

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

26th Year—Number 11.

Hereford, Deaf Smith County, Texas, Thursday, March 29, 1928.

Seth B. Holman, Publisher.

HEREFORD BIDS FOR LOCATION OF MAMMOTH SUPER-POWER PLANT

POSSIBILITIES OF HEREFORD AS BROOMCORN TERRITORY URGED BY AMARILLO GROUP

Board of City Development Speakers Discuss Introduction of Crop Here at Chamber of Commerce Meeting. Possible Extension of Fort Worth and Denver Railroad West From Dimmitt Also Talked.

Introduction of broom corn into Deaf Smith county and Hereford's prospects for an extension of the Fort Worth and Denver railroad out of Dimmitt were the chief topics of discussion brought before the chamber of commerce at the regular luncheon meeting of that organization held Monday at the Stockman's cafe.

F. C. Bennett of the Amarillo board of city development, agriculture division, made a talk on diversification of crops in which he called the attention of farmers of this region to the possibilities of broomcorn raising in this territory.

Market Secured
With the establishment of a broom factory to take care of the greater part of the crop raised and construction of a large warehouse in which to store the crop in over-production years, a market is assured, Bennett says, for all of the crop grown here.

In order to insure a market for all of the crop, he said, it will be necessary to make Texas a central production point. This can be done only if a sufficient acreage is planted. The Amarillo board of city development is sponsoring a move to secure such acreage in the Panhandle.

Factory Man Speaks
G. J. Lins, owner of the recently opened Amarillo broom factory, pointed out that indications are for a good crop of broomcorn this year if planted soon, and that the possibilities were that a good high market will be open by harvest time.

Planned in July, Mr. Lins said, the broomcorn crop matures in about eighty days, and is comparatively easy to harvest. As it is drought-resistant, it would make a good crop for this part of the country. Other information on corn will be available at the chamber of commerce office.

Railroad Discussed
A discussion on the possibilities of an extension of the Fort Worth and Denver railroad after that line has reached Dimmitt, was led by H. E. Fritz, who urged that this is the time for action on this proposition.

Two Hereford Hostesses Entertain for Mother
Mrs. Carl Cockrell and Mrs. J. B. Franco entertained Monday afternoon at the home of Mrs. Cockrell in honor of their mother, Mrs. L. E. Smith of Cleburne. The little granddaughters, Betty Jo, Lois and Wanda Jean helped to entertain the guests with readings.

Workers Make Rapid Progress on Building
With walls on two sides nearly completed, workmen are making rapid progress on the brick business block now under erection on lower Main street. So far nothing has occurred to hinder the progress it was said this morning by the foreman.

Photo shows Ruth Elder, famous actress, signing a contract to star in a Paramount film, "Glorifying the American Girl," for which Flo Egfield spent two years searching for a star. Miss Elder is to start on an air tour to Albany, Buffalo, Cleveland and Detroit—an "A-B-D" tour—before beginning work on the film.

CANCELLER ARRIVES

New Postoffice Equipment Brings Office Here to High Rank in Panhandle. Much Labor Saved by Device.

Proud of his office is Postmaster J. A. Wear, who has just received, for use in the local postoffice, one of the new government automatic cancelling machines, ordered some months ago. This machine, which will be set up by an expert soon, is of the latest type and has a capacity of 400 letters per minute.

In its new location on Main street, with a complete set of new fixtures, latest of which is the cancelling machine, the Hereford postoffice is said to be the best equipped of any office of its size in the entire Panhandle.

Mrs. C. F. Kerr Hostess At Old Time Quilt Party

Friday, March 24, witnessed "Ye Old Time Quilting Bee" at the home of Mrs. C. F. Kerr with Mrs. Allen Cade Davis, mother of Mrs. J. A. Hill, of Canyon as guest, Mrs. Jennie Morris Thompson, Mrs. Nannie Billingsly Ross, and Mrs. Josie Edwards Smith completed the list who really deserve the name of quilters. The air was full of tales of "the good old line" and girlhood pranks as they reminisced about the quilt frames.

After some two hours work, they went in a body to the home of Mrs. Will S. Kerr, where lunch had been prepared. But lunch was not their principal interest, and it was not long until they were again making fun.

However, they were swift with their needles; their work was finished, and they soon departed for their several homes. The bee had served its purpose: Grandma Davis had fully enjoyed her party and had added some new names to her list of friends at Hereford.

Friends Here Learn of Death of Mrs. Douglas

Sad news to Hereford friends was the death of Mrs. Cassandra Douglas, 70, former Castro county resident, who died Tuesday, March 27, at Los Angeles, Calif. She was living at the home of a son, D. J. Douglas.

Mrs. Douglas was born at St. Louis, Mo., on March 14, 1849, and is a direct descendant of Daniel Boone. Besides her son in Los Angeles, she is survived by three daughters, Mrs. J. C. Cummins of Hereford, Mrs. H. Eckert of Kansas City, Mo., and Mrs. Jim Carter of Oklahoma City, Okla., and two other sons: R. O. Douglas of Hereford and Norman Douglas of Elgin, Mont.

The body is being shipped from Los Angeles, and funeral services and burial will be held in Dimmitt Friday afternoon, March 30. Rev. E. B. Bowen of Hereford will conduct the services.

John W. White of Friona was a business visitor here last Thursday afternoon.



Photo shows Ruth Elder, famous actress, signing a contract to star in a Paramount film, "Glorifying the American Girl," for which Flo Egfield spent two years searching for a star. Miss Elder is to start on an air tour to Albany, Buffalo, Cleveland and Detroit—an "A-B-D" tour—before beginning work on the film.

NEW ENGINE WORKS GOOD IN TESTING

Latest Addition to Fire Apparatus Passes All Requirements in Underwriter's Test.

"Bring on your fires" was the consensus of sentiment expressed last Friday by members of the Hereford fire department following the arrival of the long-awaited new American LaFrance fire engine, ordered more than a month ago.

Large crowds witnessed the first tests of the machine Friday afternoon at the pumping plant and at the corner of Third and Main streets. Under the supervision of Dick Hendrick and A. B. Bushey, representatives of the company, tests were made for insurance underwriters, who have since lowered the key fire insurance rate in Hereford until it is now second lowest of any city this size in Texas.

More important of the tests were the pumping from draft and from water mains. During its officially rated capacity of 500 gallons per minute, the engine pumped 500 gallons from an eight-foot draft with 125 lbs. of pressure, and delivered 700 gallons per minute from the city water mains.

After short practice drills, Hereford's volunteers fire department ran a test on West Third street, strapping 800 feet of hose and delivering water from it in seven seconds. This is only two seconds short of the state record.

According to Chief Dow Meeker, the new engine which can deliver water from draft, will prove of great value in fighting farm fires outside the city limits.

Farm Sale Dates

Col. W. S. Williams will conduct a dairy auction sale of fifteen head of purebred Jersey and Holstein milk cows at the Jones & McLean wagon yard Saturday, March 31. Clarence Smith is offering a fine lot of cattle, most of which are fresh now. The sale will begin promptly at 2 p. m.

Beginning at 10:30 a. m. Tuesday, April 3, O. P. Liston will conduct a public farm sale at his place located four miles south of Jumbo schoolhouse or six miles north and two miles east of Dimmitt. As he is leaving the farm, his complete line of equipment and stock will be sold. Col. Ray Barber will conduct the sale, assisted by Bruce McLean.

Ward School To Give Play Friday Night

With the famous four-act drama "Daddy Long Legs" as vehicle, actors of the Ward high school will appear in their initial presentation of the season at the schoolhouse on Friday night, March 30, promptly at 8 o'clock.

According to the director, Paul J. Syms of the high school faculty at Ward, this is the first time in several years that a rural school has undertaken the production of a play of this nature. Mr. Syms urges people of Hereford to make the trip out to Ward Friday night and assures them that they will see a good play well acted.

LEAVE FOR MISSOURI

Col. and Mrs. W. S. Williams and Mrs. Zola Henry and daughter will leave Monday to spend two months visiting relatives and friends at Poplar Bluffs, Mo. Mr. and Mrs. C. O. Wilkins will occupy the Williams home during their absence.

Miss Viola Carpenter spent Saturday shopping in Amarillo.

MANY MULES SOLD

Vicinity Becoming Noted for Large Shipments. Breeders Here Send Over Seventy Cars in Past Season.

Little known, but bringing fame to this county already is the mule buying and shipping industry here. Several buyers in Hereford and this vicinity have shipped more than seventy cars of mules from here so far this season.

Since July, 1927, the following buyers have shipped cars of mules from here: Roy Kincaid, four; J. H. Swaggerty, four; Homer Autrey, fifteen; Bob Stiles, four; Ball and Edwards, four; and Joe Mitchell, forty. Main points of shipment from here are Fort Worth, Chillicothe, Bowie, Texas; Wichita, Kan.

Mr. and Mrs. Sherrieb Erecting New Residence

Work was begun this week on the new home of Mr. and Mrs. Harry Sherrieb, located on East Fifth street. The home will be modern throughout, of five rooms and full sized basement. It will be finished in stucco.

Mr. and Mrs. Sherrieb expect to be in the new location within the next month.

Consumers Buy Fuel Equipment To Begin Work

Purchase of the J. L. Fuqua warehouse and equipment to be used as wholesale and retail headquarters was announced this morning by directors of the Hereford Consumers Fuel association. This move was made following a meeting of the board Saturday afternoon.

According to T. S. Wilson, president of the board, the association will dispense gasoline, oils and other fuels to members of the association and the general public. Regular retail rates will be charged the public, while stockholders will buy the fuel at wholesale prices.

The new station, which will begin operation this week, is located one block west and one block south of the Santa Fe freight depot. Besides dispensing in smaller quantities, the association plans to deal in carload and barrel lots.

SUMMERFIELD CLUB

The Homemakers Study club entertained at the school auditorium last Thursday afternoon. A humorous three-act play "Look What We've Done" was presented. Vocal numbers were given by Miss Salome Copeland. A delicious ice course was served to a large number of members and special guests.

Friday night the club entertained the husbands with the same program.



Harry Meyers Crawford, youthful pulpit orator, preached his first sermon at the age of five. In Chicago he celebrated the event of having preached 200 sermons in the middle west. He is eight years old. He is the son of Rev. R. H. Crawford, Chicago pastor, and six of his eight brothers have also preached. He is the fourth generation of a family of preachers.

CITY OFFERS PROPOSITION TO UTILITIES COMPANY HEAD FOR ERECTION OF BIG PLANT

Advantages of This Region Stressed as Chamber of Commerce and Mayor Combine to Push Utilities' Mammoth Factory. Great Plant Will Operate in Connection With Present Generating System.

Death Follows Heart Trouble and Pneumonia

Pneumonia and resultant heart trouble were responsible Tuesday for the death of Dr. Daniel Eugene Turrentine, pioneer dentist and farmer of Hereford. He had been seriously ill for the past two weeks.

Born June 14, 1873, in Arkansas, Dr. Turrentine moved to Waxahachie and from there to Hereford. He has lived with his family in Hereford since 1902.

For several years he enjoyed a large dental practice but was forced to retire from the profession about 1916 because of poor health. Since then he had been engaged in farming near here and is said to have done as much as any single individual in the region in the development of the farming and livestock industries.

Among his survivors are his wife and children, Mary Louise, Daniel Bruce and George Esca; brothers, J. D. Turrentine of Yuma, Ariz., G. P. Turrentine of Hereford and Dr. Lewis E. Turrentine of Tahoka; sisters, Mrs. J. L. Cannon of Arkadelphia, Ark., Mrs. E. W. Harrison, Hereford and Miss Frances Turrentine of El Paso.

Funeral services conducted by Rev. E. B. Bowen, were held from the Methodist church Wednesday afternoon. Interment was made at West Park cemetery.

Second Contest Of Old Fiddlers Scheduled Soon

AMARILLO, Texas.—With an attendance of more than 2,000 persons at the fair recently held in Amarillo, the Tri-State Fair association has announced a second contest to be held in the Municipal Auditorium at Amarillo on April 27. The event will be open to winners of old fiddlers contests staged in any county in the Panhandle of Texas, Oklahoma and New Mexico, except Potter county. However, only those counties which stage old fiddlers contests will be allowed to send an entry before Friday April 20.

The fair will give \$250 in prizes, \$100 going to the champion fiddler. Only old tunes will be played and the program will be broadcast so that radio fans over the Panhandle may tune in on the program. Stunts numbers will also be arranged.

Dr. O. H. Loyd of Vega, director of the first contest, will direct the second meeting. Dr. Loyd and fair officials are asking that county seat newspapers sponsor county-wide contests in order that only champion fiddlers may be entered from each county.

Winners in this contest will represent this section in a third contest which will be open to the world. County-wide contests must be completed by April 17 and the winners reported to R. T. Emmett, secretary-manager of the Tri-State fair, Amarillo, Texas.

The old fiddlers contest is meeting with enthusiastic support over the Panhandle and the event to be held in Amarillo on April 27 will be one of the outstanding old fiddlers contests ever held in the southwest.

Mrs. W. B. Phillips, who underwent a major operation at the Deaf Smith county hospital last Saturday, is reported as improving slowly.

Construction of a gigantic steam super power plant to serve present generating stations of the Texas Utilities company and New Mexico Utilities company was announced this week by I. R. Kelso, president. According to present plans, this will be the largest plant of its kind in the southwest.

Location for the proposed plant has not yet been determined, Judge Kelso said in his message to managers of the company. Determining factors upon which selection will be made include load center, necessary water to operate economically steam turbines, fuel gas supply, and economies to be effected by operating the new plant in connection with present generating plants of the two companies.

Hereford Makes Bid
Although exact details of the mammoth plant have not been announced, various Panhandle cities have already made bids to the Utilities company, presenting the particular advantages of their locations.

Hereford made a definite bid for the plant in the following telegram to Judge Kelso, signed by President T. E. Seigler of the chamber of commerce and Mayor E. S. Ireland: "In regard to your super power plant, we wish to call your attention to the fact of Hereford's abundance of water supply, and to the further fact that we will have gas during the year. We wish to assure you of the heartiest co-operation of Hereford in every respect and urge you to give us your serious consideration in selecting a place for a location for your plant."

