

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

TELEPHONE 30

NOTICE TO THE PUBLIC.
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly 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.

SUBSCRIPTION PRICES:
Zone 1, per year \$2.00
Zone 1, six months \$1.00
Outside Zone 1, per year \$2.50
Outside Zone 1, 6 months \$1.50
Outside Zone 1, three months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Texas & Texans

By WILL H. MAYES

Buying Airports.
Mineral Wells thinks enough of the opening of its airport to hold a celebration of a kind to attract many airplanes and to have an airport stunt party of interest to thousands of visitors. The town that gets a good airport has a right to feel that it has accomplished something for that shows that it is looking ahead for business.

Fort Stockton is among the smaller cities that has made plans to secure an airport site. It will be as necessary as a railroad station or a hotel.

Lufkin Wants Gas
Lufkin has a problem that is interesting many other towns. A gas pipe line company running in three miles of the town applied for a franchise to supply the city with gas. The franchise was refused but a franchise was granted another party as being more satisfactory to the council. The franchise owner applied to the pipe line company to connect with the line and purchase gas from it, offering the same price charged by the company for the gas to others supplying towns along its line. This was refused, and now the question to be decided is whether a public utility company with the right of eminent domain can refuse to sell its product or service, or has a right to select its customers. This is an important question and the decision will have an important bearing upon a number of towns.

New Braunfels Mill.
New Braunfels can be counted on to get its share of worthwhile industries. That city has a glug-ham and cotton goods mill. It also has the only gauze mill in the Southwest. It has one of the largest cement factories in the country. Announcement has been made that it has interested a strong company in building a million dollar mill to manufacture fine grades of silk, cotton, wool, mohair and rayon goods.

DAPPER DAN



A SAD CASE
"I know a man," says Dapper Dan, "Whom all the ladies shun! His clothes are torn; he looks forlorn— He doesn't have much fun!"

You won't have a very good time now-a-days if you don't keep up appearances. When you consider the insignificant cost of cleaning, pressing and repairing service, you can readily see that it isn't necessary for most people to let their clothes look shabby.

ORR'S TAILOR SHOP
OF COURSE

You'll like the plan of Dapper Dan. The clever Cleaning-Dyeing man!

The newspaper reports say New Braunfels was selected because of the supply of water, cheap power and ample supply of competent labor, but the progressiveness of the people of New Braunfels was an important factor in determining the location.

Goldthwaite's Cheese Factor.
But little has been said in the papers about the cheese factory that has been in successful operation at Goldthwaite for some time, but it has been steadily making money for the owners and the cheese made is pronounced to be of the best. Farmers have been pleased with the market it has given them for milk. The plant has been so successful and the supply of milk has so increased that enlargement of the plant is considered.

Increased Fertilizer Sales.
Nacogdoches was one of the first counties to use fertilizers extensively. Much of the land had become worn from long use and neglect. The result of the use of fertilizers proved so helpful and increased the returns from the land to such an extent that there has been a steady increase in fertilizer use. The banks report that fertilizer sales this year are at least 25 per cent larger than last year. It pays, though, to use fertilizer before the land becomes worn. Almost any land responds to intelligent use of fertilizers with increased crops.

McKinney, "The Rose City."
The Federated Women's Clubs of McKinney have started out to make that city noted for beauty. Ten thousand rose bushes are being planted this spring under the auspices of that organization. When they get into bloom McKinney will be worth going hundreds of miles to see. Already the beauty of the place and the hospitality of its people make a visit to it worth a long trip over good roads.

Banks Finance Dairying.
The Paris chamber of commerce says that the banks of that city have the confidence in the dairy industry to finance the purchase of 2500 good milk cows by the farmers of the county and that they will do this to assist in increasing milk production as a means of bettering the condition of the country. Many

others chambers of commerce in Texas are sponsoring the improvement of dairy herds.

Plainview's Creamery
Plainview has a new creamery with a capacity of about a million pounds of butter a year. When it was formally opened recently 1500 people were present to show their interest in the enterprise. The plant is owned by about 400 farmers who are members of the county dairy association and have \$3500 invested in it. Dairy farming has become one of the important industries in that part of Texas.

Arlington Pecan School.
The five days pecan school at North Texas Agricultural College at Arlington attracted about 50 students who spent the time in intensive study of pecan propagation and the improvement of pecan trees. The course was conducted by experts from the agricultural colleges of the state. Pecans will soon become one of the important crops of Texas for no other state grows quite such delicious nuts as the improved Texas pecans.

Texas Attracting Tourists.
It is estimated that automobile tourists will spend three and a half billion dollars in the U. S. this year. They will tour the sections that are best advertised and that can furnish good accommodations. Texas has nearly doubled its facilities for caring for tourists since last season and should get a large part of those billions. Texas should entertain its car tourists in a way to make them want to return.

Unprofitable Industry.
Bank robbing in Texas has become both a dangerous and an unprofitable industry. Most bank robbers are caught and given penitentiary terms. They seldom get to use the money and never in any degree of peace, because they are so busy dodging officers. Some of them are killed trying to escape capture or while robbing banks. The job is by no means an easy or pleasant one.

The bluebonnet is the Texas flower and is beginning to show itself in all its blue loveliness. The spring rains give assurance that the Texas flower will be at its best this season. A bluebonnet field at its best is something never to be forgotten.

Arney Reports 5 Inches Rain for Last Week

Mr. and Mrs. H. Ferguson left Wednesday afternoon for Sweetwater to visit his parents and make their home.

