to 100% of their chicks. They feed Purina Chick Startena, the buttermilk starting ration containing Cod Liver Oil. We'll be glad to tell you of a feeding plan that's as simple as A B C. It saves chicks and brings them through to early maturity.



JONES & McLEAN

Telephone 1

A new sense of security comes with the use of

## FRIGIDAIRE



With Frigidaire in your home, cold-storage temperatures keep foods fresh and wholesome. Health is protected—constantly—every day in the year. Ask for a demonstration at our display room—today.

J. C. CUMMINS  
Hereford, Texas

PRODUCT OF GENERAL MOTORS



## You'll Always Have Money Handy

"To he that hath shall be given." This is particularly applicable to the man who has money safely deposited in this strong bank. It means that when opportunity presents itself he will always have money on hand, ready to meet most any emergency that might arise.

Come in today and start a savings account. You may start one with only \$1.00—or as much more as you like.

March 11 will be a big date in Hereford history—the Baptist Church building campaign gets under way on that day.

The First State Bank  
Hereford, Texas



## Two gallons of barn paint in a one-gallon can

Here's how you can paint your barn at a great saving. To each gallon of LOWE BROTHERS DERBY RED BARN PAINT add a gallon of pure linseed oil. This makes two gallons of tough, wear-resisting paint.

Don't take chances on cheap paints loaded with gasoline, mineral oil, rosin, etc. Get Derby Red when you paint your barn. It's all paint—and double thick! It contains 63% linseed oil when mixed according to directions. Low in price, too.

Before you paint, see us

Kemp Lumber Company  
Hereford, Texas.



## CHURCH ANNOUNCEMENTS

### First Methodist Church

E. B. BOWEN, Pastor.

Sunday school at 9:45, N. M. Bartley, superintendent.

Morning worship at 11 and 7:30 o'clock. The pastor's subject for the morning hour will be "The Secret of Happiness," and for the evening hour, "Some of the Greatest Wonders of All Time." A mixed quartet will furnish special music for the morning service.

Epworth League meet at 6:30. We invite you to worship with us.

### First Baptist Church

V. M. CLOYD, Pastor

Services Sunday, March 11, as follows:

Men's Bible class, 9:30.  
Sunday school, 9:45.  
Prayer services, 10:45 and 7:45.

Prayer service 7:45 each Wednesday evening. The average attendance at this mid-week service for the last twelve months was forty-six. We desire that He shall teach us how to pray.

We extend a cordial welcome to one and all to worship with us in these services.

### Evangelical Lutheran Church

Wm. F. HALAMA, Pastor.

Sunday school at 10:00 a. m.  
Divine service at 11:00 a. m. at court house. Sermon topic, "Jesus Casts Out a Devil." Text, Luke 11:14-28.

Sunday evening Lenten service at 7:30 p. m. at court house. Sermon topic, "Peter, the Boaster Cured."

A cordial invitation is extended to all.

### C. E. PROGRAM

March 11:

Topic: How can I help others to follow Jesus?

Leader: Keith Guthrie.

Hymn.

Scripture: Peter 3:8-16.

Hymn.

Why should I help others to follow Jesus? Nina Crawford.

Would you recommend any changes in your church program that would help others to follow Jesus? Evrene Haughton.

In helping others to follow Jesus how important is our attending church? Alleth Elliston.

Business.

Hymn.

Benediction.

### EPWORTH LEAGUE PROGRAM

Leader: Ruby Cloer.

Song service.

Prayer.

Scripture: Matt. 5:1-17.

Early Methodism in Nashville: Brother Bowen.  
Violin solo: Miss Beyer.  
Reading: Lucy Cloer.  
Quartet.  
Reading: Neva Major.  
Song 202.  
Business.  
Offering.  
Benediction.  
Every Leaguer is urged to be present and please be on time at 6:30.

### OBITUARY

Mrs. Parale Shade Slover was born in Tennessee, in November, 1845. When eleven years of age she moved with her parents to Pine Bluff, Arkansas. From there she moved near Weatherford, Texas, Parker county. She was married to W. A. Slover on December 11, 1863. To this union was born four girls and six boys.

They moved to Castro county in 1902 and lived on a farm, and later moved to Dimmitt, Texas. She has lived in Texas sixty-three years and has seen the country from a wide plain to a well-settled country. Grandma Slover had seen hardships but never lost faith in her Master. Grandma Slover, who everybody called joined the Presbyterian church at early age and later joined the Methodist church. She read the Bible daily and was a devoted Christian. Their home was always open to the ministers of the gospel. Her eyesight began to fail her and she could not read very long at a time but could say all numbers of chapters of the Bible over from memory. After her eyesight began to fail her that affected her hearing. Grandma was loved by everybody that knew her.

She went to Lubbock to visit her son, Jack, in October. She had real good health all during her life. On Sunday, February 19th, she took sick. The following Thursday she was taken from her home to the West Texas Hospital at Lubbock in an ambulance. Several doctors examined her and pronounced an operation for mastoid which was performed at the hospital Friday, and at three-thirty on February 24, 1928, she passed away.