Amarillo Benefits
Included in Judge Kelso's letter to company officials was the announcement of a contract signed with the city of Amarillo, whereby the Texas Utilities company agrees to furnish standby or protected service for the water pumping system of that city.

An expenditure of several hundreds of thousands of dollars on improvements is called for in the 1928 development program of the Texas and New Mexico Utilities company.

Fair Officials Bring Famous Show to City

AMARILLO, Texas.—Abraham Lincoln, John Drinkwater's great educational drama of American history, will be presented at the municipal auditorium in Amarillo on Friday night, April 13, by the Tri-State fair association.

The play has attracted international attention and is said to be the greatest historical drama ever presented on the American stage. It will be presented by the original New York cast which has been playing to packed houses throughout the south.

The Fair association is presenting the drama at popular prices in order that as many school children may see it as possible. Teachers say that every child should see it and secure a better conception of the historical events occurring during the time of the play.

Prices of tickets will range from 50c to \$2.50 each. Mail reservations for tickets are now being received at the offices of R. T. Emmett, secretary Tri-State Fair association, in Amarillo.

THE HEREFORD BRAND

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

SETH B. HOLMAN Editor and Publisher
Also Publisher of
THE FRIONA STAR, FRIONA, FARMER COUNTY, TEXAS.
MRS. SETH B. HOLMAN Associate Editor
ALBERT W. SMITH Local Editor

TELEPHONE 30

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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.

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

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Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Texas & Texans

By WILL H. MAYES

Flowers Among Editors

Most persons, knowing that Burnet and Marble Falls are only a few miles apart in the same county would expect a spirit of bitter rivalry between them and that Editor Faubion of the Marble Falls Messenger and Editor Chamberlain of the Burnet Bulletin would be at each others' throats almost constantly. But, not so; they are good friends, as all editors should be, and recently Editor Faubion took a whole column in his paper to tell what a fine fellow Chamberlain is. Among other things he said Editor Chamberlain is "entitled to all the nice things in this life and a greater crown in the life to come," and that "the name Chamberlain stands four-square for right doing, right thinking and the moral uplift of humanity." In thus singing the praise of his neighbor Editor Faubion shows he is a big man with none of the petty jealousies so often found in many men engaged in competitive business.

Stick to Home Enterprises

John E. Cooke, of the Rockdale Reporter, uses almost the entire first column of his paper to preach a fine sermon to his townsmen about the way—some of them have been treating Joe Stein, the local baker. "Whose bread is as good as the best," he says that Stein has been baking bread in Rockdale for 21 years, that he is a good citizen, has reared a large family; that he has clothed and fed in Rockdale, that he has supported every worthy enterprise of the community, has voted for every bond issue, paid his taxes, given liberally to local charities, and put his earnings all back into the town; and yet Rockdale people are buying truck loads of bread from out of town bakeries every day—bread that is not a bit better than Joe Stein's bread, for Joe bakes good, honest bread.

Bad Business Policy

Editor Cooke pictures Stein as an almost ideal citizen who gets quality and service into his business, but it seems that a number

of Rockdale people had rather help along some other town than to patronize one of their townsmen who has shared their struggles for 21 years. The Rockdale man who buys bread out of Rockdale, when he can get as good bread at as good a price from Joe Stein is not only boycotting Stein, but boycotting his own town, and to that extent helping to tear it down. Rockdale people are not the only folks guilty of doing such things, and the bakers are not the only business concerns that suffer from such practices. There is too much disposition in many places to trade away from home for merchandise of all kinds that can be bought to as good advantage at home. No town can thrive as it should where this is done. It is ruinous to business and holds back a town's growth.

Court House Records in Church.

Gray county recently voted to move the county seat from Lefors, a small village off the railroads, to Pampa, a thriving railroad city. Pampa has no courthouse, but Pampa citizens have ingenuity to make up for lack of a court building, and so the records were moved to the basement of the Baptist church—a kind of necessitous admixture of church and county.

Rebuilding Phone Plant

Among the many other news reports showing the growth and development of the thriving Winter Garden town of Carrizo Springs is the statement that the telephone system is being rebuilt, the work to put it into shape to meet the demands of the place requiring about three months. Public utilities seldom reconstruct their plants until driven to it by necessity, and necessity in this case is growth.

First Car Mohair

Hondo has reason to be proud of the fact that it has shipped the first carload of mohair ever consigned out of the town. It shows that the Medina county mohair industry is increasing and that Hondo is becoming a more important marketing and shipping point. A few years ago there were only a few small, scattered flocks of goats in the county. Now there are many persons who have nice incomes from goats and mohair. One grower this season has sold something

over 4,000 pounds of mohair from which he received \$2,350.

Plainview Poultry Plant

Poultry raisers of Hale, Floyd, Briscoe, Swisher, Motley and Lamb counties are going to erect a plant at Plainview at which eggs will be graded, stored and shipped, provided they can get the farmers of those counties to agree to raise 40,000 hens from which to supply the eggs. This organization will enable poultry and egg producers to get better prices for their poultry products. Local depots will be established in each of the counties to handle and forward supplies to the main plant.

Pretty Lawn Contests

A Slaton reader of this column, who doesn't state in what paper he reads it, has sent me a clipping about Hearne's yard contest and adds that Slaton is ahead of Hearne, for its chamber of commerce will give \$100 in money and shrubs this year in four contests to encourage beautification of home lawns. Slaton is to be congratulated on having a chamber of commerce with eyes for the beautiful and citizens who vie with each other in friendly contests to see which can have the prettiest yards.

Graham Water Reservoir

It is a short sighted policy that allows any town to be satisfied with provisions for a water supply barely sufficient to serve its present population. Graham realizes this and will vote on a bond issue of \$250,000 to construct a reservoir to cover about 400 acres of land and with water capacity of two billion gallons. Graham is also planning to build a \$35,000 memorial auditorium.

Pecos' New Theater

Theater buildings are a necessary accompaniment of prosperity, for prosperous people want entertainment. Luxurious theater buildings indicate that the average citizens of the place where it is located are accustomed to luxuries. This is preliminary to saying that Pecos is to have a \$75,000 theater building with all modern improvements, and to seat 1,000 people. It is not to be built by some over-enthusiastic townsman, either, but by a company that operates a circuit of 14 West Texas theaters and knows what it is about. This theater will be a fitting accompaniment of Pecos' \$100,000 hotel now under construction.

Falfurrias Melon Acreage.

It is stated that watermelons from some 2,000 acres of land in the Falfurrias section will be starting to market about the 20th of May unless there should be some unexpected crop calamity. The vines are now in fine condition and soon will be blooming.

SAYS AMERICA SHOULD KNOW OLD FIDDLER TUNES FIRST

"America has no more truly national music than the old fiddler tunes which were born of the mountain songbirds, the chirping of the crickets and the murmur of mountain streams," declares Henry L. Bandy of Petroleum, Ky., and champion fiddler of that state. "Every child should be taught these old songs first," he continues, writing in Farm & Fireside, "for these are the nation's folk songs and an expression of the rugged days upon which the country is founded." Bandy had his first real fiddle

at the age of twelve, and by the time he was eighteen he had fiddled all through the mountains of Kentucky and Tennessee and was rated as the best dance musician far and near. In his thirtieth year he bought a backwoodsman's fiddle which bore the date 1841, and with it he entered all the contests that were held for miles around and found that the tone of his instrument seldom failed to bring him blue ribbons.

When the Henry Ford contest came on and old time fiddlers sprung into popularity, Bandy was the foremost contestant in his state and since that time he has been in great demand, especially for radio concerts. He is often heard over stations WSM and WDAL of Nashville, Tenn. "My great ambition," he writes, "is to tour the country and give my music to those who would enjoy it and leave with people the memory of those glorious old time pieces which made happy the fire-sides of those folks of former times."

The oddest thing about secrets of success is that they're told everywhere.

Brevity, they say, is the soul of wit, and a woman's costume by this standard, is funnier even than some people thought.



An auto finish easy to apply
Here's the way to make your car look like new again at amazing low cost. Simply come in and get a can of **LOWE BROTHERS AUTO ENAMEL** and apply it in your spare hours. This enamel goes on easily, and dries quickly to a highly polished finish free from all brush marks. It can be obtained in a wide variety of popular colors. Ask for a color card.

Before you paint, see us.

Kemp Lumber Co.



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 refitted.

F. M. KESTER
Jeweler and Optometrist.

reflections

A Bar of Pure Gold 3/4 inches wide, 5/8 3/4 inches long and 1/8 3/4 inches thick would be worth \$16,000. An insurance policy weighs only 2 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.

PLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

Lots of times we grow despondent and weary over delusions, financial and otherwise, when the real trouble is that of sluggish livers.

There is a law in physics to the effect that action is equal to reaction. A ball rebounds from the wall with precisely the same force with which it impacts the wall.

Lots of folks have a code of morals which persuades them into belief that, whatever the means, anything successful needs no excuse.

AGAIN

WE HAVE
Lowered the PRICE
ON GROCERIES AND
FRESH VEGETABLES



Specials This Friday and Saturday

BANANAS, lb 7c

LETTUCE 6c

Lard Eight pounds \$1.19

Crackers Six pounds 75c

COD FISH CAKE Ready to fry 17c

PECANS, lb 17c

**M.J.B. Tea 1-4 pound 20c
1-2 pound 39c**

PINTO BEANS Five pounds 44c

YES, WE DELIVER PHONE 249

Constant Enlargement To Serve YOU Better

This letter written last week to managers of the Texas Utilities company and New Mexico Utilities company, indicates two of the latest development projects which will result in better service to this and every other community served by these two great companies.

ST. LOUIS, Mo., March 17, 1928

Mr. J. B. Scott, Mgr. Texas Utilities company,
Plainview, Texas.

My Dear Mr. Scott:

I am pleased to report:

Super Power Plant

1. That Texas Utilities company has definitely decided to build a monster steam power plant to be operated in connection with present generating stations of Texas Utilities company and New Mexico Utilities company. In selecting location for the proposed super power plant, the engineers will be controlled entirely by load center, necessary water to economically operate steam turbines, fuel gas supply, and economics to be effected by operating the new plant in connection with existing generating plants of Texas Utilities company and New Mexico Utilities company.

CITY OF AMARILLO STANDBY PUMPING SERVICE

2. That Texas Utilities company entered into a contract with Southwestern Public Service company on Feb. 8, 1928, under terms of which Texas Utilities company obligated itself to furnish standby or protected service for the water pumping system of the City of Amarillo at Lake Amarillo.

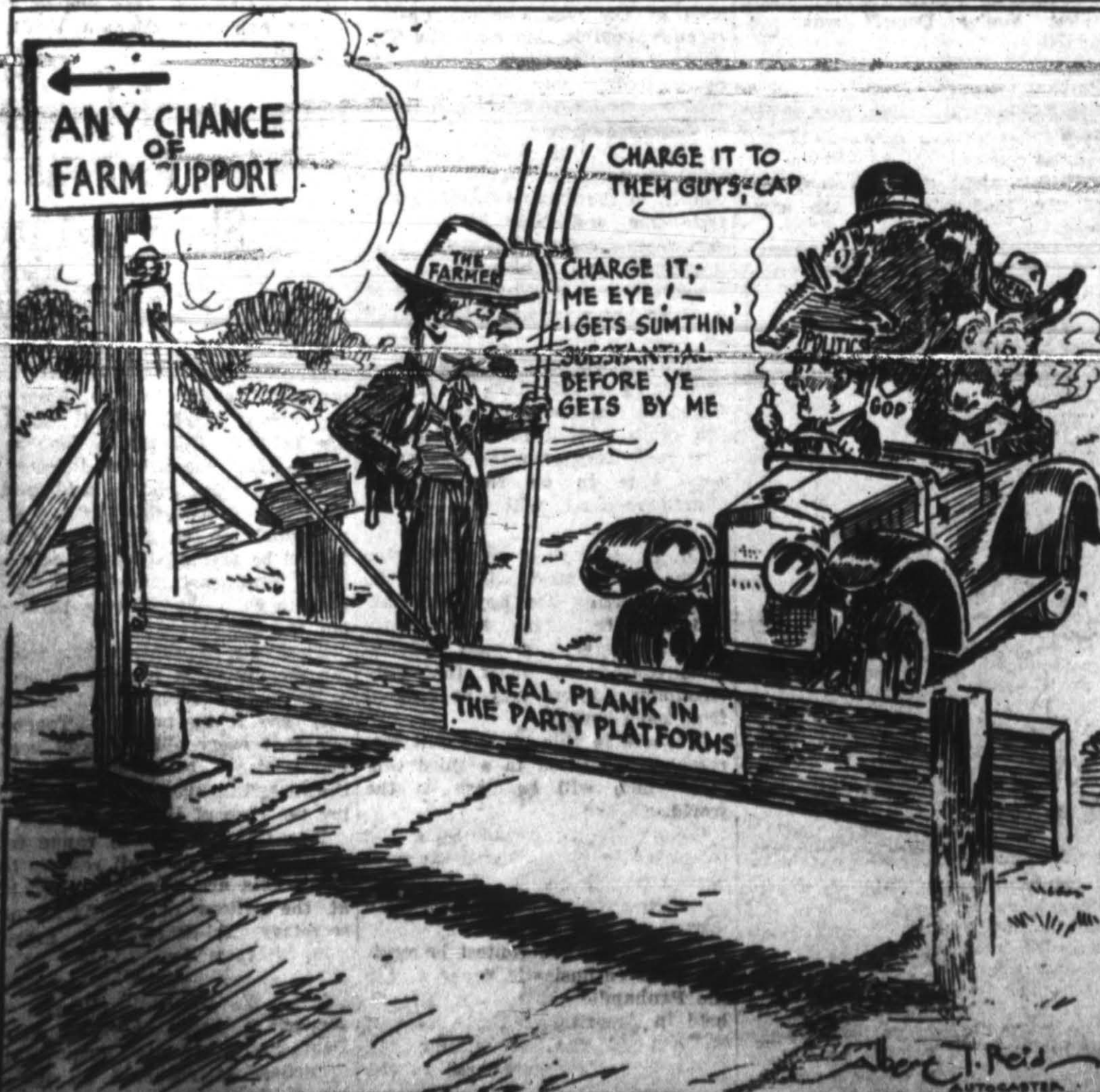
Yours truly,

Signed: I. R. KELSO, Pres.