W. M. Miller and family, Helen Stephenson, Bob Williams, Jose Dale McManis and Mr. and Mrs. Edgar Patching of Happy were dinner guests in the J. R. Tracy home Sunday.

Mr. and Mrs. Claude Cole of Tulla spent Sunday in the Ray Cole home.

L. D. Hagge is riding in a new car. Mildred Bratcher spent Sunday afternoon with Pauline and Elaine Webb.

Dr. McMean of Amarillo was here Sunday looking after his place.

Rain began falling Tuesday night of last week, continuing until Wednesday morning, followed by additional rain Wednesday night. It is thought by some the fall will amount to five inches. This will mean much for the wheat crop and the farmers in general.

Miss Flossie Fortner of Plainview is spending a few days at her home here.

T. B. Haynes of Plainview visited friends here Sunday.

A large crowd gathered Sunday night for singing.

George Ward and E. R. Robinson and Mrs. M. Burks and Miss Juanita Hutson were in Hereford Monday.

Numbers of farmers are yet pasturing their wheat.

Lots of sod is being broken out here.

School dismissed Friday that the teachers and children might attend the interscholastic league at Dimmitt.

Lee Edmondson and family of Amarillo spent the week end in

the Chas. Cox home. Several attended the Baptist church dedication Sunday.

Mr. Barnard of Happy was here Thursday.

Mrs. John Hacker of the Jumbo district, died Thursday. Friends of this fine family will regret to learn of her death.

A party was given at the Ray Cole home Saturday night, honoring Mr. and Mrs. Roy Cole of Tulla.

Messrs. and Mmes. Herley Maynard and Homer Ferguson were in this community Sunday.

Mrs. Emmet Tipton and Grandma Edwards spent Monday with Mrs. Lela Campbell.

Ham and Apple Salad
Cut Virginia baked ham in small cubes, use one cup ham to one of dried apples and a half cup of diced celery. Add a few chopped nut meats, blend with mayonnaise and serve on crisp lettuce, garnished with ripe olives.



Appropriate, Lasting **MEMORIALS**
For 25 years Osgood's Memorials have been the selection of families throughout the Panhandle for their departed loved ones.

Step in, phone, or write for new illustrated folder: "How to Select a Memorial," sent free on request.

OSGOOD MONUMENT CO.
"Mark Every Grave"
606 Taylor St. Amarillo, Texas

Send the children to OUR store when you want groceries. WE LIKE CHILDREN.

You will get just as good service as if you were to come yourself.

We sell to everybody at the same HONEST PRICE; and this price is the AWAY-DOWN price for the AWAY-UP, always fresh kind of groceries we sell.

We will WELCOME the CHILDREN.

WATCH OUR WINDOWS FOR SPECIALS FRIDAY AND SATURDAY

Williams Grocery Company
Phone 128 We Deliver

Ray Barber, Auctioneer
SUPERIOR SALES SERVICE
PHONE 241 HEREFORD, TEXAS

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST
628 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.

Get behind the wheel and get the facts!

All cars are *not* the same — a thrilling new order of performance awaits you in this brilliant Buick—Drive the car... prove its superiority to your own satisfaction.

BUICK MOTOR CARS

Norton Motor Co.
Hereford, Texas

A Home Builder

In Spring beavers come out, take a vacation, feast on favorite food of water lilies, returning when leaves fall to gather winter wood for repairing or building a home.

Saving with us will build you a home.

The First National Bank OF HEREFORD

Need Money?
We Will Let You Have It on Farm Loans at only **6 PERCENT**
FRANK BARBER
Representative Southwest-ern Life Insurance Co. Hereford, Texas

Clean Tubs Quickly
To remove the ring of soap suds that clings to the bath and wash basin, moisten a rag with turpentine and rub over the entire tub, then scrub well with soap and warm water. The stains will disappear like magic.

Creates Interest
If the child is interested in the home and old enough to appreciate responsibility, it is well to permit her to arrange the flowers for the house. It develops interest in nature and love of the artistic.

DR. J. W. HENDRIX
CHIROPRACTIC MASSAGEUR
Residence Phone 46-J. Hereford, Texas
Second Floor Lambert-Dickner Building
FREE CONSULTATION AND ANALYSIS

HAWK BRAND WORK CLOTHES

THEY WEAR LONGER

D. R. GASS & SON

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND
Hereford, Texas

BUICK SERVICE STATION

E. L. Mathies Phone 392.

Car Washing a Specialty.

Marland Gas and Oils Cooper Armored Tires
Storage, Greasing, Tow-In Service

Here's Feed for Chicks!

WALK in and let's talk over what to give your chicks to keep them alive and growing. Let us show you a way to raise your chicks to early maturity at a lower cost per chick.

Chicks need cod-liver oil to protect them against leg weakness. They need butter-milk, alfalfa leaf meal, granulated meat, bone meal, wheat germ and other ingredients to make bone, flesh and feathers.

We have all of these ingredients carefully chosen, tested, balanced, uniformly mixed and ready to feed. **Parina Chick Starters** is the name of the feed. You'll know it by the checkerboard on the bag. The new feeding discoveries that come to you in this year's Starters will give 15 to 20 per cent greater growth than ever before. More than 2,500 hatcheries say, "Feed Starters." So do we. How many bags do you need?

JONES & McLEAN

THE LAST OF THE DUANES

by Lane Grey

Red flashes—jets of smoke—shrill yells.

The end—yes—the end!