The children that were at her bedside were the following: Mrs. S. H. Cooper, Dimmitt; Mrs. Arch Johnson, Canyon; J. S. Slover, of Menard; M. F. Slover, White Flat; C. W. Slover, Tahoka, all of Texas. Mrs. F. G. Patching, her daughter, was confined to her bed in

### RHEUMATISM

While in France with the American Army I obtained a noted French prescription for the treatment of Rheumatism and Neuritis. I have given this to thousands with wonderful results. The prescription cost me nothing. I ask nothing for it. I will mail it if you will send me your address. A postal will bring it. Write today. PAUL CASE, Dept. S 279, Brockton, Mass.

Clarendon, and W. J. Slover, her son, was in the Lubbock Sanitarium when their mother passed away and were not able to be at her bedside.

Grandma is also survived by forty-two grand children and twenty-five great grandchildren; two sisters and two brothers. Grandma was eighty-two years of age at her death. The ones that preceded her are her husband, who died in 1909, and Martha, 17; Lee, 10, and Ira, 8.

The remains were brought to Dimmitt and layed to rest beside her husband on February 25, 1928. Many friends sympathize with the family in the loss of their dear mother. She has gone but not forgotten that the good deeds will go on forever.

### FRIEND

## Progressive News

Mr. and Mrs. W. O. Miles, Mr. and Mrs. Jim Blagg and family were dinner guests in the home of Mr. and Mrs. Jasper Cockrell last Sunday.

Mrs. Ira Ricketts spent Monday helping in the home of Rev. Morgan.

Mr. and Mrs. Dyer of Vega called on Mrs. Jim Parks Monday.

Mr. and Mrs. Henry Wedel, Miss Clara and Lois spent Thursday evening visiting in the Perkins home.

Mr. and Mrs. Grit Curtsinger and small son spent the afternoon with Mrs. Cockrell Sunday.

Mrs. Samuelson and the Misses Lois and Gusta Samuelson spent the week end with Mr. and Mrs. H. H. Miller at Dawn. They attended singing Friday night and the pie supper Saturday night.

Mr. and Mrs. Cecil Hodges spent Sunday with her parents, Mr. and Mrs. Caldwell.

Mr. and Mrs. H. H. Miller and family of Dawn attended Sunday school at Progressive Sunday afternoon.

The boys basketball team from Progressive defeated the Ward boys 16 to 13 and the older boys were defeated 22 to 2.

The following pupils are on the honor roll for the sixth month: Fourth grade, J. W. Cockrell and Ruth Parks; fifth grade, cather-

ine Ricketts and Della McKinsey; sixth grade, Winona Blass; seventh grade, Eunice Caldwell.

Mrs. Blackwell and children, Miss Elizabeth Karr and Kenneth Young spent the week end in the Jacobs home. Sunday they spent the day with Mrs. Jacob's brother, Mr. Ossett.

Saturday night a crowd of young people surprised Portia Jacobs, the occasion being her birthday. A very pleasant evening was spent playing games. Refreshments of cake and fruit were served.

Orin Russell spent Sunday with his parents.

Myrtle Counts visited Edgar Russell last week.

Singing program, March 11:  
Opening song: Mrs. Bowman.  
Song: Miss Lois Sampelson.  
Song: Mr. Ramsey.  
Song: Mr. Gasrett.  
Duet: Mr. and Mrs. Ramsey.  
Song: Mr. Bowman.  
Quartette: arr. Mr. Reeves.  
Song: Mrs. Cecil Hodges.  
Song: Mrs. Morel.  
Song: Mrs. Lewis.  
Quartette: arr. Mr. Morel.  
Song: Walter Galley.

### Summerfield

Sunday school met on time Sunday with eighty-two present. After study of the lesson, Rev. Brownlow delivered a fine sermon. Bro. Montgomery of Eldorado, Okla., was with our pastor this time and preached Saturday night.

Misses Annie Lance and Marie McHarg and Bernard Roberson and Elton Johnson, who are students in W. T. S. T. C., spent the week-end with home folks.

A very simple, quiet wedding was that of Miss Mary Belle Atchley and Theodore Staats, which took place at the home of Rev. V. M. Cloyd in Hereford last Thursday night at 8 o'clock.

Mrs. Lloyd Lookingbill and children spent Saturday night in Hereford with Mrs. Lookingbill's parents.

Misses Leatrus Walser and Eva Noland and Mr. Bill Eldman took dinner in the Joe Kendall home Sunday and attended singing at Frio in the afternoon.

Mr. and Mrs. Bill Knox of Hereford spent the week-end with Mrs. Knox's parents, Mr. and Mrs.

B. A. Atchley.

Mr. and Mrs. J. B. Davis spent Sunday in the C. R. Walser home. Mr. and Mrs. Ky Lawrence and daughters, Mr. and Mrs. Earl Lance and children, Mr. and Mrs. Lee Kendall, Mr. and Mrs. J. C. Lewis and Mr. and Mrs. Joe Kendall and daughters returned home Tuesday of last week from Hot Springs, New Mexico, where they had been the past month enjoying the baths.

Mrs. Moody Stephan spent last Thursday afternoon in the B. A. Atchley home.

Mr. and Mrs. G. Owens and children spent Sunday with Mrs. Owens' parents, Mr. and Mrs. Stagner in the Frio community.