Texas Utilities Company
Hereford, Texas

He Means Business

By Albert T. Reid



Arney News Items

Mr. and Mrs. Nobles of near Dimmitt spent last Sunday visiting in the home of her parents, Mr. and Mrs. John Hendrix; also her mother and family, Mr. and Mrs. David Fox.

Mrs. Jean Lawson of Dallas is visiting her parents, Mr. and Mrs. ...

Mr. and Mrs. J. E. Boyd motored to Mulvane Sunday afternoon to spend a few days visiting friends.

Mr. Lee Edmondson of Amarillo spent the week end with relatives.

Mr. and Mrs. Ross Campbell motored to Borger last Tuesday to visit relatives, returning home Wednesday night.

Master will soon be here. Quite a bit is being planned for that.

Mrs. Homer E. Ferguson and her daughter, Mrs. Jean Lawson of Dallas visited in the home of Mr. and Mrs. ...

Mr. and Mrs. Arthur Mathews of near Dimmitt were Sunday dinner guests in the J. E. Boyd home.

Mrs. C. E. Burks, Marjorie Burks, Harvey Smith and Messrs. J. E. Boyd, J. E. Tipton, Bill Hendrix, Lillard Webb and Claud Fox were transacting business in Hap on Friday.

Miss Edna Burks and Miss Ethel Tipton who are attending school at Plainview will spend Easter at home.

Several from our community attended the play entitled "Aaron Hick From Pumpkin Creek," which was staged in the high school auditorium Friday night. This play is usually full of laughter and surprises, which caught the whole audience as soon as the curtains were raised, and held them spellbound until the last word was spoken. The play was sponsored by the Parent-Teachers association and the money will go directly to benefit the school in whatever way the club decides it is most needed. The fee is nominal, only 35 cents and 25 cents. All who attended derived much pleasure from seeing the play and in the consciousness that they helped a splendid cause.

An unexpected rain came up early Wednesday evening, falling heavily for awhile, then settling down to a slow gentle rain. It was reported a half inch fell, and Thursday morning found the atmosphere thick with moisture and indications good for new rain.

The wheat farmers of this vicinity are in high spirits because conditions for good crops are splendid.

Lots of seed has been broken up lately in this district, the farmers are busy tearing it up and preparing their old land for new crops.

Several from our community attended the regular Castro county singing convention at Kress last Sunday, a big crowd and lots of good singing was reported.

STAR THEATRE
HEREFORD, TEXAS

Friday Night Only
March 30
ADOLPH MENJOU
in
"Evening Clothes"

Saturday Afternoon and Night
March 31
BOB GIBSON
in
"Galloping Fury"

Monday and Tuesday
APRIL 1 and 2
CHESTER CONKLIN
in
"The Big Noise"

Wednesday and Thursday
APRIL 3 and 4
"The Smart Set"
(A Blue Ribbon Picture)
with
WILLIAM HAINES, JACK HOLT,
ALICE DAY and ROBERT
BOSWORTH

Friday Evening Only
APRIL 6th
BESS DANIELS
in
"A Kiss in a Taxi"

Saturday Matinee and Night
APRIL 7th

"Back to God's Country"
with
RENEE ADORNE

Time of Show... 7:30-9:30 p. m.
Saturday Matinee... 2:00-4:30 p. m.

Store Open Saturday Evenings Until 9:30 P. M.

MORE THAN A SALE --- ITS A TRIUMPH!!

SERVICE!

In planning our store we have kept your wishes uppermost in mind—so that you will find it a pleasure to shop in this family store with its spacious aisles and attractively arranged departments. And you'll find that the skillful service of a well trained sales force, who are eager to serve you, makes shopping at the Leader an added pleasure.



VALUE!

The tremendous buying power of our organization enables us to demand the lowest prices on the market—our customers receive the benefit of these low prices. We buy for less and can, therefore, sell for less. Style and dependability have been responsible for our tremendous success!

Sensational Values in Every Department!

Frocks and Coats

For the Easter Season



\$16⁷⁵

WHY WE CAN OFFER THESE BARGAINS! Last week there was a terrific slump in the New York dress market, due to over production. Many thousands of dresses were sold at a fraction of their real value. The Leader's buying power, coupled with ready cash, secured the cream of the collection. **AS WE BUY SO DO WE SELL!** One glance at these dresses will convince you of their value.

DRESS SPECIAL

Stunning prints, silk crepes, silk broadcloths, wash silks, corded silks, etc. All sizes. **SPECIAL—\$5⁴⁵**

ENSEMBLES

Every one in the height of fashion. A more sensible style was never created; a better time to buy never was offered! Sizes 14 to 44. **Others to \$39.75**

\$14⁷⁵

This collection of smart coats has been assembled with the greatest attention to styles and values. A showing that is complete in the Smart Fashions for springwear—and every coat chosen for high quality. At this most popular price—

\$16⁷⁵

COAT SPECIAL

Smart new coats which will instantly appeal to the fashion wise shopper—who makes her dollars go further. All sizes included at—

\$9⁸⁵

TAILORED SUITS

AN IMPORTANT PART OF MILADY'S WARDROBE! The new suits take on a "Moulded Line" Box Coats and narrow skirts give a youthful slimness. Every one silk crepe lined. **Others to \$22.75**

\$12⁷⁵



lingerie french inspired



- Rayon Pajamas, 2 piece styles in pastel colors. **Special \$3.95**
- Crepe de chine teddies and step-ins, lace trimmed. **\$1.59**
- Glove silk bloomers, lace banded and ribbon trimmed. **\$1.98**
- Silk Gowns of heavy rayon in tailored or lace trimmed styles. **\$1.98**
- Rayon Undies, French panties, step-ins, skirts and Diana combinations. **\$1.25**
- Costume slips, extra heavy silk crepe de chine, tailored or lace trimmed. **\$3.45**
- Formfit Corsets and girdles in every style. Priced \$3.95, \$3.50 and... **\$2.50**

Easter Bonnets

For the very wee Miss! Adorable little Fluffy Ruffles bonnets in dozens of styles—**\$1.45 to \$4.95**



FROCKS
Charming little volles, organdies and smart silk crepes. Sizes 2 to 8 years. **\$1.95 to \$3.95**

CREEPSERS and Rompers
Fast colors, prints, adorable styles. Sizes to 6 years. **\$1.29 and \$1.98**



Spring Hats

ULTRA CHIC AND MODERN! Smart crocheted, mod—clover ballbuntings, vicat satins, felts, every fabric, color and mode that is smart for spring is here. Not just a few, but actually hundreds of them, to please widely varied tastes—reflecting the modern and ultra feminine trend of the mode.

\$5⁰⁰

OTHERS PRICED \$2.95 to \$15.00

SMART EASTER FOOTWEAR

for the Kiddies
Fancy patterns in smart little one straps, two eye-let ties and pumps, with covered heels. Special—**\$2 to \$3.95**

SPECIAL FEATURE
Arch Support Shoes for children will ease their feet. Priced \$2.95 to \$3.95.

for the Women of Fashion
White Jade, Rose Blush and Honey Beige French models with short ramps and round toes. All heights of heels. Special—**\$5⁰⁰**

WALK-OVERS \$10 AND \$12.50

purses that are new

Bags for every occasion and costume in widely varied shapes and colors. New Madelon bags, pouches, backstraps, semi-pouch, triple frames, shell colored frames, etc. **\$3.95**



OTHERS \$2.45 to \$10.00

Gloves

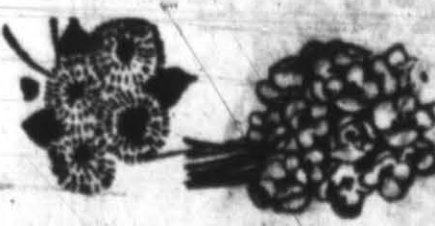
Smart slip-on and fancy gauntlet style imported French kid gloves, the famous Centemeri brand included at—**\$2.95 and \$3.95**

Collar and Cuff Sets

Dainty new neckwear, ir-resistible new styles. The new Betty Lee, Marjorie, Anne and Annabelle styles—designed to transform any dress soft touch of color so demand this season. **65c—\$1.45—\$1.95**

Smart Costume Flowers

Spring time is flower time! Flower clusters for suits, coats and frocks in apple blossoms, violets, gardenias, etc., in all colorings. **39c to \$3.45**



Handks

The smartest new silk crepe de chine at—**65c to 98c**

BLOUSES
Tailored and scarf to flutter dressy styles of broadcloth, rayon and silk crepe de chine. **\$2.25, \$1.25 to \$3.95**

SCARFS
New scarfs in wonderful squares, ob-long and tri-angles! A scarf to flutter in March wind—nothing adds so much dash and animation to the costume. Worlds of pretty styles in wonderful designs—**\$1.25 to \$3.65**



**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: **JOHN B. MILLER,**
E. F. CONNELL,
J. D. (Doyle) ROSE,
JAMES L. MAUK,
I. L. WESTING,
ED CURTISINGER.
- For Tax Assessor: **IRA RICKETTS.**
- For County Treasurer: **J. H. HEAD.**
- For County Judge: **EARL W. WILSON,**
P. W. PRICE.
- For District and County Clerk: **L. H. FOSTER.**
- For Commissioner, Precinct No. 1: **C. J. PADDOCK,**
W. A. KNOX.
- For Commissioner, Precinct No. 2: **H. G. CONKWRIGHT.**
- For Commissioner, Precinct No. 3: **J. T. GUINN,**
L. M. WILLIAMS.
- For Commissioner Precinct No. 4: **W. T. WOMBLE.**

Misses Bessie Megert and Orleana Savage spent Saturday shopping in Amarillo.

Harold Broadwell was an Amarillo visitor Saturday.

Mrs. C. O. Lee returned Sunday after a business trip to Dallas.

Miss Martha Duncan spent the week end here.

O. F. Lange of Friona was here on business Thursday.

Mr. and Mrs. Roy Kincaid left Tuesday morning for Duncan, Okla., where they will visit a sister of Mrs. Kincaid's. The trip was made for Mrs. Kincaid's health.

E. B. Hicks made a business trip to Lubbock Tuesday.

Parson: Brudder Johnson, does yoh daughter trust in God? Johnson: She shoah must, jedging from the company she keeps.

NOTICE TO THOSE INTERESTED IN THE CEMETERY
The directors have had put out in the cemetery a number of Colorado Spruce and we have instructions on the care of these trees. These trees are not to be sprayed while the sun is shining as that will scald and kill the trees. We would very much appreciate you letting us care for the trees as we have given the man in charge instructions on how to do this.
The Directors.
11 1 c

Summerfield

Sunday school met on time Sunday with a large attendance.

The community surprised the following: Mr. O. R. Walsler, Mrs. W. C. Meberg, Harry Lookingbill, Miss Eva Mae Noland and Geraldine Kendall with a birthday dinner at the C. R. Walsler home Sunday.

Mr. Bill Edleman spent the week end here.

A surprise birthday party was given for Harry Lookingbill Saturday night at the home of J. L. Lookingbill. A fine time was had by all.

Mr. J. A. Noland and son Mack and Mr. Loys Lookingbill left this week for Hot Springs, New Mexico.

Mr. and Mrs. S. L. Walsler, Mr. and Mrs. C. R. Walsler and son Hollis, left Sunday evening for

Canadian to attend the funeral of a nephew.

Misses Myrtle Smith, Marie Meberg and Annie Lucille Lance spent the week end here.

Misses Lena Johnson and Pauline Finches spent the week end with Mrs. Lloyd Lookingbill.

Mr. W. G. Harris spent the week end with his family in Canyon.

Miss Myrtle Smith left Tuesday morning for her home in Wilmar, Calif.

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 au-

thority 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.

How I Succeeded

ASK THE MAJORITY of successful men how they have attained their success and their answer will be "By Saving." With the means open to you, with the way made so easy by this strong bank, why not follow this easy way to greater success?

THE FIRST NATIONAL BANK



**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.**

Ward News Notes

Mr. Will Karr had the misfortune to have his house burned Thursday.

D. O. Williams made a business trip to Amarillo Tuesday.

Among those who attended the show at Hereford Thursday night were Mr. and Mrs. W. C. Carra-ray and family, Mr. and Mrs. D. A. Williams, Mr. and Mrs. Bob Ferbold, Mr. and Mrs. Vernon and family and Mr. and Mrs. George Avis.

Mr. and Mrs. Bob Allison, Mr. John Winters and Mr. Alfred Lethor attended the Cattlemen's convention at Amarillo Wednesday.

Miss Gladys Lewis spent Wednesday night with Dorothy Vernon.

The Ward school will give a play at the schoolhouse Friday night, March 30. This play is a set comedy entitled "Daddy Long legs." Admission 25 and 15c.

A number of Ward folk went to schoolhouse Friday to see the basketball game but were disappointed as the Wildorado team did not come.

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. It will bring it. Write today: **WIL. CASE, Dept. 8, 279, Boston, Mass.**



Wholesome Meats
for
Better Meals

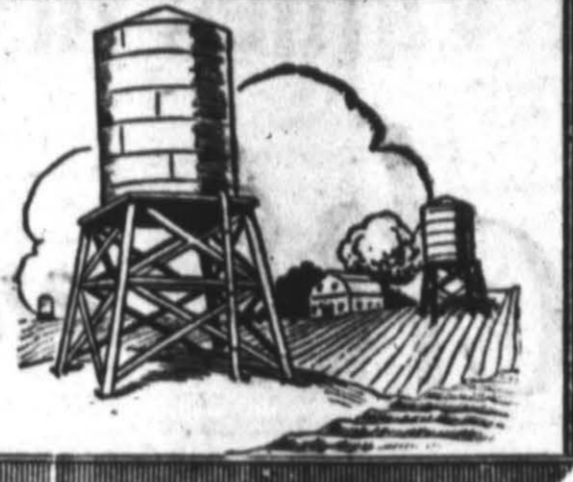
Good meat is the foundation of every meal. Every housewife knows how impossible it is to plan a meal without it. At this shop you receive only the finest cuts at the most reasonable prices. Try us once and be convinced.