With fading sight he saw and go down, then Boldt. But supreme torture—bitter than death—Poggin stood, mane like a lion's, back to the wall, bloody-faced, grand in his last minute, guns spouting red!

All faded—darkened. The thunder deadened. Duane fell, seemed floating.

There it drifted—Jennie Lee's sweet face, white, sad, with dark tragic eyes—fading—fading—fading—

Light showed before Duane's eyes—thick, strange light that came and went. It seemed a long time with dull and booming sounds rushing by, filling all. It was a dream in which there was nothing. Drifting under a burden—darkness—light—sound—movement. Obscure struggling thought—vague sense of time—long time.

There was blackness and fire—creeping, consuming fire. He was rolled and wrapped in it—and a dark cloud carried him away, enveloped him.

He saw then, dimly, a room that was strange, strange people moving about, over him, with faint voices, far away, things in a dream.

He saw again, clearly, and consciousness returned, still strange, still unreal, full of those vague and far-away things. He was not dead, then. He lay stiff, like a

stone, with a weight ponderous as a mountain upon him. And slow, dull, beating, burning agony raked all his bound body.

A man bent over him, looked deep into his eyes and seemed to whisper from a distance: "Duane, Duane! Ah, he knew me!"

After than another long time of darkness; when the light came again, clearer, this time dark-eyed earnest man bent over him. It was MacNelly—and with recognition the past flooded back.

Duane tried to speak. His lips were weak and limp. Their movement was barely perceptible.

"Have—you—sent—for—her?"

"No, oh no. It's not that bad. You've a chance. Why man, you'll get well. You'll pack a sight of lead all your life, Duane. The whole southwest knows your story. You need never be ashamed again of the name Buck Duane. It'll live in Texas with that of Davy Crockett. Think of Jennie—home—mother!"

Then there was a white house—home—and his heart beat thick.

How familiar it all was—how strange, too! And all seemed magnified.

Then someone in white cried low and knelt by his bed.

His mother flung wide her arms with strange gesture.

"That man—that's his father! Where is my boy? My son, oh my son!"

It was sheer pleasure to lie by the west window and watch Uncle

Jim whistle his stick and listen to him talk. He was old now and broken.

He told so many interesting things about people Duane had known, people who had grown up and married, failed, succeeded, gone away, died. But it was hard to keep Uncle Jim off the subjects of gun fights, outlaws. He could not seem to divine how mention of those things made Duane shrink back.

Uncle Jim, old, childish now, and he had a pride in Duane. He wanted always to hear it all—all of Duane's exile. And if there was one thing more than another that pleased him it was to speak of the bullets Duane carried in his body.

"Nine bullets, wasn't it? Nine in that last scrap. Buy gum! A man's a man to carry them. And you had three before?"

"Yes, uncle," replied Duane.

"Nine and three—that make it twelve. An even dozen! You

could pack more than that, my boy, and get away with them. There's Cole Younger—I've seen him. He's got twenty-three. But he's a bigger man than you—more flesh.

"Funny wasn't it, about the doctor's only cuttin' one bullet out of you—that one in your breast bone. It was a forty-one calibre, an unusual cartridge.

"There was one bullet left in Poggin's gun and it was the same kind as the one cut out. By gun! boy, that bullet would have killed you if it'd only stayed there."

"It would, indeed, uncle," said Duane, and the old haunting, somber mood returned.

But Jennie was with him most of the time and when she was by there was a deep, quiet joy such as had never been his.

She knelt by him at the window, her sweet face still white, but with dark eyes still intent, haunted by shadows, but no longer tragic.

"The pain, Duane, is it any worse today, dear?" she asked.

"No, it's the same. It will always be the same, Jennie. I'm full of lead, you know. But I don't mind that."

"Yes. It haunts me. I'll be able to go away soon. Then it'll come back."

"No—no, Duane," she said. "Some drunken cowboy, some fool with a gun will hunt me out," he said miserably. "Buck Duane! To kill Buck Duane!"

"Hush! Listen to me," she whispered, with tender arms round him. "I understand. But you will never have to draw again, Duane. You'll never kill another man, thank God! For you will have me with you always. Soon you'll be well. Then, Duane, we'll be married."

"We'll take Uncle Jim and mother and go far from Texas, north somewhere, to Indiana, Michigan, anywhere that we want. I have money, Duane! Isn't it wonderful? The little, ragged girl you met out in Bl—out in the Rio Grande!"

"Do you remember my greaser sandals—no stockings? And I was lame then. Oh, it all comes back! But that's past. We'll buy a farm and you will be busy with horses and cattle and sheep."

"You'll forget. I'll love you so. Maybe—I hope—oh, I pray—there'll be children. We'll be happy, Duane!"

They watched the sun set golden over the line of low hills in the West, down over the Nueces, far beyond the wild country of

the Rio Grande which they were never to see again.

THE END.

Try a Want Ad in THE BRAND

Foolish Extremes

It is absurd to suppose that everything fashionable is bad, as it would be to suppose that everything unfashionable is good.—Momeris.

The Building Season Is Here

You have plans for some sort of an improvement on your place. It may be a small matter or it may be a man's size job—but one element enters both propositions—COST.

Don't let COST hold you back—worrying—doubtful—undecided—but bring your plan to us and we will work it out.

Every improvement you make this year adds to the value of your property for all time.

In order to be sure you get the best material for your outlay—call on us for every item you need—or better still, let us figure the bill and fill it.

ROCKWELL BROS. & COMPANY

Lumbermen Phone 4.