Miss Myrtle Smith of Hereford spent Saturday night and Sunday in the R. D. Lance home.

Mrs. W. E. Hawkins and son, Ernest Ray and Miss Ellen Atchley spent Friday afternoon with Mrs. J. B. Davis.

A very beautiful miscellaneous shower was given at the B. A. Atchley home Monday night honoring Mr. and Mrs. Theodore Staats. About fifty guests were present. Games appropriate for the occasion were played until a late hour when dainty refreshments consist-

ing of fruit salad, cake and cocoa were served.

children spent last Tuesday with Mr. and Mrs. S. L. Walser in Hereford.

WE ARE 100 PER CENT FOR  
THE NEW BAPTIST CHURCH  
BUILDING. : : : :  
"MARCH 11"  
BRUMLEY CHEVROLET  
COMPANY



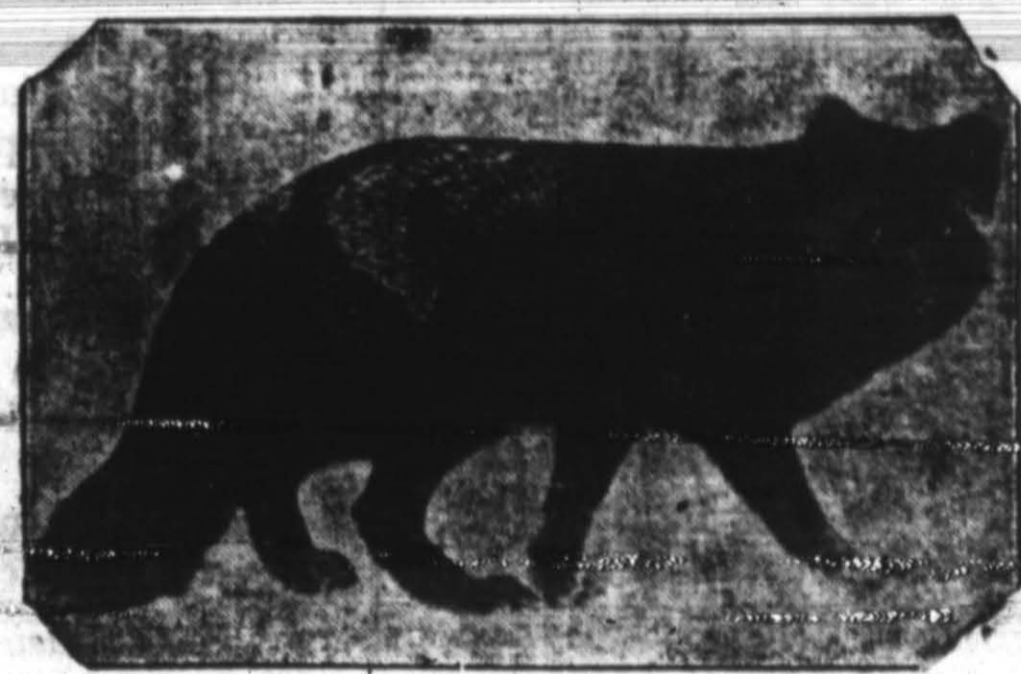
## Everything in the Hardware Line for Spring!

Now is the time to start planning your lawn and garden if they are to be successful. Start completely equipped with the necessary implements. We are prepared to take care of your hardware needs—indoors and outdoors. You will always find the right articles here—at the right price. Quality tools that are guaranteed to give long, satisfactory service.

See this store also for a large and complete stock of poultry and dairy supplies, including brooders, feeders, waterers, cream separators, cream cans, milk pails, strainers, etc., etc.

Remember March 11—the Big Day for the New Baptist Church.

## Streu Hardware Co.



### Silver Fox Announcement

The F. C. COTTEN FOX COMPANY, of Kansas City, Mo., announce to the Public at large that it has bought 648 acres of land in Deaf Smith County, Texas, and will in the next few months move its General Offices from Kansas City, Mo., to Amarillo, Texas, and will build and operate a large Silver Fox Ranch in Deaf Smith County, about eight miles north of Umbarger, Texas.

This climate has been approved for Foxes by two U. S. Government Biological Surveys. Six National Governments, some twenty State Governments, scores of Chambers of Commerce endorse the Silver Fox Industry as the most profitable live stock industry.

We handle nothing but thoroughbred, pedigreed, registered Foxes. They sell for \$2,000.00 per pair, and we guarantee the life of these foxes and two pups this present breeding season. Foxes are mating now and pups will be born 51 days after mating. We will ranch a pair for you for \$150.00 for this breeding season.

We intend to make Deaf Smith County known the world over for fine Foxes. Do you want a pair? Literature Free.

### F. C. COTTEN FOX CO.

ROSS HOTEL, BLDG., TELEPHONE NO. 5537, AMARILLO, TEX.

### EVERYONE KNOWS THIS AGENCY

The most important factor in the success of many a business man is his strong insurance connection.

He looks upon this agency as something more than a custodian of his insurance business. It is his insurance counselor, to be relied upon for valuable information and advice.

If you're not taking advantage of our service, you're missing something.