Texas Meat Market
PHONE 233—WE DELIVER

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



An Assortment of PRE-EASTER SPECIALS for Friday, Saturday, Monday and All Next Week Until Saturday, March 7

Ladies' Spring Coats and Suits

This assemblage includes Fashion's newest conceptions in the very latest spring colors and materials. Quality and workmanship in these garments are excellent and you'll admit the pre-Easter special prices are startlingly low:

- \$50 garments for -----\$39.95
- \$45 garments for -----\$34.95
- \$35 garments for -----\$28.85
- \$30 garments for -----\$23.95
- \$27.50 garments for -----\$21.95
- \$25 garments for -----\$19.95
- \$19.75 garments for -----\$15.45
- \$17.50 garments for -----\$13.95
- \$15 garments for -----\$12.95

SILK SPECIAL

40-Inch Washable Crepes, most all the new spring shades. Pre-Easter Special **\$1.59**

- SILK VOILES**
40-Inch, Solid colors only, special at **\$1.45**
- WASH TAFFETAS**
56-Inch, plaids only, regular \$1.25, special 92c
- SILK-WOOL KASHA CLOTH**
Tan, rose and corn colors. 54-Inch size, special for **\$2.69**
- PLAIN COLOR VOILES**
54-Inch size, in all of the new shades for spring. Special for **44c yard**
- LADIES' RAYON BLOOMERS**
\$1.75 bloomers, special at **\$1.39**
\$1.29 bloomers, special at **95c**
98c bloomers special at **74c**
79c children's bloomers at **59c**
- SOLID COLOR RAYONS**
Regular 50c quality, pre-Easter Special, **39c yard.**
- INDIAN HEAD**
36-Inch Indian Head, plain colors. Guaranteed fast colors. Extra special at **39c yard**
- CRETONES**
36-Inch Floral design cretonnes. Regular 25c to 35c grades, all on table. Your choice, 5 yards for **\$1.00**
- QUILT CHALLIES**
36-Inch quilt challies. Pre-Easter special, 6 yards for **\$1.00**
- BED SHEETS**
72x90 bed sheets, pre-Easter special at only **72c**

SPECIAL ON SHOES

- One table of boys' shoes, in broken sizes from 9 to 5½. Your choice, ----- **\$1.45**
- One table boys' work and dress shoes. Broken sizes. Sizes from 2½ to 6. Your choice, ----- **\$1.95**

Fox Mercantile Co.

Important Announcement to every owner of a Model T Ford

ON MAY 25, 1927, when Henry Ford first announced his plans for making a new car, he announced also that he would continue to make parts for the Model T Ford. He said:

"The Model T Ford car was a pioneer. It blazed the way for the motor industry and started the movement for good roads everywhere. It broke down the barriers of distance in rural sections, brought people in these sections closer together, and placed education within the reach of everyone. We are still proud of the Model T Ford. If we were not, we would not have continued to make it so long."

For twenty years, the Model T Ford led the automobile industry and it still serves more people than any other automobile. Over one-third of all the automobiles in use today are Model T Fords — an indication of the sturdy worth of the car and its value to people in all walks of life the world over.

The Ford Motor Company will continue to make replacement parts for these cars "until the last Model T is off the road." That is a part of Ford service. That is what Henry Ford meant when he said: "We believe that when a man buys one of our cars we should keep it running for him as long as we can and at the lowest up-keep cost."

Because of this policy a considerable part of the Ford manufacturing plants is given over to the production of parts for the Model T Ford. These replacement parts are made of the same material and in the same way as those from which your car was originally assembled.

Make it a point, therefore, to see the nearest Ford dealer and have him look over your Model T Ford. You may find that a very small expenditure will enable you to get thousands of miles of additional service, and at the same time protect the money you have invested in your car.



FORD MOTOR COMPANY
Detroit, Michigan

IN THE RACE FOR UNITED STATES SENATOR



TOM CONNALLY



ALVIN M. OWSLEY



THOMAS L. BLANTON

Outstanding in the race for the single senatorial seat to be vacated this year are the three Democratic candidates shown above. Colonel

Owsley was first president of the national American Legion organization; Blanton is now congressman from the Abilene district and

Connally is the congressman from Waco. The 1928 campaign promises to be one of the most hotly contested in recent years.

all of your officers and teachers hold the diploma, and then guide them to the Master Workman's Degree.

Cordially and sincerely your brother,
Arthur Flake.

Sunday school, 9:45.
Preaching services, 10:45 and 8 P. M. U. I.
Prayer services, 8 o'clock each Wednesday evening.

First Presbyterian Church

JAS. T. ROSS, Pastor
Regular morning worship at 10:50 a. m. Sermon by the pastor. Morning Prelude, Consolation, (Mendelssohn), offertory, Opus 29 (Chopin), postlude from Bellini. Evening worship will begin at 7:45 p. m. Prelude from Schumann. This will be the opening Sunday of the new church year. Let every member of the church be present. Beginning on next Wednesday evening at 7:45 the pastor, each evening until Sunday, will hold a series of pre-Easter services. Let us make much of these services. Sunday school will convene at 9:45 on the coming Sunday. Christian Endeavors at 6:45 p. m. Woman's

Missionary society, 2:30 p. m. next Wednesday.

A most cordial welcome awaits everyone at the services of this church. Come and worship.

Evangelical Lutheran Church

Wm. F. HALAMA, Pastor.

Sunday school at 10 a. m. Divine service at 11 a. m. in the courthouse. Sermon theme "The Importance of Christ's entry into Jerusalem for our faith." Text: Matt. 21:1-19.

Sunday evening Lenten service at 7:30 p. m., at courthouse. Sermon theme: "Jesus, the Crucified." A cordial invitation is extended to all.

So realistically has Sir Arthur Conan Doyle drawn his character of Sherlock Holmes that many people believe he is alive and thousands of letters each year are addressed to him.

What a world of illusions is this old world of ours; one in which the average person delights to dwell in the thought that "where ignorance is bliss, 'tis folly to be wise."

THE SUNDAY SCHOOL LESSON

Subject: The Suffering Messiah.
Lesson text: Mark 8:27-9:1; 9:30-32; 10:32-34.

Scripture sidelights: John 11:33-44; Hebrews 6:13-20; Isaiah 50:11; Matthew 26:36-46; John 16:25-33; Isaiah 63:1-9.

Golden text: "Whoever will come after me, let him deny himself, and take up his cross, and follow me." Mark 8:34.

Suggestions for music in the service: "I gave my life for thee"; "Majestic Sweetness"; "In the Cross of Christ I Glory"; "Jesus Keep Me Near the Cross"; "My Saviour's Love"; "Am I a Soldier of the Cross?"; "There Is Power in the Blood"; "Faith of Our Fathers"; "The Way of the Cross Leads Home"; "Where He Leads Me"; "I'll Live For Him"; "Must Jesus Bear the Cross Alone?"; "Jesus, I My Cross Have Taken"; "Nearer, Still Nearer."

Two opinions regarding the meaning of the personality and office of Jesus face us in this lesson. The first of these which are treated in this lesson regards the opinions of men. When, after a busy season, Jesus called his disciples into the retreat of Caesarea Philippi, he pronounced the question, "whom do men say that I am?"

The answer might easily be deduced from the things that had been happening. Everywhere men had thronged upon his teachings and miracles. Evidently, they considered him an unusual personality. From expressions gathered by the disciples from the audiences the disciples replied: "John the Baptist; but some say, Elias; and others, one of the prophets."

Thus, the populace had a rather hazy conception of the meaning of Jesus' personality and office. The true conception seems not to have dawned upon them—an interesting reflection of the defective reactions of the populace of each day and generation.

From the circle of his most intimate companions Jesus now seeks an opinion. "But whom say ye that I am?" The reply of Peter shows that the disciples had arrived at a more exact opinion. "Thou art the Christ." This answer of Peter fathomed the depths of human opinion regarding himself. He next proceeds to unfold to his disciples the deeper meaning of himself and his office.

We have no reason for thinking that his disciples had yet arrived at any more definite conception of his Lordship than a temporal kingship. Indeed, later comments, even after his resurrection, tell us that their conception did not range above that plane of thinking.

Along with that conception of disciples ran the idea of conquest over the Roman authority. That Jesus' aims were conquestal in nature cannot be denied. But it was a type of conquest which his disciples but little understood.

Proceed through submission to the Jewish authorities of his own body and life. The spiritual conquest thus accomplished could not yet be understood by the disciples. Thus, Peter rebuked Jesus, saying, "Be that far from thee."

The next step is that of disillusionment of the disciples. That is no conquest which shrinks from suffering, and uses the implements of human defense. It but betrays a liking for things which appeal to the vanities of men, and is as transitory as human conquests.

Jesus' conquest was to result in permanent victory. It must be made in compliance with the will of God. That is the only permanent conquest. He must suffer, and through sufferings conquer. He would call his disciples into conquest and victory. "Whoever will come after me, let him deny himself, and take up his cross, and follow me. For whoever will save his life shall lose it; but whoever shall lose his life for my sake

and the gospel's, the same shall save it."

Thus the true law of spiritual survival is announced. In matters spiritual, the defense of self to the sacrifice of principle is suicide. That courage of spirit which dares to live for the best in life at all human hazards, is the true courage and the secret of spiritual and permanent conquest.

If Jesus' secret of life were poorly understood by his disciples, time would prove it. Even that predicted catastrophe which seemed to forecast the extinction of Christianity to his disciples, and seemed to contradict his lordship, would reveal to the disciples the immortality of self sacrifice.

And so it was. The cross, the human implement of torture and death, became through the sanctity of Jesus self-sacrificing death the symbol of conquest. Not, however, in the sense that Constantine used it. It was a perversion of the meaning of the cross, when Constantine, with his martial forces subdued his enemies.

In the suffering of the cross, love the mightiest force of life, conquered, and proclaimed the Lordship of the suffering Messiah. Even the Roman Centurion who stood by the cross exclaimed: "Truly, this was the Son of God." Even in that experience, the representative of the Roman Empire, admitted the defeat of human sovereignty.

The sepulchre, the historic symbol of human life conquered, through the self sacrifice of Jesus transformed to a symbol of the immortal life. The open sepulchre which could not restrain the power of immortal energy, is the point of hope for those who will conquer death.

The profundity of that announcement at Caesarea Philippi, then faces the world today as the only explanation of spiritual survival. To lose one's life for the sake of Jesus and the gospel is the way of gaining one's life.

How many, O, how many today, are missing the way of life. Selfishness rears its deathly form in the path of man and deicides them from the only way of true spiritual conquest and immortality. Nevertheless, the hungering soul can still find life by the way of the cross.

First Christian Church.

THURMAN MORGAN, Pastor.

We had fine services Sunday. The Sunday school is still on the upward trend. At the evening service the Pops Glee club of the

high school sang for us. This was a very enjoyable service. The boys acquitted themselves well. Some day we hope to have them again.

Supt. J. C. Ricketts is in earnest when he says that the Sunday school is going to begin on time. Better come early. The time is 9:45 a. m. Communion and preaching services at 11 a. m. The Family and the Home is the theme for this hour. We want all the family to come to this service. Senior C. E. at 7 p. m. evening preaching services at 8 o'clock. Come worship with us. A cordial welcome to all.

First Baptist Church

V. M. CLOYD, Pastor

Rev. V. M. Cloyd, Hereford, Texas.

Dear Brother Cloyd:

Your application, approved by your state Sunday school secretary, has been received and you are here recognized as a 1928 Standard Sunday school. We rejoice with you in this attainment.

Now to get the best results it is suggested that you check up carefully once each month and see to it that your school maintains the standard.

Especially do we urge a continued study of the Course in Sunday school administration, teaching at least one of these books in all training schools, conducting special classes at specified times and securing individual study until

REPAIR WORK IS OUR SPECIALTY

Generators, magnetos Batteries, etc—we fix 'em; and they stay fixed.

Willard Battery Station

DR. J. W. HENDRIX

CHIROPRACTIC MASSAGE

Residence Phone 46J Hereford, Texas.
Second Floor Lambert-Buckner Building.
FREE CONSULTATION AND ANALYSIS.

Eugene Permanent Waving Facials

With Electric Equipment

MARCELLING
WATER WAVING
SCALP TREATMENTS
MANICURING

Powder Puff Beauty Salon

Arcade B, Amarillo Bldg.
Mrs. Helen Courtney, Manager
Amarillo, Texas
Phone 4925

HEREFORD WED. APRIL 4 AFTERNOON AND NIGHT

ZELLMAR BROS ENORMOUS SHOWS

A SUPER TRAINED ANIMAL EXHIBITION - A CONGRESS OF AERIC STARS



TEN FOLD MORE FOR THE MONEY THAN ANY OTHER SHOW ON EARTH

far ahead

COLORS radiant as the Rainbow

Spring beckons! And Buick owners will greet the season in cars which take first place in rich, alluring beauty. Glowing colors—colors that rival the exquisite hues of the rainbow—colors as distinctive as the fleet, low lines of Buick bodies by Fisher.

Not only in beauty, but in performance, too, Buick leads the way. Its famous Valve-in-Head six-cylinder engine provides the thrilling abilities so highly desired on tempting Spring days.

Visit the Buick showroom and see the most colorful cars Buick has ever produced. Their beauty will captivate you—and a demonstration will make Buick your choice.

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1525

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

BUICK
Norton Motor Company
Hereford, Texas

When better automobiles are built, Buick will build them

The Cream of the Tobacco Crop

LUCKY STRIKE CIGARETTES
"IT'S TOASTED"

Paul Waner, Voted Most Valuable Player in 1927 National League, Says Luckies Do Not Affect His Wind

"When I first started to smoke I was anxious to find a cigarette that would give me pleasure without taxing my wind or irritating my throat. I soon discovered Lucky Strikes. I am very fond of the excellent flavor of these cigarettes and they keep my throat clear and do not affect my wind in the least."

Paul Waner
"It's toasted"

No Throat Irritation - No Cough.

©1928, The American Tobacco Co., Inc.

IN THE SPOTLIGHT
HOT PAIR TRACTORS

Outstanding Records for Power and Fuel Economy

M. D. WOMBLE, Agent, Hereford, Texas

Just like special cake flour in the results you get.

Yet costs but a few cents more than ordinary flour.

Used Exclusively By The Best Cooks Everywhere!

Your grocer recommends this superior flour because he knows it is always fresh and good—that the quality is always uniform—and that a money-back guarantee protects you.