PHILL-UP with
Phillips
66
THE
GASOLINE OF
CONTROLLED VOLATILITY

Forward-Looking People Will Investigate This Car



Brakes - another All-American feature that arouses owners' enthusiasm

The brakes of the New Oakland All-American are internal-expanding . . . fully protected . . . unaffected by mud or rain or ice. They are always positive and smooth in action . . . always especially quiet. Yes . . . Oakland's brakes are far from ordinary. But the same is true of everything else in the New All-American Six. Come in . . . and we will show you how much more it offers for its price.

Prices \$1145 to \$1775, f. o. b. Pontiac, Michigan, plus delivery charges. Spring covers and Lowboy Hydraulic Shock. Absorbers included in list price. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values. Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

Dixon Motor Company
Hereford, Texas
The New OAKLAND ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS

The Rexall Store

ONE CENT SALE!

THURSDAY - FRIDAY - SATURDAY
APRIL 4, 5 and 6

What Is A Rexall One-Cent Sale?

It is a sale where you buy an item at the regular price, then another item of the same kind for one cent. As an illustration: The standard price of Klenzo Dental Creme is 50c, you buy one tube at this price and by paying One Cent more, or 51c, you get two tubes, and save 49 cents. Every United Drug Co. article in this sale is a high quality guaranteed product, just the same as is sold every day at the regular price. No limit—buy all you want, but on Thursday, Friday and Saturday only!

WE LIST HERE A FEW OF THE ITEMS IN THIS SALE:

PURETEST AND REXALL REMEDIES	CANDY AND STATIONERY	TOILET GOODS
Boric Acid, 4 oz 2 for 26c	Candy Bars 2 for 6c	Harmony Toilet Water, 5 oz. 2 for 1.01
Cream Tartar, 3 oz 2 for 26c	Milk Chocolate Bar 1-2 lb 2 for 36c	Riker's Ilasol 2 for 51c
Zinc Stearate 2 for 26c	Fenway Chocolate Covered Cherries 2 for 86c	
Castor Oil, 3 oz 2 for 26c	Hard Candies, 1 lb tin . . . 2 for 76c	
Eyelo (Eye Wash) 2 for 51c	Guardsmen Stationery 2 for 1.51	
Little Liver Pills 2 for 26c	Pierre Stationery 2 for 86c	
Zinc Ointment, 1-oz tube 2 for 26c	Lord Baltimore Stationery 2 for 66c	
Carbolic Salve 2 for 26c	Marsala Pound Paper . . . 2 for 61c	
Hygienic Powder 2 for 51c	Marsala Envelopes 2 for 51c	
Gypsy Cream (Lotion) 2 for 51c		
One-Minute Headache Powders 2 for 26c		
Diuretic Pills 2 for 51c		
Spring Tabs, 60's 2 for 26c		
Syrup of Hypophos, clear or cloudy 2 for 1.01		
Effervescent Sod. Phosphate, 4 oz 2 for 61c		
Twin-Tabs Laxative, 36's 2 for 36c		
		Trailing Arbutus Talcum 2 for 26c
		Medicated Skin Soap . . . 2 for 26c
		Klenzo Liquid Antiseptic 2 for 51c
		Rexall Toilet Soap 2 for 16c
		Egyptian Palm Soap . . . 2 for 16c
		Quinine Hair Tonic 2 for 61c
		Bouquet Ramee Talcum 2 for 51c
		Bouquet Ramee Compact or Rouge 2 for 51c
		Klenzo Magnesia Dental Powder 2 for 26c
		Narcisse Perfume 3 1-2 drams 2 for 1.01
		Harmony Cream of Almonds 2 for 36c
		Harmony Lilac Vegetal 2 for 1.01
		Olivo Shampoo 2 for 61c
		Rexall Tooth Paste 2 for 26c
		Rexall Shaving Lotion . . . 2 for 61c
		Georgie Rose Face Powd 2 for 61c
		Georgia Rose Face Powd 2 for 26c

See REX at The Rexall Store

CORNER DRUG STORE

Extra! Good News



Follow the Crowd



To the Store of Real Values

**Sale Opens
Friday,
April 5th**

—For real economy, shop at this store. Everything we have has been lowered in price to help you purchase your Spring Attire and Home Furnishings. Our remarkable offers are varied and astounding.

—In this new sale you may be sure we shall live up to our well-established reputation for quality merchandise and fair dealing.

SPRING Fox Mer

We offer our customers and friends over this section of many inquiries concerning this well-known Bargain preceding days of the Sale, secure in the knowledge that to select, at prices that are low and within the reach unusually attractive in variety and the latest modes. **SALE IN WARDROBE AND HOUSEHOLD FURNISHINGS**

Ready-To-Wear Dept.



LADIES NEW SPRING COATS, SUITS AND DRESSES

Right now when you can get a full season's wear out of your coat, suit or dress, we are going to make a big reduction on them. So you do not have to wait until the end of the season to buy. Everything will be marked with a Special Sale Price. Space will not permit us to list every garment.

Cost range in price from **\$8.85 UP**

LADIES' DRESSES

—Ladies Silk Dresses in Printed Crepes, Georgettes, in all the new wanted shades for Spring, as well as the new Solid Color Dresses, in Flat Crepe and Crepe de Chine. **Dresses Range In Price from**

\$7.95 UP

NELLY DON

Nelly Don Home Frocks. We have just received a large shipment of Nelly Don dresses, beautiful patterns and styles. In these you will find every style suitable for your particular taste. Every garment guaranteed to give you satisfaction in wear.