Ralph Barnett, Manager  
HEREFORD INSURANCE AGENCY

### Unloading a Carload

of the new

## Perfected Whippets

We also have on display the beautiful

## Willys-Knight Standard Six

You are invited to our show room.

## Whippet-Knight Motor Co.

## Our First Specials!

Friday and Saturday

On these two days this new grocery store will offer its first list of week-end specials. They are worth waiting for, too. Just a few of them, but they're all good:

Kellogg's Corn Flakes ----- 10¢  
Flour, Smith's Challenge, 48-lb. sack \$2.10  
Corn, No. 2 Can ----- 15¢

We Buy Eggs and Pay Good Prices.

## Womack's Cash Grocery

We Deliver Phone 87

Boost for the New Baptist Church.

**March 11th**

**Answered**

On That

Date, at 10:45 A. M.,

If **YOU** Are Willing, the

Foundation Will Be Laid in Hereford for

A

# MODERN BAPTIST CHURCH

## FROM A RELIGIOUS STANDPOINT

For many years the Baptist denomination in this community has struggled along, in a small frame building, without modern facilities, without proper accommodations for a rapidly growing Sunday School, without the inspiration that goes with divine worship in a Church Home commensurate with the dignity and sacredness of the work every Christian takes most seriously to heart.

HELP US ERECT A CHURCH HOME THAT WILL MEAN INSPIRED MEMBERSHIP, INSPIRED WORSHIP, INSPIRED LEADERSHIP FOR THE HUNDREDS OF YOUNG PEOPLE WHOSE FUTURE RELIGIOUS LIFE LIES IN OUR HANDS.

IF YOU WANT TO GET A THRILL THAT WILL LAST YOU A LIFE TIME

## Attend the Great New Church Building Service at THE FIRST BAPTIST CHURCH

BEGINNING PROMPTLY AT 10:45 A.M.

## Next Sunday, March 11th

The Rev. V. M. Cloyd, dynamo behind this great religious and civic enterprise for Hereford, will bring you a message straight from his heart—and from the hearts of every member of his congregation—that will make you GLAD that you live in Hereford and will have the privilege of sharing in this great venture for a Better, Cleaner, Happier and Higher Religious Standard for a town already known far and wide as a place where a majority of its citizens are God-fearing, God-serving, Christian people. Rev. Cloyd's text is shown below, in the left hand corner.

Whatever denomination you belong to, or whether you are affiliated with any denomination or not, Come Out Next Sunday and join over 500 earnest Baptists of this community who are striving to realize the dream they have cherished for years; have labored for faithfully in intensive work during the past months, and who are determined to give Hereford another modern, up-to-date church edifice of which every citizen can be proud.

*Good Music—A Fervid Religious Rally With Determined Purpose—Inspiration.*

## FROM A CIVIC PRIDE STANDPOINT

Hereford now boasts two magnificent Protestant churches, built by the sacrifice of the citizens as a whole—among them many of the Baptist faith, and of which we are all justly proud. Another great modern edifice here will add tremendously to the appearance and attractiveness of the city, and will be a powerful factor in adding new blood to the citizenship.

HELP US ADD ANOTHER MONUMENT TO THE CIVIC PROGRESS OF A CHRISTIAN COMMUNITY, ANOTHER BUILDING THAT THE CITIZENSHIP CAN POINT TO WITH PRIDE, ANOTHER CHURCH EDIFICE THAT OUR PEOPLE MAY WORSHIP IN WITH SATISFACTION AND CONTENTMENT.

IF YOU ARE UNABLE TO ATTEND THE SERVICE NEXT SUNDAY OR LIVE OUT OF TOWN AND WANT TO HELP IN THE GREAT CAUSE, FILL OUT THE COUPON BELOW AND MAIL IT TO THE BUILDING CAMPAIGN COMMITTEE OF THE FIRST BAPTIST CHURCH, HEREFORD, TEXAS.

### LEST WE FORGET!

"Lay not up for yourselves treasures upon earth, where moth and rust doth corrupt, and where thieves break through and steal:

"But lay up for yourself treasures in heaven, where neither moth nor rust doth corrupt, and where thieves do not break through nor steal."—Matthew 6:19-20.

### PLEDGE CARD

#### First Baptist Church Building Campaign

Hereford, Texas, March 11, 1928.

Because of my love for the cause of Christ and my interest in a new Baptist Church building in Hereford, I subscribe and promise to pay the following amount \$.....Total

Payable as Follows:

- One-Third Cash April 15, 1928
- One-Third Cash September 11, 1928
- One-Third Cash March 9, 1929

(Signed).....

# ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee  
Copyright Stewart Edward White  
Released thru  
Publishers Autocaster Service

(Continued from Last Week)

don't know. I haven't determined yet. That's what I'm experimenting on."

"I understand you to say you are running on the original?" he asked, "that you not recharged since starting?"

"That's it."

"Where did you start from? How have you been out?"

"Left San Rafael about three weeks ago. He stooped to examine a dial. 'Been just 1100 miles.'"

"The pirate chief, like all good commanders, was always ready to sub himself to the crew's needs. His spook on the horizon was probably a mirage that would vanish on nearer approach, but there was just a remote possibility it might be a galleon heavy with untold wealth."