AT YOUR GROCER'S



CLASSIFIED

For Sale or Trade

SPECIAL—Be sure and eat Sunday dinner with us this Sunday. A real meal for only 50c. Ike's Lunch Room. 11 1 c

FOR SALE CASH—We are closing out our implement stock and have a few items left at exceptional bargains. Hereford Motor Co. 11 1 c

FOR SALE OR TRADE—Two 240-egg Safety Hatch incubators and coal brooder, all nearly new. M. E. Latham, Dimmitt, Texas. 11 3 p

TO TRADE—Ford touring car in first class condition, good tires. To trade for work stock, mares preferred, not under 1200 lbs. C. C. Steele. 11 2 p

FOR SALE OR TRADE—Willys-Knight sedan in best of condition to trade for wheat, milk cows or mules. Hereford Motor Co. 11 1 c

FOR SALE OR TRADE—Five-room house in Lubbock, near College. Will take dairy cows on trade. Price \$4,500; my equity \$1,750. Box 75, Adrian, Texas. 9 31 p

BABY CHICKS—For sale or trade. JIM CHAMBLEE, 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. 88-1f

BROODY HENS—We have for sale a few broody hens that will mother baby chicks. Clover-Dell Farm, Phone 9023-F2. 11 3 c

EGGS FOR HATCHING—Single comb Rhode Island Reds. Our breeding flock consists of 75 hens picked from our own flock and the M. L. Powell purebred flock and headed by five good sons of Grand Champion S. C. Red Male, December, 1926, Plains Circuit Poultry show. Eggs, 15 for 75c. Clover-Dell Farm. 11 3 c

FOR SALE—Improved 20 acre tract, close in. Fine for poultry farm. Phone 9023-F2 or see Berry Orr, Hereford, Texas. 11 3 c

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

Wanted

WANTED—Someone who is hungry at noon Sunday. Try our special Sunday dinner, only 50c. Ike's Lunch Room. 11 1 c

WANTED TO RENT—Half section of land. Will buy all teams and tools. Write now to C. S., care Hereford Brand. Write only, do not call. 11 1 p

NOTICE—Will stand two good jacks and one horse at my place 7 miles southeast of town. Will not breed on Saturdays. R. W. Elliston. 10 4 p

GARDEN PLOWING—Sand and dirt hauling; basement work or most any kind of team work, including cattle moving. Can furnish our own saddle horses. See Al Vaughn and sons, west Hereford on Will Carroll place. 10 4 p

WORK WANTED—Tractor and truck work of any kind; satisfaction guaranteed. P. O. Box 997, Phone 9025-F2. GEORGE W. SMITH. 7-11c

FOR GARDEN PLOWING or dirt hauling, phone 220-J. RUSSELL DANIEL. 6-11c

For Sale

FOR LEASE—Summer pasture, 1,000 acres on North Creek; lots of shade, plenty of living water, good four-wire fence. On county line north of Umbarger. Phone, write or see Wm. Ash, Canyon, Texas. 11 1 c

FOR SALE—Grape vines from Stark nurseries. These vines are two years old and will bear some this year. 15 cents each. O. L. RUTHERFORD. 6-11c

FOR SALE—I have first year Kasch cotton seed grown on my farm last year for sale at \$1.50 per bushel, recleaned, sacked and delivered your station. F. W. Alexander, Albany, Texas. 11 9 p

FOR SALE—Electric sweeper in first class condition. Phone 289. 11 1 c

FOR SALE—One section of land, 12 miles south of Hereford on the Dimmitt highway. \$25 per acre cash or \$30 terms. For particulars write M. A. Johnston, Box 190, R. F. D. No. 2, Independence, Mo. 10 4 p

FOR SALE—Barred Rock eggs; the aristocratic strain. \$3 per 100. Phone 9019-F32. Olive Perkins. 10 11 c

FOR SALE—At a bargain, one Hoosier kitchen cabinet, one range cook stove, one child's high chair. See Ezra Norton. 10 3 p

FOR SALE—2 2-row P.O. lists with planter attachments; in good running condition. See J. R. Kendall or W. C. Meharg, Summerfield, Texas. 11-2p

FOR SALE—Three room house and lot; bath and all modern conveniences; one block from pavement. H. D. REED. 8-11c

FOR SALE—Registered Jersey bull—blue and purple ribbon winner and full brother to dam of two blue and purple ribbon winners. Sired by line-bred Interest bull. Would trade for good fresh Jersey cow. See or write T. E. BAKER, Route B, Hereford, Texas. 8-3p

FOR SALE—Case combine, in good condition. Write C. W. Dixon, Texico, N. M., Route A. 9-4p

FOR SALE—Good assortment of grape vines. Phone 250. J. F. WARD. 8-11c

FOR SALE—Modern home, choice residence lots. Good terms. ALVIN C. THOMPSON. 52-11c

For Rent

FOR RENT—Two newly papered rooms, with or without cow and chicken pens. People with children need not apply. J. C. Womble. 11 1 p

FOR RENT—Two rooms, furnished for light housekeeping. Mrs. Grace Hughes, Phone 854-J. 11 1 c

FOR RENT—Furnished light housekeeping rooms. Mrs. J. W. Alexander. 11 1 c

FOR RENT—Splendid three-room apartment and garage. Phone 194. 11 2 c

Lodge Directory

HEREFORD LODGE No. 478, I. O. O. F. Meets Monday, 8:00 p. m. Visiting Brothers welcome. F. E. Givan, N.G. L. H. Foster, Sec.

Frank A. Gyles made a business trip to Amarillo Wednesday.

FOR RENT

Two sections of improved land—good well and buildings—in southwest corner of Randall county, Texas, for crop rent. Some of the land is grass and would need to be plowed this spring for fall wheat.

DR. R. L. MEANS, Owner
702 Rule Bldg., Amarillo, Texas

**Remodelled Re-Stocked
Ready to Serve You**

We take pleasure in announcing that we have moved our stock of dry goods and notions back to this store from Friona, and are now ready to offer you a complete service in groceries, dry goods, shoes—in fact, all general merchandise. If you have not been in lately to see our newer, bigger, cleaner store, we invite you to come in today. A buying trip here will pay you well. Our regular prices are "specials" elsewhere.

Specials Friday and Saturday
Compound, 8 lbs. ----- \$1.15
Compound, 4 lbs. ----- 60c
Pork & Beans, No. 2 cans, 3 for ----- 25c
Armour's soups, No. 1 cans, 3 for ----- 25c
Highest Prices for Eggs We Deliver

G. B. WARREN

Phone 75 Groceries and Dry Goods

Phone One Six
ORB'S TAILOR SHOP
for
That Better Service
in
Cleaning, Pressing and Tailoring
We Know How

Unique - Beautiful - Distinctive

APRONS

La Mode

HOUSE DRESSES

Lovely new fashions for wear about the house. Daintily feminine, greatly varied as to design, colors, detail. Every model as charming, as individual, as personable as every woman knows her dresses should be. Priced at only Your choice

95c

You have been waiting for some such remarkable value as is represented here. We are proud to introduce LaMODE to Hereford. Do come in and see them.

D. R. GASS & SON, Hereford, Tex.

OUR BIG SPECIAL

Friday and Saturday

One can of Del Monte Pears FREE with any order of 10 cans of fruit or vegetables
P. & G. Soap, 27 bars for \$1.00

H & M GROCERY

YOUNG MATRONS MISSIONARY SOCIETY

The Young Matrons Missionary society met at the home of Mrs. Dixon on Tuesday, March 27 and rendered the following program: Devotional, read by Mrs. Smith and lesson led by Mrs. Dowell. Closed with prayer. A social meeting will be held on Tuesday, April 3, at the Douglas home. Every member is asked to be there promptly at 8 o'clock and bring a guest with them.

A discount on every hat in the store, Friday and Saturday and all next week. Vogele Millinery Parlor. 11 1 c

He: What time should I come tonight?
She: Come after dinner.
That's what I was coming after.

To The Farmers of Deaf Smith and Castro Counties

As you have organized to handle your own gasoline and kerosene, we are sorry to loose your trade, however

You will still have to buy your tires and accessories from other sources, and this is to remind you that we still continue to handle Federal Tires and Tubes and a full line of accessories.

And we want you to feel free to use our free service regardless of where you get your supply of gas and kerosene.

Water, air and battery water is always here at your service.

And remember, our tractor oils are always of the highest grade.

ABO FILLING STATION

Hereford, Texas

PIGGLY WIGGLY

Rulers of Them All

The Piggly Wiggly System is Cosmopolitan and Democratic in Spirit and Utility, but is Aristocratic in Cleanliness and Efficiency.

SPECIALS FOR FRIDAY AND SATURDAY

MARCH 30 AND 31

BANANAS, Nice size Per dozen 28c

Peanut Butter 2 lb Bucket Fresh stock 43c

MILK, Small Can Libby's 5c

LARD, 4 lb. Bucket Compound 59c

Salad Dressing El Food none better large size 29c

Malted Milk Thompson's Chocolate 44c

Rice, Good Head. 3lb. 21c

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

Our BEST TESTIMONIAL

Is the great army of satisfied tractor users in this part of the Panhandle. Here are listed the names of those using tractors sold by us.

So Far in 1928, We Have Already Delivered McCormick - Deering Tractors To:

DIMMITT

G. Ferguson
Percy Shephard
E. V. Elder
Frank Annen
R. L. Buckmaster
Cal Dickey

Summers Bros.
Vern Lust
D. G. Axtel
Edwin Ramey
J. A. Johnson

HEREFORD

E. P. Johnson
H. B. Medley
G. M. Bell
Arthur Brooks
Al Koonce
Earl Springer

HAPPY

Marcus Burks

BLACK

W. R. Scheihagen

SUMMERFIELD

W. C. Meharg
B. C. Robinson

ABERNATHY

Dick Habbinga

FRIONA

R. L. Browning, 2
Mr. Riddle
M. B. Buchanan

In 1926-27 We Delivered Tractors to:

HEREFORD

W. I. Valentine
Jeff Gilbreath
G. W. Brumley
D. G. Hobbs
Dave McDonald
C. G. Thomas
J. David Thompson
Jim Keese
Jim Robinson
J. W. Alexander
H. G. White
Earl Springer
Hutson Bros.
J. L. Ramsey

J. B. Wolcott
P. M. Houser
J. W. Lindsay
Albert Springer
G. W. Smith
T. L. Sparkman
Mrs. Lee Lambert
Carl Frye
Fletcher Rogers
C. P. Ringer
H. D. Culpepper
E. H. Pigg
F. E. Kuykendall
T. E. Seigler
Grady Wilson
B. R. Jennings, 2

T. E. Baker
Geo. J. Nash
Archie Dean
B. F. Fulkerson
J. L. Peverly

AMARILLO

Reese Allen

DIMMITT

C. J. Mapes
E. R. Rothwell
Earl Lust
E. Bagwell
Clyde Shuford

Will Graham
Walter Mills
S. H. Cooper
E. B. Wright
W. A. Wright
J. A. Buck, 2
Joe Hastings
R. C. Walden

TULIA

Will Todd

SPRING LAKE

L. M. Packard
J. A. Parrish

DAWN

H. H. Miller

FLAGG

J. C. Castler
P. Bearden
O. C. Axtel
Leland Smith
Harold Hunter
J. C. Benton

SUMMERFIELD

Ray Johnson, 2
J. A. Noland

PLAINVIEW

Joe Kihuhare

UMBARGER

Paul Autle

HART

R. T. Kendricks

NAZARETH

Harold McCormick
Will Hackstein
Ben Birkenfield
A. L. Backus

Look them over, folks. There are your friends, all of them enthusiastic boosters for the greatest tractor operating anywhere today. Notice, please, that many of these gentlemen have purchased at least two tractors; further proof of the popularity of the McCormick-Deering line.

Our reputation, remember, is based upon the word of these men listed above. Ask them today or any time what they think of their tractors and watch them boost. Not only do we handle a first-class tractor, but we make a specialty of service of all kinds, for any type of implement. Investigate this popularity—you know it must be deserved. See for yourself what these tractors have to offer that make them so much in demand.

R. B. R. IMPLEMENT COMPANY

Hereford

Dimmitt

Friona

THE STATE OF TEXAS, COUNTY OF DEAF SMITH, CITY OF HEREFORD.

The City Commission of the City of Hereford, Texas, was convened in special session at the City Hall on this the 16th day of March, A. D. 1928, with the following members of the Commission present to-wit:

- B. S. Ireland, Mayor; J. O. Newell and C. H. Dyar, Commissioners; Grace Skelton, City Secretary,

constituting a quorum, when among other business the following was transacted:

It was moved by Commissioner Newell and seconded by Commissioner Dyar, that an ordinance entitled

AN ORDINANCE.

DETERMINING THE NECESSITY OF LEVYING AN ASSESSMENT AGAINST THE PROPERTY AND OWNERS THEREOF, IN THE CITY OF HEREFORD, ABUTTING UPON THE STREETS AND PARTS OF STREETS HEREAFTER NAMED FOR PART OF THE COST OF IMPROVING SAID STREETS, FIXING A TIME FOR THE HEARING OF THE OWNERS OF SAID PROPERTY CONCERNING SAME AND DIRECTING CITY SECRETARY TO GIVE NOTICE OF SAID HEARING REQUIRED BY ARTICLE 1013, REVISED CIVIL STATUTES OF TEXAS AND DECLARING AN EMERGENCY.

WHEREAS, the City of Hereford, Texas, has adopted the benefits of the provisions of Chapter 11, Title 22, Revised Civil Statutes of Texas, by a majority vote of the legally qualified property tax paying voters residing in said City, at an election held on the 24th day of January, 1916; and

WHEREAS, the City Commission of said City did on the 31st day of January, 1916, after said election, pass an order declaring the results of the said election, and declaring the provisions of said Chapter and Title applicable to and governing said City in all respects, which order is of record in Volume 1, Page 108, et seq. of the Minutes of said City of Hereford; and

WHEREAS, heretofore, to-wit: on the 30th day of March, 1926, after the advertising of competitive bids, the City Commission awarded the contract for paving certain streets and parts of streets and the construction of curbs, gutters and other necessary appurtenances, including drains and storm sewers thereon, hereinafter specified, to Jordan Construction Company, Contractors, which contract is of record in the Minutes of said City Commission in Vol. 4, Page 237, et seq., and

WHEREAS, on the 16th day of March, 1928, the City Commission of the City of Hereford, in accordance with the provisions of Chapter 9, Title 28, Revised Civil Statutes of Texas, did order the improving of certain streets, and where necessary, curbs, gutters, and other necessary appurtenances, in said City, to-wit:

DISTRICT No. 26, Lee Avenue from the North property line of Fifth Street to the North property line of Seventh Street.