Priced as low as **\$1.75**

HOUSE DRESSES

House Dresses in beautiful new prints. Welworth House Dresses range in price from **85¢ up**. Every garment is guaranteed fast colors. Sizes from 14 to 52.

- NOTIONS**
- Colgate's Tooth Paste . 19c
 - Colgate's Talc Powder . 19c
 - Colgate's Shaving Soap 5c
 - 5 Cedar Pencils for . . . 5c
 - 25c Tooth Brush for . . . 19c
 - Palm Olive Soap, 4 for 25c
 - Reliable brass pins, paper 5c
 - Hair Pins, 1 box for . . . 5c
 - 75 Safety Pins for . . . 10c
 - 10c Powder Puff for . . . 5c
 - Mennen's Talc Powder 21c
 - 3 Can't Shrink Pot Scrubbers for . . . 25c
 - 6 Ladies' Handkerchiefs for . . . 25c

PERCALES
—36-inch Percales, fast colors, Spring Opening Price—**15¢ YARD**

GINGHAMS
27-inch Gingham, in plaids and small checks; your choice—
12 Yards for **\$1.00**
32-inch Gingham in plaids and checks—
10 Yards for **\$1.00**

Curtain Scrims and Cretonnes

\$1.50 Grades, Spring Sale Price	\$1.19
\$1.25 Grades, Spring Sale Price	\$.95
\$1.00 Grades, Spring Sale Price	\$.75
\$.85 Grades, Spring Sale Price	\$.69
\$.75 Grades, Spring Sale Price	\$.62
\$.65 Grades, Spring Sale Price	\$.48
\$.50 Grades, Spring Sale Price	\$.42
\$.45 Grades, Spring Sale Price	\$.38
\$.40 Grades, Spring Sale Price	\$.33
\$.35 Grades, Spring Sale Price	\$.28
\$.30 Grades, Spring Sale Price	\$.24
\$.25 Grades, Spring Sale Price	\$.21
\$.20 Grades, Spring Sale Price	\$.16
\$.15 Grades, Spring Sale Price	\$.12

WOOL TWEEDS

54-Inch Wool Tweeds, in gray and tan mixtures—**SPECIAL FOR \$1.85 YARD**

SILK MIXED CREPES

Silk Mixed Crepes, tub-fast, 36-inch width, new printed patterns. Your choice, Spring Opening Sale, **85¢ YARD**

PLACID PRINTS

Placid Prints, in tan and blue back grounds—Rayon Silk—Special for **82¢ Yard**

SPECIAL—CREPE DE CHINE

40-Inch Crepe de Chine in all the new wanted solid colors, Your Choice, **\$1.39 Yard**

NO GOODS CHARGED DURING THIS SALE



Bargains for All Members of the Family!

SPECIAL

—Men's Dress Shirts, with soft collars, 14 to 17, Spring Sale—

PRICE \$1.39

SPECIAL

—Boy Blue Wash Shirts, coat styles, sizes 12 to 14 1-2—

TWO FOR \$1.00

SPECIAL

—Men's Athletic Union Suits, sizes from 36 to 46, Special—

FOR 44¢

MEN'S WORK SHIRTS

—Washington Work Shirts, made from the very best materials. They advertise themselves. Full coat style, triple stitched. Slims, stouts and regulars. Priced for

ONLY 95¢

SPECIAL—BOYS' DRESS PANTS 20 PER CENT DISCOUNT

BOYS' SUITS

—Just received a new shipment of Boys' Spring Suits, in both long and short trousers; all have two pair trousers—

20 PER CENT DISCOUNT

SPECIAL

—Ladies' Felt House Shoes, in open, old rose, fawn and medium blue. Your choice—

50¢ PAIR

LADIES' UNIONS

—Ladies' Union Suits, closed gore, summer weight, sizes 36 to 46. Special—

FOR 45¢

SPECIAL

—Ladies' Hosiery, Rayon, colors, honey, beige and atmosphere. Sale price—

44¢ PAIR

BLOOMERS

—Ladies' Rayon, in light colors only, regular \$1.25 and \$1.35—

FOR 90¢



LADIES' AN

—Our stock has department. Ladies' and calf, black to EE, sizes up to in both lights and **SPECIAL PRICE** will not permit