"Or, indeed, it might be somewhere between the extremes. Some craft laden mainly with dreams, but with a trifle of metal ballast worthy of a pirate's attention."

"So, like a prudent chief, he bore down on the stranger."

"Such battery, if it could be well proved out, would be valuable," pursued Grimstead. One of the great elements of his success was that he knew better than to let down the obvious. "I confess can't imagine the principle."

"Like to look at it?" inquired Davenport.

"This was luck Grimstead had not hoped for—yet. He assented with alacrity. All crowded curiously around while the young man raised the hood."

"They saw what appeared to be an ordinary large electric motor set across the frame. In front of it and connected to it by two thick wires was a black box measuring about a foot along all dimensions."

"There she is!" said Davenport cheerfully.

"That's it that your whole battery?" cried Grimstead, pointing an incredulous finger. "Why, that thing wouldn't run a bell for three weeks, let alone a car. You're joshing me, young man. Where's your running battery? Under the seat?"

"Without reply, Davenport raised the seat cushions to display a recess occupied only by tools; lifted the trap door in the rear to show a nearly empty interior."

"But you just said you could use more money."

"That's different."

"I don't see how it's different," said Grimstead a little impatiently. "But it crossed my mind that if you needed a little—buy in a share, you understand. Of course an investigation—"

"So you are interested in my battery after all," said Davenport. "Keno!" Grimstead acknowledged. "At least I'm interested in what you say about your battery. The state of Missouri isn't big enough to hold me when it comes to what you claim for it. I shrewdly suspect that in that you're trying to spoof me. But it's obvious you've come from somewhere, and it's obvious that little battery brought you. Even if it's only five or ten miles and you expect to get home again, you've got something big."

"Of course," Davenport pointed out, "I haven't tried to sell anything nor make you believe anything. And I don't suppose, in view of your technical knowledge, I would have any right to resent your doubting my word. Nevertheless, I repeat that with that battery as my sole motive power I have driven about 1100 miles."

"Without recharging?" demanded Gardiner.

"Without recharging," repeated Davenport. A polite but restrained silence succeeded this remark. Davenport himself relieved the situation.

"Don't feel embarrassed," he laughed. "Say it if you want to; I won't be offended. It may relieve your minds. There's no way to prove it to you right now, so there's no sense worrying about it."

"Pardon me," put in Gardiner suavely. "I think your statement could be at least partially tested with the facilities at hand."

"What do you mean?" asked Davenport.

"I mean that if you're willing to allow your battery to carry a load for any specified length of time I can arrange the load."

"If it's not beyond the power of my battery, go to it," agreed Davenport. "I figure she'll give about 40 horse power."

"That's more than ample. For how long?"

"Long as you like—until we get out of here, if you please."

"Is that another bet?" asked Br-ton.

"I'm willing," said Davenport, "doubles or quits. Is it a bet?"

"our nerves, I'm afraid."

"It's begun by getting your nerve, I'm afraid," sneered Gardiner.

Gardiner leaned back with a triumphant glance at his chief.

"Oh!" cried Burton, indignant, "you aren't going to give up like that, Mr. Davenport. Were you bluffing? I didn't think you'd do that!"

"I wasn't bluffing," said Davenport quietly.

"Then do it!"

"Well, I'll tell you," suggested the young man, "there's no use getting excited or disagreeable about it. Let's be reasonable. Tomorrow morning we'll move camp a little to get away from the racket, and then we'll start her up. Stay an extra day if you want to; it's worth it."

"I'll agree to that," acquiesced Gardiner, "as far as the general camp is concerned. But personally I stipulate to stay here within sound of the motor."

Burton exclaimed indignantly: but Davenport was unperturbed.

"Well," he said cheerfully, "you encourage me. A little while ago the battery couldn't last over 10 or 20 minutes, and now it's nighttime already. I'll agree you shall stay here if you want to, provided Simmins stays, too."

"Simmins!" exclaimed Gardiner. "Why should Simmins stay here?"

"For the same reason you do," replied Davenport blandly, "just to hear the motor go."

"Well," sighed Grimstead after a moment, "this trip certainly promises to be interesting. If the thing works over partially as you say it does, you must have a brand-new principle in battery construction."

(TO BE CONTINUED)

**TALKING DOG PRONOUNCES WORDS QUITE PLAINLY**

BOSTON.—Mrs. Mabel A. Robinson of Bangor, Maine, started experts at the Boston Dog Show when she exhibited a real talking dog. While most talking dogs speak nothing more than a series of noises, Princess Jacqueline, Mrs. Robinson's prize bull, can pronounce words quite plainly.

## What's Doing In WEST TEXAS

Colorado—The Colorado Band has been named official band for the Broadway of America Highway Association.

Dublin—The Oil Belt District Convention of the West Texas Chamber of Commerce will convene here March 28.

Stratford—Farmers in the Stratford section, though specializing in wheat, are making remarkable profits in poultry and dairying.

Rankin—Rankin is in line for the 1930 district convention of the West Central section of the West Texas Chamber of Commerce.

Olney—A complete tree survey of Young county has been made under auspices of the local chamber of commerce and county agents.

Happy—A twenty-five room hotel building with space for four business houses, lobby and coffee shop on the ground floor has been planned by local capital.