DISTRICT No. 27, Lee Avenue from the North property line of Seventh Street to the North property line of Ninth Street.

DISTRICT No. 28, Lee Avenue and Twenty-five Mile Avenue from the North property line of Ninth Street to the South property line of Tenth Street; and

WHEREAS, the said Jordan Construction Company, contractors, have duly given bond for the performance of said work and for the maintenance of same, and Montgomery and Ward, City Engineers, have, in accordance with the ordinance ordering the improvement of the above mentioned streets, filed their report with the City as to the cost of said improvements and as to the ownership of property abutting on said streets to be improved, and the estimated proportionate expense of said improvements for which the property owners thereof are liable; and

WHEREAS, according to the report and statement of the City Engineers the total estimated cost of such improvement is \$17,721.17, and proportion and amount of such improvements to be assessed against abutting property and its owners is as follows:

Table showing assessment amounts for various districts: District No. 5 (\$710.05), District No. 26 (4,708.36), District No. 27 (4,708.36), District No. 28 (2,448.17). Total: \$17,721.17.

The amount to be assessed against the owners and the property for paving, including gutter, excavation and other appurtenances is as follows:

Table showing assessment amounts for various districts: District No. 5 (\$710.05), District No. 26 (4,708.36), District No. 27 (4,708.36), District No. 28 (2,448.17).

WHEREAS, according to said report the names of the owners of said property and amounts contemplated to be assessed against each lot and its owner are as follows:

ROLL OR STATEMENT FOR 36 FOOT WIDE STREET

Large table listing property owners, addresses, and assessment amounts for various streets including Lee Avenue, 5th Street, and 25th Mile Avenue.

Table listing property owners and assessment amounts for District No. 27.

Table listing property owners and assessment amounts for District No. 26.

Table listing property owners and assessment amounts for District No. 28.

Table listing property owners and assessment amounts for District No. 26.

Table listing property owners and assessment amounts for District No. 27.

Table listing property owners and assessment amounts for District No. 28.

Table listing property owners and assessment amounts for District No. 26.

Table listing property owners and assessment amounts for District No. 27.

Table listing property owners and assessment amounts for District No. 28.

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Table listing property owners and assessment amounts for District No. 27.

Table listing property owners and assessment amounts for District No. 28.

Table listing property owners and assessment amounts for District No. 26.

Table listing property owners and assessment amounts for District No. 27.

Table listing property owners and assessment amounts for District No. 28.

shall any assessment be made against any person...

The assessment shall constitute a personal liability against the owners of property and a lien upon their property as fixed by said assessment...

BE IT FURTHER ORDAINED BY THE CITY COMMISSION OF HEREFORD, TEXAS, That a hearing shall be given to said owners...

Approved this 16th day of March, 1928.

B. S. IRELAND, Mayor, City of Hereford, Texas.

GRACE SKELTON, City Clerk.

Budweiser Real Quality Malt Syrup advertisement featuring a can of malt syrup and text: 'The choice of those who have tried them all ~ Plain and hop flavored ~ Strictly union made ANHEUSER-BUSCH, St. Louis'.

Chicks get from Purina LIFE and GROWTH advertisement featuring an illustration of a chick and text: 'FROM the time chicks step out of their shells, they look to you for protection...'.

JONES & McLEAN advertisement for hardware and paint, featuring text: 'We sell du Pont paints made by the makers of DUCO' and 'Makes Life Sweet'.

EASTERN NEWS

The Home Improvement Club met with Mrs. A. Carter...

Mrs. E. Lee Allen and Frankie Mac Corn were visiting in Hereford Sunday.

Henry Allman has started building four hundred acres of land for Mr. Stenmons...

Andrew Coonauger from north of Hereford visited with his mother last Sunday.

The county school meet will be held at Dimmitt Friday and Saturday. There will be several entrants from this school.

Adrian Sims Notes

(Too Late for Last Week) Emmitt McAdoo arrived home from college last week. George Miller was an Adrian visitor Friday.

J. M. Chapman and children went to Amarillo Tuesday night for the Fiddler's contest.

We sell du Pont paints made by the makers of DUCO

YOU know the name du Pont. You know DUCO--made only by du Pont. You know that DUCO brings enduring beauty to motor cars and lasting color to household furnishings.

PAINTS VARNISHES ENAMELS DUCO advertisement for Streu Hardware Co., featuring text: 'Makes Life Sweet' and 'GOLD MEDAL'.

Here and There.

There were only 45 out at Sunday school Sunday morning. On Sunday Brother Tannery of ... is expected to fill his regular appointment both morning and evening.

Mr. Owen Andrews spent Sunday with relatives in Clovis.

Mrs. Beauford and Miss Blanche ... at Thursday at Mr. Campbell's.

Mr. and Mrs. Wilder of Jumbo ... at Sunday at W. A. Springers.

Mr. and Mrs. Henry Allman were ... visitors Saturday.

Mrs. Nettie Green and Miss ... Lee called at the Tice home ... day afternoon.

Mr. and Mrs. E. E. Rogers ... at the Fred Gibson home ... day night.

Green attended the Cattle ... convention in Amarillo last ... week.

Mr. and Mrs. Jack Sanders spent ... at the Jay Sanders home ... day.

Mr. and Mrs. J. J. Lindsay called ... the Goade home one evening ... week.

Mr. and Mrs. Guy Ham and ... called at the Rogers and ... home Sunday.

Mr. and Mrs. H. M. Mobley ... family, Mr. and Mrs. Beauford ... Sunday guests at Henry All ...

Mr. and Mrs. J. David Thompson ... spent Saturday night at ...

the home of his sister, Mrs. Fel ... and also called at the Guy ... home Sunday.

Mr. and Mrs. Leo Williams spent ... Sunday in Clovis at the home of ... Clem Gilliam.

Mr. Ed Duke of Flagg and Will ... Barton of Amherst called at the ... Joe Andrews home Sunday.

Mrs. Bell Allman and Holmes ... spent Tuesday afternoon at the ... C. E. Tice home.

Lowell Deane, weight 7 lbs., ar ... rived March 18 to make his home ... at W. L. Tice's.

Frio and Jumbo played basket ... ball at Jumbo Friday.

Mr. and Mrs. Edgar Mosely took ... dinner with Mother Mosely Sun ... day.

Mrs. L. F. Boyd has been on ... the sick list the past week.

Miss Leota Bolander of Amar ... illo spent the week end in the ... Kincaid home. Her niece, Miss ... Neltha and Neona accompanied her ... home for a short visit before go ... ing to Duncan, Okla., where they ... will visit in the home of their ... grand parents.

Miss Maxine Tice spent Sunday ... with Miss Helen Jones.

Mr. and Mrs. Walter Easter and ... Mr. and Mrs. Harry Loomas spent ... Sunday at Green's.

Mr. and Mrs. S. Taylor of Fri ... ona spent Saturday night and ... Sunday at Harry Taylor's.

The tackiest crowd that has been ... out in some time gathered at the ...

Harry Taylor home Saturday night ... and enjoyed a real tacky party.

Mrs. C. E. Tice and Owen Andrews ... received the tacky prizes. Games ... of all kinds were enjoyed until a ... late hour. About 60 were pres ... ent.

Several from Frio attended ... singing at Easter, Sunday after ... noon.

Mr. and Mrs. C. M. Bell called ... to see Mrs. W. J. Sullivan Satur ... day evening.

Mr. J. W. Walker of Canyon ... and Walter Thomas of Clovis spent ... Monday at Mr. Beauford's.

Mr. and Mrs. A. T. Jones and ... family, Mrs. G. T. Springer and ... Miss Teny Lee and Mr. and Mrs. ... Lester Sparkman and family at ... tended a family dinner at Kress ... Sunday. About 65 were present.

Mr. and Mrs. C. M. Bell and ... family and Mrs. Greer of Hereford ... spent Sunday at the Joe Greer ... home near Askrew.

Mr. Joe Andrews is the latest ... victim of tractor fever. So a trac ...

tor was delivered at his farm last ... week.

Miss Blanche Beauford enter ... tained a number of young people ... with a jolly "42" party Friday ... night.

Let everybody be on time next ... Sunday morning so Sunday school ... can begin promptly at 10:30 as it ... is the beginning of a new quarter ... a new roll will be made so be ...

sure and have your name there.

Miss Nettie Lee Green spent ... Saturday night and Sunday at the ... home of Mr. and Mrs. Henry.

Misses Mattie and Elsie Andrews ... spent Sunday with Nola Mae ... Bramley.

Next Sunday afternoon at 3 p. ... m. is the regular singing at Frio. ... All communities are cordially in ... vited to come and help us sing.

Mrs. H. L. Broadwell spent Sun ... day afternoon in Canyon visiting ... her daughter, Miss Ella, a student ... in W. T. S. T. C.

Miss Viola Carpenter spent Sat ... urday shopping in Amarillo.

Misses Jeannette and Audrey ... Rogers were Saturday shoppers in ... Amarillo.

John W. White of Frio was a ... business visitor here last Thurs ... day afternoon.

WOMACK'S CASH GROCERY

Friday and Saturday Specials

- White Swan Coffee, 3 lbs., cup & saucer \$1.80
- White Swan Coffee, 1 lb., glass -----65c
- Toilet paper, 5 rolls-----25c
- Good spuds, 100 lbs.-----\$3.00
- Good spuds, per lb. -----3 1/2c

Market Price Paid for Eggs

We Deliver Phone 87

Needlework Gift Shoppe

You are especially invited to see my gift novelties, so attractive for gift giving.

GIFT SHOPPE
310 East Third

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.

PUBLIC Farm Sale

As I am leaving the farm and moving to Oklahoma, I will sell at public auction without reserve, the entire equipment of my farm, consisting of livestock, farm machinery, chickens, turkeys, household goods, milk cows, hogs, etc., located four miles south of Jumbo schoolhouse or six miles north and two miles east of Dimmitt, on

TUESDAY, APRIL 3rd

Sale beginning at 10:30 a. m. Lunch will be served by the Jumbo Church Ladies

HORSES

- 1—Gray mare, 6 yrs. 1250 lbs.
- 1—Brown horse, 8 yrs. 1200 lbs.
- 1—Brown mare, 9 yrs. 1200 lbs.
- 1—Dun mare, 6 yrs. 1150 lbs.
- 1—Gray mare, 8 yrs. 850 lbs.
- 1—Brown horse mule, coming 3 years old.

There will be several teams of good work horses offered in this sale that are not listed.

JERSEY MILK COWS

- 1—Jersey cow, 5 yrs. 4 gals.
- 1—Jersey cow, 5 yrs. 3 gals.
- 1—Jersey cow, 3 yrs. fresh soon.
- 1—Jersey coming yearling heifer.
- 2—Bull calves.

If you are looking for good milk cows, I feel safe in saying that these will suit you.

FARM MACHINERY

- 1—Two-row Case lister.
- 1—P and O single row lister.
- 1—John Deere row binder.
- 2—Slide go-devils, practically new.
- 1—Two row P and O lister, practically new.
- 1—John Deere disc breaking plow.
- 1—Three section harrow.
- 2—Farm wagons.

Doubletrees, shop tools (consisting of vice, drills, wrenches, hammers, saws, etc.) One pair of jacks, pitchforks, scoop shovels, fifty feet of rubber hose and many other useful articles too numerous to mention.

The farm machinery mentioned is in good condition and ready to hitch to.

HOGS

- 1—Duroc Poland China sow and nine pigs, 2 months old.

CHICKENS

- 75 head pure-bred Buff Orpington hens and pullets.
- 50 head R. I. Red hens and pullets.
- 6—Turkey hens.
- 2—Gobblers.
- 150—Buff Orpington baby chicks.

HARNESS

- 9—Sets good chain harness.
- 18—Good leather collars.
- 3—Sets leather harness.
- 1—Set breeching.
- 16—Good bridles.
- Lines, pole straps, etc.

HOUSEHOLD GOODS

- 1—Viking cream separator, good condition.
- 1—Heating stove.
- 1—Kitchen range.
- 1—Oil heater.
- 1—Five burner oil stove, with oven.
- Dressers, bedsteads, mattresses, davenport.
- 1—Kitchen cabinet.
- 1—Wardrobe.
- 1—Phonograph.
- Tables, chairs and many other household effects too numerous to mention.

MISCELLANEOUS

- 4—Shoulders.
- 6—Cured Hams.
- 3—Sides.
- 100 Lbs. good lard.

We Will Be Glad to Have You With Us on Sale Day

Terms: Please make arrangements with your banker as I am selling everything for cash.

O. P. LISTON, Owner

Bruce McLean, clerk.

Col. Ray Barber, Auctioneer

ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

REAL ESTATE

CITY—FARM—RANCHES

Real Estate Loans. Priced to Sell
HILL & RICKETTS
Phone 358

The modern ice-man



calls once and the ice stays always

If you have a good ice-box the Frigidaire cooling unit can be placed in it at low cost. A small payment and easy monthly terms will put any Frigidaire model in your home. Visit our showroom for a demonstration.

FRIGIDAIRE

J. C. CUMMINS

Hereford, Texas.

PRODUCT OF GENERAL MOTORS



What Comes Out of Your Skim Milk Spout?

"The tester calculated the loss for 30 days, and found this dairyman losing more than \$25 worth of butterfat."—From a recent Report. \$25 a month! \$300 a year! Could you stand such a loss? What is your separator losing? Find out.

Put the NEW MODEL
\$7 BEATRICE
ON YOUR FARM

Famous Beatrice Double Angle Discs make Beatrice Bowl the closest skimmer ever built. Pays for itself in added butterfat it saves you—and keeps on increasing profits. Easiest to turn. Discs washed, dried and sterilized in less than 2 minutes with the Beatrice Wonder Washer.



Come in and see it today! Backed by Beatrice Creamery Company's strongest guarantee.

Jones & McLean, Hereford, Texas.

Service All The Time!