Ladies' Low Heel

—One Table of styles, in patent

—These are also Heel

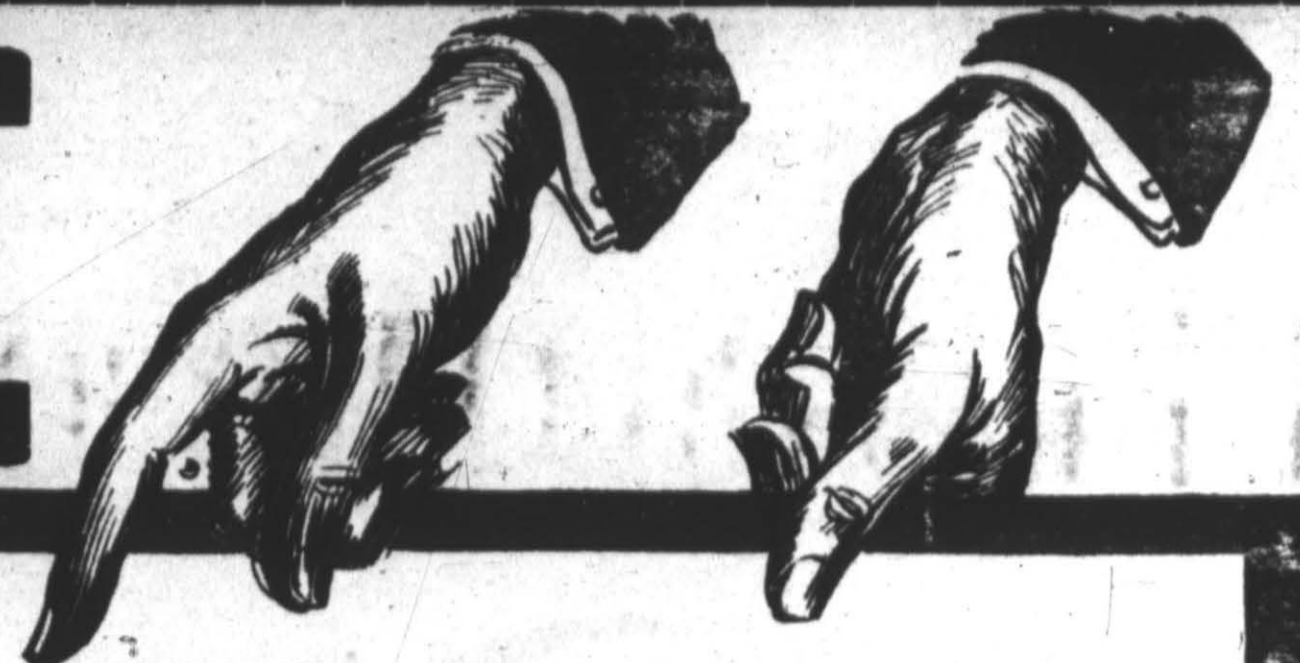
YOUR

SPRING OPENING SALE

McCantile Co.

HEREFORD, TEXAS

Annual Spring Opening Sale Bargains, beginning April 5. We have had and we invite you to come to our Big Store Friday and on the succeeding days will find here our usual Big stock of Quality Merchandise from which you can select pocketbooks of any man or woman. Our stock is all new, clean and fresh. **SUGGEST THAT YOU COME EARLY AND MAKE YOUR SELECTIONS BEFORE THE STOCK IS DEPLETED.**



All Hands Point to These Sharp Price Reductions!

SPECIAL
—Table Damask, 58 Inches Wide. Special for only—
44¢ YARD

SPECIAL
—Ten Yards Celtic Bleached Domestic—
FOR \$1.00

SPECIAL
—One table of Gossard Corsets, Broken Sizes and discontinued numbers, Regular price \$2.00 to 8.50 each. Your Choice—
FOR ONLY \$1.00

SPECIAL
—Seven Spools Clark's O. N. T. Thread—
FOR 25¢

SPECIAL
—Nine-Four Bleached Sheeting, guaranteed full wide, eighty-one inches. Special for only—
34¢ YARD

SPECIAL
—Monroe LL Sheeting, 36 inches wide, unbleached. Special—
12 YARDS FOR \$1.00

SPECIAL
—Oil Cloth, both light and dark patterns—
YOUR CHOICE 29¢ YARD

SPECIAL
—Men's Fancy DRESS SOCKS, in Plaids and Fancy Stripes—
SPECIAL—25¢ PAIR

SALE

WOMEN'S SHOES AND SLIPPERS
We have been more complete in this department in patent leather, light kid and black oxfords. Widths from AAA to EEE including the Arch Support Shoes, and every pair will have a SPECIAL PRICE. Nothing reserved. Space for all of them.

SPECIAL
—Patent One-Strap, Special for only—
\$2.90

SPECIAL
—Slippers, broken sizes, all good grades, black kid and blonde kids and all values up to \$7.50
YOUR CHOICE, \$3.95

NUMBER TWO
—Broken sizes, with both high and low heels
YOUR CHOICE, \$2.95

NUMBER THREE
YOUR CHOICE FOR ONLY \$1.48

Men's and Boy's Furnishings



—Hart Schaffner and Marx Clothing. Each and every suit guaranteed to give you satisfaction in wear or money back. We have them for the young men, middle-aged men and the elder men, including stouts, slims, portly models, and regulars in all the new wanted shades for Spring. Every suit has two pair trousers. Range in price from \$25.00 to \$50.00—

SPRING SALE PRICE
\$19.95 TO \$42.50

MEN'S DRESS PANTS

\$9.00 Grades, Spring Sale Price	\$7.75
\$8.50 Grades, Spring Sale Price	\$7.25
\$7.50 Grades, Spring Sale Price	\$6.35
\$7.00 Grades, Spring Sale Price	\$5.90
\$6.50 Grades, Spring Sale Price	\$5.45
\$6.00 Grades, Spring Sale Price	\$4.90
\$5.00 Grades, Spring Sale Price	\$4.25
\$4.50 Grades, Spring Sale Price	\$3.90
\$4.00 Grades, Spring Sale Price	\$3.60
\$3.50 Grades, Spring Sale Price	\$3.15

SILKS

New Spring Silk in Georgettes, Crepe de Chines, Flat Crepes, in both plain and printed patterns—

\$3.50 Quality, Spring Sale Price	\$2.95
\$3.00 Quality, Spring Sale Price	\$2.68
\$2.75 Quality, Spring Sale Price	\$2.39
\$2.50 Quality, Spring Sale Price	\$2.19
\$2.25 Quality, Spring Sale Price	\$1.90
\$2.00 Quality, Spring Sale Price	\$1.72
\$1.75 Quality, Spring Sale Price	\$1.39
\$1.50 Quality, Spring Sale Price	\$1.19
\$1.25 Quality, Spring Sale Price	\$.95
\$1.00 Quality, Spring Sale Price	\$.85