Pecos—A \$500,000 power plant, the largest in the Trans-Pecos region, is under construction here.

Breckenridge—A branch house, known as the Oil Belt Flag and Decorating Company, has been opened in this city by the Amarillo Flag and Decorating Company.

Coleman—Leon Shield is again offering \$100 in gold to the first place winner in the annual My Home Town Contest of the West Texas Chamber of Commerce.

Westbrook—Westbrook has just completed construction of a twenty-room modern high school.

Snyder—Snyder won the 1928 West Central district convention of the West Texas Chamber of Commerce through its "Mockingbirds," eloquent plea of Superintendent C. Wedgeworth, and large delegation.

Priona—The local Chamber of Commerce has provided a public dumping ground for the town.

Fort Worth—Saturday, March 10, is Texas Newspaper Men's day at the Fat Stock Show.

Sonora—Range conditions are reported good over this section. Goat shearing will begin at an early date.

## Burned to Death



Margaret Brown, middle aged Governess of Park Avenue, New York, who was battered into unconsciousness and then burned to death by a fiend.

date.

Petersburg—A 20,000 bushel capacity grain elevator is to be built here.

Gaymon, Okla.—Guymon, Oklahoma, is the first "Sooner" State town to affiliate with the West Texas Chamber of Commerce.

Woodson—The first run of the Cisco & Northwestern railroad was celebrated in elaborate fashion in this town March 1.

Santa Anna—Dedication services for Santa Anna's new high school building have been held.

Huntsville—Manager Homer D. Wade will speak before an East Texas Chamber of Commerce regional meeting here March 23, inaugurating a policy of exchanging "pulpits" with officials of that body.

Blackwell—Practically all land in the Blackwell farming territory has been turned under and is now ready for arrival of planting time.

Lometa—Lometa is one among 79 Texas towns entitled to good fire records credits, effective on March 1.

Maybe Russia would find it easier to get recognition for her government if so many of her leaders didn't wear beards.

**WATER TANKS**

—We make a specialty of building tanks of all sizes, from one gallon on up! If you need a tank, let us figure on it with you today.

Hereford Sheet Metal Works

**DR. J. W. HENDRIX**

CHIROPRACTIC MASSEUR

Residence Phone 467 Hereford, Texas  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

**BLACKWELL BROS. & COMPANY**

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

**5% LAND LOANS**

Correct Abstracts

**THOMPSON & IRELAND**

Hereford, Texas

**DR. JACOBS TO DELIVER COMMENCEMENT ADDRESS**

LUBBOCK.—Dr. William States Jacobs, pastor of the First Presbyterian church of Houston, will deliver the commencement sermon at Texas Technological College commencement exercises Sunday, May 27.

Dr. Jacobs is probably the leading Presbyterian preacher in Texas and has held his pastorate at Houston for twenty-five years. He is a brilliant and able speaker and President Paul W. Horn feels fortunate in securing him for this event.

**Relief**

from Kidney and Bladder Trouble. Don't let these organs make a martyr of you. Heed the first warning that "things are not right." Drink freely of water and take Gold Medal Haarem Oil Capsules. A world famous remedy for kidney, liver, bladder and uric acid trouble since 1696.

**GOLD MEDAL HAAREM OIL CAPSULES**

At all druggists. In three sizes. Look for the name on the blue and gold box.

Quick Job Service at The Brand.

**BUICK SERVICE STATION**

LANDRUM AND LEWIS

Sole Agents for

**Miller Tires and Tubes**

Washing, Greasing, Storage Accessories, Tow-In-Service.

Phone 392

**LOWE**

In the Spotlight

**Cut Your Operating Costs in Two**

Power, and power from cheap, low-grade fuel, which cuts the farmer's operating cost in two, can be secured only from Hart-Parr tractors. In official tests recently run Hart-Parr set a record of 10.73 horsepower hours per gallon of distillate used, a world's record at that time in fuel economy over all tractors ever tested on distillate. Hart-Parr tractors are equipped with 3 speeds ahead, from 2 1/4 to 4 1/4 miles per hour and are built for small, medium, and large farms. Come in and see the 1928 line today.

**Hart-Parr Owners Are Hart-Parr Boosters**

**M. D. Womble**

Hereford, Texas

AUTHORIZED DEALER IN

**HART-PARR TRACTORS**

**Announcement!**

We Are Equipped to Give Better Service Than Ever Before.

Awning orders now for spring delivery will be priced at our low January figures.

Write us for prices and samples. We quote prices without obligation to buy.

**Amarillo Tent and Awning Co.**

206 West 10th Street.

**CHAPTER VIII. Another Bet.**

"Well, this is something like!" cried Grimstead, as he lowered himself to a cushion of aromatic boughs near the camp fire. He was well fed and warm and dry and pleasantly tired. He glanced about the scene with satisfaction. Everything was trim and ship-shape, just the way he liked to see things.

"Young man," he went on in a large paternal manner, blowing the dust cloud from his eyes, "where is your shop? San Rafael, did you say?"

"My shop—oh, Sansaffo," replied Davenport.

"I suppose you could use a little more."

"Who couldn't?"