We are pleased to announce that we now have in our shop a man who will specialize in washing and greasing all kinds of cars. An expert in his line, he will be available for this service at any time. This garage now has one of the most up-to-date mechanical departments in the city.

And don't forget—the Perfected Whippet is still leading as a low-priced fine car.

Whippet-Knight Motor Co.

SCOUTING THE SHOPS

By ELBERT W. SMITH

Mr. Chairman, ladies and gentlemen, and visiting officers; unaccustomed as I am to public speaking, I feel that my presence here is a great privilege. I am reminded, as I stand here before you this evening, of the story of the two Irishmen, Pat and Mike, newly-arrived in this country, who had taken a room on the third floor of an apartment house. One night, while they were in bed, fire broke out on the floor below. Pat, looking out the window, espied a little puddle of water in the street, into which he promptly dived, knocking himself unconscious. When he came to he looked up, saw his friend waving at him out of the smoking window and yelled: "Hey, dive a little to the right, Mike, I struck a sandbar!"

In case you haven't lived in Hereford long enough to get used to this line of bunk, perhaps a word of explanation might be in order. For no apparent reason at all, this little anecdote on which you are now feasting your orbs is written every week—think of it, fifty-two times a year—for the purpose: (1) of slipping you an occasional tip about what merchants here are advertising that is worth your while; (2) of trying to bring a smile now and then into an all too sorrowful world. Porter, bring the mop, the lad's about to weep!

As soon as you've found your collar button or your other pair of specs or whatever it is you're looking for, you can begin to watch out for the big one cent sale to be held soon, down at the Corner Drug store. "Have your pennies, folks," cautions Mr. McLean.

Chic and very possum flout are the lovely new dresses for spring now being featured at the recently remodelled D. R. Gass & Son store. Smart new prints and delightful pastel shades are the seasonal harbingers of spring as personified in these attractive new frocks.

Many a cattlemen from Hereford, accompanied by his or someone's else wife, attended the big

cowboy convention up at Amarillo last week—and how! Were you there? According to the man who was sober—aw, there was too, one—it was quite a nice affair. Yeah, shir, he's abso-lutely right, it was a shwell, hic, conyenshun.

We just can't help admiring the new Perfected Whippets now on display over at the Whippet-Knight company show room. They must be selling them awfully fast, r.o. because only last week they unloaded three carloads, and two the week before that.

Say, about that convention again, that might be just a little exaggeration to say that everybody was drunk. But most of them were, even the telephone girls. Just to prove it, we asked information for a number and—would you believe it?—when we dialed it, it was the right number. No foolin'.

Never having had any chickens to feed (no, Adolph, this is no pun), perhaps we can scarcely be called an authority, but it does seem that the famous Merit feeds merit your attention and use. They're sold at the West Texas Feed & Seed company, as you know.

"Death Ends Remarkable Life of Senator" is the caption appearing over a story carried recently by one of our contemporaries. Odd, isn't it? Whoever in the world would imagine death ending anyone's life? Score one for our side, Mr. Sears. Aye, aye, Mr. Roebuck.

E. B. Black company, leaders as usual, are now selling Kelisator, the oldest domestic electric refrigerator in a wide choice of beautiful designs, this efficient electric cooler is a real value for the money.

And this actually happened: A young lady was walking down the drag to Dimmitt on the way to the postoffice the other day when a couple of impractical jokers in an automobile yelled: "Tired walking?" Naturally, she said she was. "Well," was the rejoinder, "run

Shop Here

This Week End!

Friday and Saturday Specials

Wilson's Certified Skinned Hams, in special Easter wrapping, per lb., 22½c; 15 lbs. Blue Rose rice, \$1.00; 2 Post Toasties, 25c; 1 good broom, 55c; 25 cakes P. & G. soap, 98c; 3 Dutch Cleanser 25c

HEREFORD WHOLESALE GROCERY L. W. Carlyle

awhile!" Shame at you, Uncle Sam, for putting your postoffice out in the country like that.

The Mothers club is sponsoring a free flower exchange each Saturday afternoon from 3 to 5, at the Whiteface Printing office. Really a very novel and practical idea. Flower lovers might profit by a visit there some Saturday.

Don't you get tired washing clothes by hand? There's practically no necessity for it any more, with the new electric machines so cheaply priced now. Especially fine are the "Automatic" washing machines. As good as any and better than some, it seems to us. At J. G. Cummins.

Yep, the honeymoon really is over when she asks: "Why don't you close your eyes when you kiss me anymore?"

Perhaps you've wondered where you could buy the famous Duco paints and varnishes in Hereford? The secret's out at last. They're sold at S. R. Edwards. Of course you know that Duco can't be beat—you probably even have it on your automobile.

Wish we weren't so all-fired poor. Fox Mercantile company is showing a mighty natty line of spring suits. Well cut and in a dandy assortment of colors. Boo hoo, and Easter's just around the corner, too. You rich boys had better hurry, because they're going like hotcakes. That doesn't

mean they're very expensive either, it just means—aw, who started this thing, anyway?

"College Here Given Rating," headlines the Glendon News. Well, they shouldn't ache about that. When we were in school, it was always a be-rating. How was that, Mr. McIntyre? Pretty rotten, Mr. Heath.

We thank you all for your presence here tonight, and I wish to extend to you, and you, and you, my friend, a most cordial invitation to be with us at this hour every week. The one-armed brother will now pass among you with the collection plate.

Mr. and Mrs. E. W. Kinney of Plainview were Sunday visitors here.

Miss LaMoine Shaw of Plainview was here Sunday visiting her parents, Mr. and Mrs. C. D. Shaw.

STUCCO WORK

All kinds of concrete and Stuccoing

Walkways and Cement Work a Specialty.

BOB VAUGHN

At Pankhille Lumber Co.

OAKLAND

Announces the Appointment of

[Ringer Motor Co.]

C. P. RINGER, Manager

Hereford, Texas

WE announce with pleasure the appointment of a new local dealer who has been selected because we believe his organization will reflect the high standards Oakland has set for selling and servicing its motor cars.

Call on this new dealer. Ask him to show you the Oakland All-American Six, the new car that has won the admiration of all America.

See also the New Series Pontiac Six, with its vivid new style and scores of engineering advancements, including 4-wheel brakes, at no increase in price.

And remember that this new dealer is authorized to sell Good Will Used Cars, available only through Oakland-Pontiac dealers and offering thoroughly dependable transportation at remarkably low prices.

Whether or not you are planning to buy, the Oakland-Pontiac dealer will welcome your visit to his salesroom at any time. Stop in and see him!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN

OAKLAND All-American Six \$1045 to \$1265 The New Series PONTIAC SIX \$745 to \$875 All Prices at Factory

OAKLAND-PONTIAC

PRODUCTS OF Sixes GENERAL MOTORS

PUT AWAY ONE DOLLAR TODAY!

One dollar today may not seem like a very large amount, but one dollar today and another dollar tomorrow soon amounts to a considerable sum. Let us explain a few of the many plans we have for your convenience in saving.

The First State Bank

Hereford, Texas

Gay and Charming New Easter Fashions



Youthful, insouciant frocks—the very personification of Springtime Joy and the last word in radiant new Fashion.

A varied and colorful collection, indeed, with every new style tendency—every whimsical mood of fashion—pleasantly accentuated.

There are models demurely simple and shyly modest—others audaciously bizarre and dashing.

Softly dainty models, elaborately feminine—severely simple ones—smartly tailored.

One piece and two piece.

But all undeniably feminine—unutterably smart and becoming.

And in variety of materials, colors, and styles—in quality, workmanship and price—this collection is incomparable.

For there is a model for every woman—from the gay little flapper to the smart matron, at the price she chooses to pay.

Sprohls-Cronin & Co.

ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee

Copyright Stewart Edward White

Released thru Publishers Autocaster Service

(Continued from Last Week)

"I guess it's what I ought to do,"

"Very well," returned Grimstead, "and you get your notebook and pen ready."

Gardiner had risen from the seat of private secretary and so on.

"Draw me up a proper contract embodying these points," Grimstead instructed him. "Patents in name of Universal Power Corporation. Capital stock 100,000 shares, no par value, non-assessable. Forty percent to Mr. Davenport. Sixty percent to me. I to furnish all working capital. Manufacturing to commence within three months. One hundred thousand dollars to be paid Mr. Davenport as bonus cash payment on the conclusion of the first 1000 fide sales. That satisfactory or not as it goes?"

The attentive youth nodded.

"All right. Now just to cover the point you brought up, add this: That for the first five years Mr. Davenport is to have the veto right as to any contemplated extensions of business. That suit you, Davenport?"

"That's fine!" cried the young man.

Gardiner disappeared with a flashlight in the direction of the car, to return after a few moments carrying a portable typewriter. Grimstead met him just at the circle of flashlight.

"No shenanigan about this, Rose," he warned in a low voice. "I want this contract drawn absolutely fair, so that any lawyer he may consult will approve of it. I don't want a chance for an objection once we leave this place."

"I understand that part of it, but—"

"He's one of those lily-white," growled Grimstead. "I've got him located now. Full of uplift and sky of horse sense. I know 'em; and they're got to be handled. He's cackles on the service to humanity stuff. The chances are that he won't sign any contract without consulting a lawyer. So draw up a preliminary agreement on his part to sign the contract provided his lawyer got his name pronounced in it technically correct. We'll get him to sign that anyway; and that will be him up."

It was near 10 o'clock before the little typewriter ceased clicking, and about 11 when Davenport affixed his signature to the agreement to sign. As Grimstead had foreseen, he did not want to sign the contract itself; without expert advice as to its form; but, being satisfied as to its substance, he was willing to agree to that.

"Water, lemon, sugar!" Grimstead then called out to Simmins, and set out on the ground before him four tumblers, pouring into each a generous measure from a bottle.

The drinks mixed, Simmins handed one to each. Grimstead arose.

"Here's to the Universal Power Corporation!" he proposed.

They drank. Larry saw the toll-driven millions and the lifting of yet another of the great pressures of life. Burton saw confusedly an angel with a flaming sword somehow reappearing by a snack the rates of Eden. Gardiner contemplated a vision of great activity and great wealth. Grimstead was smiling. What he saw were invincible intelligences too perceiving through the lens of his soul. They did not smile. They did not smile.

great deal of tackle to rig and clothes to put on.

"Here," called Grimstead at last, "I'm going to make a stare. You follow along when you get ready. I'll strike the stream and fish down, and you keep going until you find me."

He tramped off sturdily, and 10 minutes later, after vexatious delays having to do with leaders and the disentangling thereof, Gardiner followed. Simmins approached.

"There would seem to be no occasion for my further presence, sir?" he suggested, indicating with a turn of the head the direction of the patiently laboring self-starter.

"We seem to be safe for the present," agreed Davenport. "Why, what's on your mind?"

"I thought I would like to try my luck, sir."

"Sure. Go to it! Better go down stream though."

In five minutes Simmins departed blisfully. Already he had a complete drama in cold storage having to do with his return at eventide carrying a long string of shining beauties to find that Gardiner and Grimstead, for all their fancy tackle, had succeeded in landing only four, and they rather small.

Burton, coming from her tent a few minutes later, found Larry smoking his pipe alone.

"Deserted. Everybody. Even the dogs," he answered her inquiry. "Like to go walking?"

"Surely!" she cried eagerly.

They headed straight up the stream, coming at length to a narrow gorge at the entrance to which stood detached a fragment of rock, big as a summer cottage, square as a cube of sugar. A jagged heap of talus and debris gave a rather rough passage to the top.

"Pretty scramble," said Davenport. "Think you can make it?"

She scorned reply, but began at once to scramble up over the jagged talus. Davenport watched the poise of her light and graceful figure for a moment, then followed.

The top of the rock was perfectly flat, but at two elevations, one two feet higher than the other. It was carpeted deep with moss.

"Hop down," advised Larry, himself descending to the lower of the two elevations. "Now sit down and lean your back. Can you beat this?"

The natural seat thus formed and cushioned commanded to the right a view up the stream which at this point ran straight and wide for some distance. Birds fitted and midgets hovered in the sun.

"I want to know more about these gifts of yours," demanded Burton after a time. "I want to know how you know so accurately about the rain?"

"I don't know very clearly myself," Larry answered. "I've never tried to express it."

He hesitated, seeking for an opening.

"Did you ever read Maeterlinck's 'Life of the Bee'?" he inquired. "Or any of Fabre's insect books?"

"I've read the 'Bee' and one of Fabre's—the one where the Emperor moth—"

"Yes, I know. Well, that gives us a start. Now bees, and especially ants, have what you might call a co-operative government that is as complicated and a lot more intelligent and efficient than any human government. You would hardly go so far as to say that an ant is an intellectual creature; that he, or any of his ancestors

or fellows, has a brain that could think out and put in operation a system of government. Yet he acts with a heap more intelligence than most men do—on the average. How come?"

"I don't know."

"Neither do I, but I surmise. Suppose for the sake of argument that in the void all about and through us is a saturate solution of all possible knowledge and wisdom. The things we call living creatures live in this; it is all around us; but we are more or less cut off from it by the fact that we are individual and imperfect beings. We are in shells, let us say; particular wisdom or knowledge gets to us only through special cracks. A perfect being would have a point of contact for every possible knowledge or wisdom. But in our finite world every individual, whether it is a rock or a tree or an ant, is so built that he can come in contact only with the particular little piece of wisdom or intelligence from the great store that he needs in his business. All the rest of the points of contact are blocked off by his individual structure. Thus within his limits he has perfect knowledge. It's the same all through nature. How do you suppose quail know ahead of time whether the season is to be dry or wet, and breed accordingly? The more you think of it the more instances you will perceive."

CHAPTER XIV
Burton Finds It Curious.

"That is the most interesting thing I ever heard!" breathed Burton. "And it sounds so reasonable! But you know we started to talk about you, not about 'quails and ants. I believe you are a crafty sidestepper."

"We're headed toward me. If things were all working along the way they should, man would have this same access to universal wisdom that the lower creatures have. As respects all the things he would normally run against in his everyday normal life he would see, or feel—perceive is a better word—the causes and effects and results; because the stream of life would flow through him by certain channels turning certain wheels."

"That's what you do!" she cried excitedly. "I see!"