WASH TAFFETAS

36-inch Wash Taffetas, in small checks and plaid patterns. Spring Opening Sale
PRICE 85¢ YARD

SPECIAL
National Guard Khaki Cloth Guaranteed fast colors. Special for—
22¢ Yard

BLUE DENIM
Granite Blue Denims
24¢ Yard

SPECIAL
Trunks, Suit Cases, Hand Bags and Ladies' Hat Boxes
20 Per Cent Discount
Windsor Krinkle Crepe Windsor Washready Krinkle Crepe, most all light shades, 32 inches wide. Special for our Spring Sale—
24¢ Yard

PILLOW CASES
Pullman Pillow Cases, 42 x 36, sized before hemming. Special for—
Only 29¢



STORE CLOSED ALL DAY THURSDAY



Bargains You Can't Afford to Overlook!

FITZ OVERALLS
—Fits Blue Overall, in high back or suspender back—
YOUR CHOICE \$1.50

INDIAN HEAD
—Solid color Indian Head. Spring Sale price
38¢ YARD

CHALLIES
—Quilt Challies, 36 inches wide, in new printed patterns—
Seven Yards for **\$1.00**

FAST COLOR PRINTS
Rayon, Broad Cloth and Lin-Fast Prints, all new patterns—
\$1.00 Grades, Spring Sale Price 85¢
\$.85 Grades, Spring Sale Price 72¢
\$.75 Grades, Spring Sale Price 58¢
\$.65 Grades, Spring Sale Price 48¢
\$.50 Grades, Spring Sale Price 44¢

IMPERIAL CHAMBRAY
—32-inch Imperial Chambray in checks, plaids and solid colors. Sale Price—
29¢ YARD

BED SPREADS
—Bed Spreads in blue, gold and rose, size 80 x 90. Special—
FOR 98¢

—Elevated Bed Spread, 80x106, blue, gold and rose, Special—
FOR \$1.39

NON-CLING CLOTH
—Non-Cling Cloth for bloomers and slips, in most every shade. Special for our Spring Opening Sale—
38¢ YARD

MADRAS SHIRTING
—Madras Shirting in light colors for dress shirts, regular 40c and 50c goods. Spring Sale Price—
33¢ AND 42¢

American Beauty Batiste
—American Beauty Batiste, 40 inches wide, guaranteed fast colors, in printed patterns. Ideal cloth for summer dresses—
YOUR CHOICE, 34¢ YARD

—One Table of Florsheim Shoes and Oxfords, broken sizes, all out on table. Regular \$10.00 and \$11.00 grades. Your
CHOICE FOR ONLY \$6.75

MEN'S AND BOYS SHOES

\$7.50 grades, Sale Price	\$6.35
\$6.50 grades, Sale Price	\$5.45
\$6.00 Grades, Sale Price	\$4.95
\$5.00 Grades, Sale Price	\$4.25
\$4.50 Grades, Sale Price	\$3.90
\$4.00 Grades, Sale Price	\$3.65
\$3.75 Grades, Sale Price	\$3.25
\$3.50 Grades, Sale Price	\$3.15
\$3.25 Grades, Sale Price	\$3.90
\$3.00 Grades, Sale Price	\$2.68

MEN'S WORK SHOES
—Men's Outing Bal Work Shoes
SPECIAL FOR ONLY \$1.98

SPECIAL
—Back of Ladies' Oxfords. Your choice
HALF PRICE

BED SHEETS
—Bed Sheets, 81 x 90, 1 hemmed. Special—
85¢ Each

FOR ECONOMICAL TRANSPORTATION



140

Ten Reasons why 300,000 careful buyers have chosen the New Chevrolet Six since January 1st

Ever since the date of its introduction, the new Chevrolet Six has swept triumphantly on to greater and greater heights of popularity. Value for value and price for price—buyers have compared it with other cars in the low-price field. And the result has been an overwhelming public preference—over 300,000 buyers since January 1st. And everywhere the enthusiasm is constantly increasing—for the new Chevrolet Six combines, as does no other car in the world, those ten great fundamental factors which careful buyers are now demanding in the cars they buy.

6-Cylinder Smoothness

Due to the finer inherent balance of its six-cylinder valve-in-head motor, the new Chevrolet provides that smooth, quiet, flexible performance which is the distinguishing characteristic of the truly fine automobile. At every speed, the power is delivered easily, freely and without annoying vibration. You can ride and drive for hours without annoying rumble or noise fatigue—every mile a delight for both driver and passengers.

6-Cylinder Getaway

And in sheer brilliance of performance, as well as in smoothness and quietness of operation, the new Chevrolet Six is a revelation. An automatic acceleration pump results in remarkably fast acceleration whenever the accelerator is suddenly depressed. And a new high-compression, non-detonating cylinder head eliminates every trace of "lugging"—even when you have occasion to accelerate swiftly in high gear.

6-Cylinder Speed

Naturally, Chevrolet's powerful six-cylinder valve-in-head motor might be expected to provide speed in abundance. But even more important than the speed of the new Chevrolet Six is the smooth, quiet, restful comfort you experience at every point on the speedometer. You can open the throttle wide with a feeling of complete security—and you come to the end of a full day's drive entirely free from the weariness caused by engine noise and body rumble.