"A little additional capital might enable you to expand to advantage."

"Additional capital," said Davenport unexpectedly, with a grin, "wouldn't enable me to expand an inch."

**YOU NEED GLASSES**

—If your eyes feel tired, weak or strained, Kester's is the place to get them tested. Protect your eyes NOW—save trouble later.

—Bad eyes are responsible for innumerable ills. Don't neglect them! Glasses repaired promptly, changed or refocused.

**F. M. KESTER**  
Jeweler and Optician.

**Coming to Amarillo**

**Dr. Mellenthin**

SPECIALIST

In Internal Medicine for the past fifteen years

DOES NOT OPERATE.

Will be at

**Amarillo Hotel**

Tuesday, March 27th

Office Hours: 10 a. m. to 4 p. m. ONE DAY ONLY.

No Charge for Consultation.

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the State of Texas. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, scabies, leg ulcers and rectal ailments.

Below are the names of a few of his most satisfied patients in Texas, who have been treated for one of the above named causes:

Mrs. C. O. Hilbrey, Jayton.  
Mrs. Tom Botton, Clarksville.  
H. W. Brogden, Crosbyton.  
Mrs. J. J. Gubatz, Needville.  
Bill Graf, Vernon.  
Mrs. Nova Hillbelgt, Get Springs.  
Mrs. M. A. Martin, Lorensa.  
Mrs. J. S. Mitchell, Farmersville.

Remember the above date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Address: 211 Brandbury Bldg., Los Angeles, California.

## Join the First - Aid Movement

Next week is National First Aid Week. Come in and look over our display of drugs and first aid merchandise with which to meet that unexpected emergency. You cannot afford to run the risk of an unfilled medicine cabinet, especially with children in the home. As a National First Aid Week special, we are offering any \$5.00 worth of the merchandise displayed in our first aid window for only \$4.00.

# The City Drug Store Phone 300

BOOST FOR THE NEW BAPTIST CHURCH, MARCH 11.



### Local Happenings

R. C. Warner of Abilene was a business visitor here Saturday.  
 E. S. Ireland was in Plainview on business last Thursday.  
 Rolled oats for chicken feed. JONES & McLEAN, Phone 1.  
 Mrs. J. W. Hicks and daughter, Miss Vida, spent Wednesday at the Music Festival in Amarillo.

### STAR THEATRE

HEREFORD, TEXAS

**Friday Night Only**  
 MARCH 9  
 CLARA BOW  
 in  
 "IT"

**Saturday Afternoon and Night**  
 MARCH 10  
 TIM McCOY  
 in  
 "Foreign Devils"

**Monday and Tuesday**  
 MARCH 12-13  
 MILTON SILLS  
 in  
 "Burning Daylight"

**Wednesday and Thursday**  
 MARCH 14-15

**"The Latest from Paris"**  
 with  
 NORMA SHEARER, GEO. SUDNEY AND BERT ROACH

**Friday and Saturday**  
 MARCH 16-17  
 RICHARD DIX  
 in  
 "Manpower"

Time of Shows: 7:30-9:00 p. m.  
 Saturday Matinee: 2:00-3:30 p. m.

N. E. Gass made a business trip to Clovis Tuesday.  
 Have you tried RICE'S Instant Tire Service? You might like it.  
 Feed Milk Maker and increase your milk checks. WEST TEXAS FEED & SEED CO.  
 Barnhart has all kinds of lister shares for sale. Barin' to roll your discs. A. C. BARNHART.  
 Mrs. A. Lowther returned last week from a several weeks visit in Hot Springs, Arkansas.  
 A successful remedy for locust borers has been found by a pomologist of thirty-five years experience. Free for the asking. LAN. DRUM.

S. L. Easley, Jr., son of Mr. and Mrs. S. L. Easley, returned last week after a lengthy stay at Ball's Health School, Excelsior Springs, Missouri.  
 For best prices on your cream, eggs and other produce see JONES & McLEAN.  
 For chapped or rough skin, use our famous Nepto Lotion. CLARK'S DRUG STORE.  
 Bargain prices on Chinese Elm, Evergreens and many other things. THE HEREFORD NURSERY.  
 Carry a second spare tire. Extra rims and carriers at RICE'S.  
 Mrs. J. A. Hodges of Lubbock and Mrs. C. E. McLean of Dimmitt, visited Mrs. Wes. Anthony Friday of last week.

Don't kid yourself that the borers won't get your trees. They are no respecters of persons. THE HEREFORD NURSERY.  
 J. R. Lipscomb and Roy Gough were in Plainview on business Saturday.  
 Mrs. Jo B. Elliston spent the week-end in Plainview visiting her parents, Mr. and Mrs. D. C. Laird.  
 Geo. Nash injured one of his new Seiberling tires, but it didn't cost him a cent to have it repaired. It was insured. RICE sells them.  
 Mr. and Mrs. T. E. Seigler spent Wednesday at the Music Festival in Amarillo.  
 Four adjustments to ask for in four years. That is our Brunswick record. RICE SELLS THEM.