"In a very small and practical way: a little more than the average. People have just about lost that power. They have little remnants of it. You've heard of 'premonitions' that have worked out; or a 'feeling' that some one was in the room; or experienced some one of the numerous 'coincidences', such as receiving a letter right on top of some especial thought of the person who wrote it. You may have had dreams that came true."

"Yes," she cried, "what about it?"

"You probably thought of all as 'uncanny.' It wasn't uncanny at all. Simply old, choked channels letting through a trickle."

She pondered this a moment, her brows puckered prettily.

"Is it our fault—this choking?" she asked. "How did it happen?"

"I don't know, of course, but I surmise," he repeated. "It is the intervention of mind, of intellect. Man's intelligence is a fine tool, and complicated. But it was supposed to be only a tool for the purpose of examining and making practical what came to it by direct channel. Mankind got so tickled with it that he began to run all his affairs by it alone. That blocked the channel. The mind took control, instead of working under control. Instead of playing with a fresh supply on first hand—well, call it inspiration; that's what it is—we make over and refashion old stuff. If it weren't for the fact that some people's channels are not completely blocked, so that a kind of trickle does get through; and if it wasn't for an occasional crazy genius who busts out, we'd tie ourselves up in our minds and dry up and blow away."

"Then," she summed up slowly, "you could tell about the rain and the tree falling, because this current flowed through you?"

"That's roughly it."

"How do you do it?"

"It's hard to say. I set my mind aside and then take what comes to me. I turn my attention to the type of thing that is useful for me to know."

"Do you think everybody ought

to have this power?"

"Yet; it belongs normally in the race."

"Could I do it—with practice?"

"I'm certain of it."

"Oh," she cried. "I want to try! How do you start?"

He smiled.

"This is no conjuring trick to be learned; it's a good healthy

faculty to be developed. You've got to relax something inside of you that you hold tight together for everyday life—something in your consciousness. Then things just float in and you leave them alone for future reference."

"I'm going to begin now," she announced.

(TO BE CONTINUED)

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Remedy. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Hives, Blistered Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 50¢ and \$1.00 a Jar; Soap 25¢.

City Drug Store

City Loans

Payable Monthly; Lowest Interest; Quick service; Inspection and title passed by our office.

Let us take up your present loan conditions and make it more to suit your income and ability to pay!

RALPH BARNETT, Manager.

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	West Bound
9:45 a. m.	9:50 a. m.
12:40 p. m.	4:45 p. m.
10:50 p. m.	9:10 p. m.

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

Baby Chix

OF QUALITY.
Poultry Supplies
Garden and Field Seeds
Fishes of All Kinds
Incubator Supplies
Ask for Price List.

C. E. WHITE SEED COMPANY
Plainview, Texas.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

DR. T. M. MONTGOMERY

Associated With Hyden's
629 Polk Street Amarillo, Texas.

—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

Fisher Bodies
Chevrolet is the lowest priced car in the world offering hardwood and metal bodies by Fisher.

Adjustable Valve Tappets
The improved valve-in-head motor of the new Chevrolet has adjustable valve tappets.

"Incar Strut" Pistons
Constant clearance alloy pistons designed with two "incard struts" in each make the Chevrolet motor smoother, snappier and more powerful.

Rugged One-Piece Rear Axle
The rear axle of the Chevrolet is a rugged one-piece unit proved by millions of miles of use.

Ball Bearing Steering Gear
The steering mechanism of the new Chevrolet is fitted with ball bearings throughout.

Non-Locking Four-Wheel Brakes
Chevrolet's four-wheel brakes are non-locking, have an area of 100 sq. in. and are separate from the emergency brake.

Castable Duco Finishes
All Chevrolet models are finished in beautiful shades of genuine Duco which maintains its lustrous new car beauty indefinitely.

Drawn-Over V-Shaped Springs
A ventilating system which clears the crankcase of vapors prior to condensation, adds materially to motor life.

Oil Filter
Filters out dirt and foreign material from the motor oil thereby increasing the life of all moving parts inside the motor.

AC Air Cleaner
An AC Air Cleaner is another more safeguard which removes dust and grit from the air drawn into the carburetor.


Spring
Comfort and safety over all roads is insured by Chevrolet's semi-elliptic shock absorber springs set parallel to the frame.

Safety Gasoline Tank
All Chevrolet models have a safety fueling tank in the rear and a vacuum fuel system which assures positive gasoline supply even on the steepest hills.


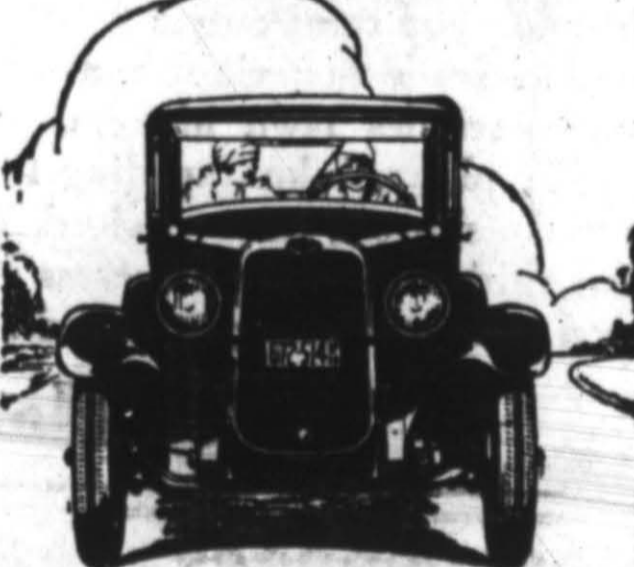
... and what's more—

THEY'RE MILD

and yet THEY SATISFY!



for Economical Transportation

Embodying every modern feature of Advanced Automotive Design!

No matter what you pay for a motor car, you cannot buy more modern design, more proved performance or more advanced engineering than is offered in the **Chevrolet** and **Better Chevrolet!** Every unit of this remarkable car has been developed by engineers and scientists who are specialists in that particular technical field, and its quality, stamina and performance have been proved by tens of thousands of miles of testing at the General Motors Proving Ground! Come in and see for yourself! The more you know the more quickly you will be convinced that here is quality in design, materials and construction never before available at such low prices!

The Touring or Roadster .. \$495	The COACH .. \$585	The Imperial Utility Truck (Standard Only) .. \$715
The Coupe .. \$595	The 4-door Sedan .. \$675	The Light Delivery (Chevrolet Only) .. \$375
The Sport Cabriolet .. \$665		All prices f. o. b. Flint, Michigan.

Brumley Chevrolet Co., Inc.
Hereford, Texas

QUALITY AT LOW COST

GO AFTER HIM NOW!

Now is the time to get ready for flies and other insects which will soon be so thick unless you take precautions. We handle insecticides of all kinds, and recommend especially the famous CENOL line of Fly destroyers and insect powders. Get a bottle now and prepare to kill the first flies that appear. One fly killed at the

first of the season will mean thousands less later on. Poultrymen will like CENOL INSECT POWDER, guaranteed to kill mites, lice or other insects. We also have Sodium Flouride, Paris Green, London Purple, and other poisons for garden or barns.

The City Drug Store

Phone 300

A discount on every hat in the store, Friday and Saturday and all next week. Vogele Millinery Parlor. 11 1 c

Impassioned Youth, (throwing himself to his knees): "Light of my life! Light of my existence! Light of my—"
The Lady: "Aw, douse the glimmer, kid, and while you're down there will you buckle my galoshes?"

John W. White Named First Mayor of Friona

With 101 out of her approximate 125 qualified voters casting ballots, the village of Friona became an organized municipality with a mayor and commission form of government at an election held there last fortnight. The voting stood 65 for incorporation and 34 against. No nominations had been made prior to the election and each voter was allowed to name his choice for city officers. John W. White, editor of the Friona Star, was chosen mayor by a plurality of ten votes, polling 34.

Commissioners elected were Jesse M. Osborne, cashier of the Friona State bank and J. A. Blackwell of Blackwell's hardware and furniture store.

The city of Friona will hold its first regular election on April 2 for the purpose of electing officers for a full term.

CARD OF THANKS

We wish to express our heartfelt thanks for the kindnesses shown by our many friends and neighbors here during our recent bereavement. Especially are we grateful for the heroic efforts of Doctors LeGrand and Hicks and to the ladies of the Missionary society for their offerings. Mrs. D. E. Turrentine and family, J. D. Turrentine, Geo. P. Turrentine, Dr. L. E. Turrentine, Mrs. J. L. Cannon, Miss Frances Turrentine, Mrs. E. W. Harrison.

A discount on every hat in the store, Friday and Saturday and all next week. Vogele Millinery Parlor. 11 1 c

FOR JOB WORK, TRY THE BRAND.

Many Features First Appear With Big Show

Away from the old time methods of presenting tented amusement enterprises, is Zellmar Bros. Trained Wild Animal Exhibition, which will give two performances, afternoon and night at Hereford on Wednesday, April 4.

As its title denotes, animal features predominate, but do not by any means form all of the programme; high class European novelties and horse, pony, dog and monkey acts are interwoven into the programme with such varied effects, that the onlooker is taken from one surprise to another with such wonderful rapidity that he hardly knows what to expect next, and it is in the arranging of the programme so as to take advantage of these surprises wherein lies the charm of Zellmar performances.

A noticeable feature of the show is its absolute freedom from anything suggestive that mars so many performances; its clean wholesome fun, the real comedy of the clown, in burlesquing important topics of the day, and grotesque impersonations of people prominent in the limelight, is real humor and greatly appreciated. Twenty funny clowns under the leadership of Happy Ole Larson, the master clown of the day, feature many absurdly comic acts. "A Baseball Number," "Rube and Old Lady Number," and dozens of other foolish and ludicrous comedy acts, by clowns who are eminent in foolery.

Prof. F. J. Rogers, the world's greatest horse trainer, with his troupe of five educated, performing white Arabian horses. Prof. Chas. Barry with his troupe of educated dogs and Shetland ponies will be the delight of children and interesting to grownups; 25 of these ponies present drills and difficult military maneuvers with all precision and skill of trained soldiers. This is recognized as the

best trained school of ponies seen with any tented organization. Leo Smith and his trained trick mules. Herr Diftenthaler's bears and other European importations. Herr Diftenthaler comes highly recommended by the press of Europe and the performance of his huge Siberian bears range from comedy to sensationalism.

The above are only a few of the many acts interwoven in a program of undisputed excellence. The music with Zellmar Bros. show is a special feature, Director Mathews has a concert band of 20 artists.

Hereford Represented At Historical Banquet

Members of the Panhandle Historical society have been reminded of the annual banquet to be held in Canyon Friday night, March 30. This banquet had been postponed from Feb. 17.

A number of Hereford people, members of the organization and friends, plan to attend the banquet and have reserved their seats. More than 100 reservations have been made, according to the secretary, Mrs. T. V. Reeves of Canyon.

A good, snappy, all-wool suit, with extra pair of trousers, only \$35.00. ORR'S TAILOR SHOP. 51-42

LADIES AID SALE

The Ladies Aid Society of the Christian church will hold a bake and apron sale Saturday, April 7, at the Texas Meat Market. 11 2 c

Look over our new spring samples: A dandy, snappy, all-wool suit, \$35.00 to \$27.50. ORR'S TAILOR SHOP. 51-41

Heard, But Not Seen
Motorist—Sorry I ran over your hen. Would a dollar make it all right?

Farmer—Better make it two; I have a rooster that was mighty fond of that hen and the shock might kill him, too.

There are two kinds of disappointing men—those who take no for an answer and those who don't even try.

A six-tube Atwater-Kent radio complete, nothing else to buy, for only \$95.00. ORR'S TAILOR SHOP. 51-42

Warning!

In conjunction with our regular business, which includes Frigidaire, Delco Lights, Plumbing and Electrical work, I have added the renowned

"AUTOMATIC"

Electric Washing Machine
None Better Are Made

Our Price Complete, Delivered Hereford

\$98.00

J. C. Cummins

Phone 340

The dollar that goes the farthest is the dollar that stays at home.



Banking by Mail Meets a Modern Demand

Because it is a safe, sure service at small cost and is a time and worry saver supreme.

It is a positive luxury and is within the reach of all—except in the comparatively few transactions where personal presence is imperative.

One trial will prove its advantages.

Western National Bank

"There Is No Substitute for Safety"

It isn't a bit too early to begin getting that garden of yours ready now. Surely you will at least want to make your plans and buy the seed.

THERE is the important thing. You know, as everyone knows, that a successful garden is always based upon pure, carefully-selected seed. Whether you are planting a corner of your back yard or several acres, the quality of the seed is the determining factor.

For package or bulk seeds, you will do well to see our complete stock first.

West Texas Feed & Seed Co.

Phone 265

Everything for the Garden!

Garden tools that will lessen your labor and will assure greatly improved results.

Whether you want only a small tool or a large one, made of the highest grade materials, and in the finest manner. The assortment includes lawn mowers, grass catchers, hose, sprinklers, garden plows, rakes, spading forks, grass and pruning shears, trowels, shovels, hoes—indeed, everything you'll need to make that garden of yours a success this year. Plant it now and our good tools will help you raise it.

Streu Hardware Company

SAVE YOUR PENNIES

The Rexall Store

CARD OF THANKS

We wish to thank our many kind friends for their flowers, sympathy and loving kindness shown us during the illness and death of our darling sister and daughter. Mr. E. Miles and family.

BAKE SALE SATURDAY

Circle One and Circle Four of the Baptist church will hold a bake sale Saturday, March 31, at Carlyle's Grocery. Light tuncos, ice cream and cakes will be served. 11 1 c

FLOWERS

Cut Flowers or Pot Plants See or Phone

MRS. J. H. FITZMAN
Phone 187

You pay NO MORE for Kelvinator but you GET MORE!

You get greater food storage capacity—more ice cube capacity—and more downright quality in a Cabinet Kelvinator than in any other electrically equipped refrigerator at or near its price. But that's not all. You get a wider choice of models; the Kelvinator line being the world's largest. You get such beauty of design and finish that women choose them for appearance alone—and that's not all.

You get a Kelvinator; the same system that has been serving others since 1914, and is acknowledged to be the system of longest proved life.

E. B. BLACK COMPANY

We Will Be Glad to Explain Kelvinator's Advantages

KELVINATOR

The Oldest Domestic Electric Refrigeration — "Better—Always Better"

Our Aim—To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality • Service • Courtesy