Bring your cream, eggs, poultry here for good prices. WEST TEXAS FEED & SEED CO.  
 Evergreens are the emblem of everlasting life. Plant some and they will inspire a nobler life. THE HEREFORD NURSERY.  
 Mrs. Chas. Donald is leaving Saturday for Fort Worth where she will spend several days visiting her mother.  
 Mrs. H. K. Fox is spending the latter part of the week in Amarillo attending the Music Festival.  
 Why send your money away when you can buy cheaper and better stock at home? LANDBUM.  
 Miss Elicy Pitman and Mrs. J. A. Pitman were Amarillo shoppers Saturday.  
 We are showing an attractive line of box stationery. CLARK'S DRUG STORE.  
 Plenty of good oats and barley seed. Plant this fine seed and insure a good crop. JONES & McLEAN, Phone 1.  
 Joe Hutson of Borger, a former Hereford resident, is spending the week at the home of his brother, Sam Hutson.  
 Every skin needs toning and cleansing daily. Elizabeth Arden toilet articles are the best. CLARK'S DRUG STORE.  
 J. C. Cummins left Sunday for Dallas to attend the DeLo-Light school of instruction for dealers.  
 Barnhart has all kinds of lister shares for sale. Barin' to roll your discs. A. C. BARNHART.  
 "Somewhat improved." was the verdict of physicians in the case of Fred Oberthier III, infant son of Mr. and Mrs. Fred Oberthier, Jr. Baby Oberthier has been suffering with severe intestinal disturbances during the past few days.  
 We guarantee satisfaction. If our goods do not please you bring them back and get your money. H. & M. GROCERY.  
 Attend the big carnival in Armory Hall, March 9 and 10. Lots to do and see and plenty to eat.  
 Miss Bernadine Price spent the week-end visiting in Wichita, Kansas.

The war is over. See us for good flour at \$2.00 and \$2.10 per sack. H. & M. GROCERY.  
 A good, snappy, all-wool suit, with extra pair of trousers, only \$35.00. ORR'S TAILOR SHOP. 51-4  
 Useful and long-wearing are these lovely purses, hand-bags, bill folds and other articles of beautiful Cardovan leather. CLARK'S DRUG STORE.  
 Mr. and Mrs. B. J. Coleman, of Amarillo visited at the H. T. Wedel home Sunday.  
 Mrs. L. H. Shore left Wednesday to attend the Music Festival in Amarillo.  
 Mrs. G. A. F. Parker and daughter, Miss Mary Ellen, left Tuesday for Amarillo where they will remain during the Festival.  
 Don't fail to see "Spring Carnival" given by the Y. M. M. S. March 9 and 10. Watch for next week's announcement. 7-8c  
 Ask our price on rolled oats. JONES & McLEAN.  
 C. P. Ringer and Jo B. Elliston made a business trip to Amarillo Monday.  
 E. B. Hicks was an Amarillo visitor Monday.

Look over our new spring suits. A dandy, snappy, all-wool suit, \$35.00 to \$37.50. ORR'S TAILOR SHOP. 51-4  
 We want your produce. See us before you sell. THE HEREFORD PRODUCE, Phone 171.  
 Miss Mary Broadwell left Tuesday afternoon to remain in Amarillo during the Music Festival.  
 Mr. and Mrs. E. B. Black and family were in Amarillo attend the Festival Wednesday.  
**NOTICE TO THE PUBLIC.**  
 Notice is hereby given that on and after the 12th day of March, 1928, the Traffic Ordinance of the City of Hereford will be enforced against all alike.  
 While most people respect the laws of the town, many persist in disregarding the speed regulations and the "Stop" signals, and it has become necessary to begin a strict enforcement of these ordinances in order to keep down accidents.  
 C. W. BENNETT, City Marshal.  
**FLOWERS**  
 Cut Flowers or Pot Plants  
 See at Phone  
 MRS. J. H. PITMAN  
 Phone 187

*It's better to work and save than to spend and slave.*

**U.S. Thrifty**

**MARCH IS THE TIME FOR DEFINITE PLANNING**

Winter is passing—the first days of Spring bid us throw the machinery "in gear" and begin DOING the things we have been PLANNING to do.

You can assist us materially, we can assist you materially—thus all concerned may PROFIT materially.

**Western National Bank**  
 "There Is No Substitute for Safety"

# KOVERLAC

(LACQUER)

The new home brightener. Dries in 30 minutes and does not smell bad.

## The Corner Drug Store

BOOST THE BAPTISTS.

Good radioing will continue right through the summer. Keep the set pepped up with new batteries and tubes. RICE SELLS THEM.  
 A six-tube Atwater-Kent radio complete, nothing else to buy, for only \$95.00. ORR'S TAILOR SHOP. 51-4  
 To the candidates: What is your platform? Do you pledge to enforce the law and support those who support you? THE HEREFORD NURSERY.

*Our Aim - To Help Improve the Panhandle*

# PANHANDLE LUMBER CO.

Quality - Service - Courtesy

## ADDED ATTRACTIVENESS

for your Dining Room

The sturdy construction of these dining room sets only add to their value, since their designing places them in the list of desired home furnishings.

Let Us Quote You Prices

A car of up-to-the-minute Furniture Is Now On Display at Our Store. Ambulance Service Day or Night.

# E. B. BLACK CO.

Have Served You During the Past 26 Years.