6-Cylinder Power

The great reserve power of the new Chevrolet Six is a constant delight. The steepest hills are taken with ease. Heavy roads are negotiated without the necessity for frequent gear-shifting. And even at the higher speeds, there is always that feeling of confidence which comes from the knowledge that additional power is at hand . . . instantly available for whatever need may arise.

Modern Safety Features

The new Chevrolet Six is equipped with every modern safety and convenience feature—typified by a full ball bearing steering mechanism, non-locking 4-wheel brakes with separate emergency brake, foot controlled adjustable two-beam headlights, automatic fuel pump, theft-proof Electrolock, electric motor temperature indicator, and Fisher VV windshield and adjustable driver's seat in all closed models. As a result, it is one of the easiest and safest cars in the world to handle.

Better Than 20 Miles Per Gallon

The marvelous performance of the Chevrolet Six would be considered exceptional in any automobile. But in the new Chevrolet it is nothing short of sensational—for here it is combined with operating economy of *better than 20 miles to the gallon of gasoline*. As a result, those who can afford to own any automobile can afford to own and operate a Chevrolet Six!

Exceptional Riding Comfort

Another vital factor that has influenced hundreds of thousands in their selection of the new Chevrolet Six is its exceptional riding comfort. Built on a wheelbase of 107 inches . . . offering the deep-cushioned luxury of bodies by Fisher . . . and with the entire upper structure cradled on four long semi-elliptic shock absorber springs—it travels the roughest highways with amazing comfort. And its balance on turns and curves is

equally exceptional—for the rigid frame and the long springs reduce sidesway to the minimum.

Beautiful Fisher Bodies

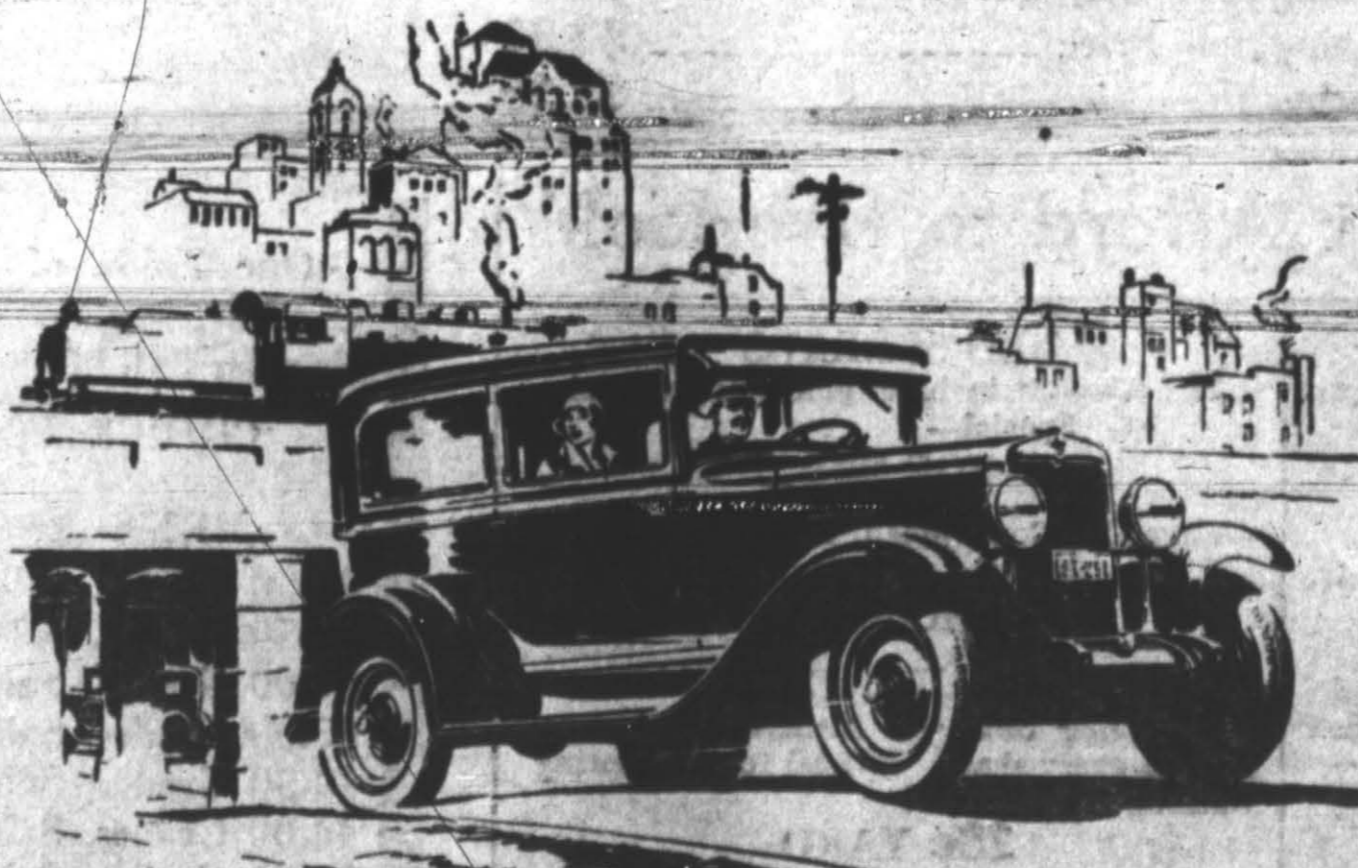
The marvelous bodies on the Chevrolet Six reveal, as never before, the matchless artistry that has made the Fisher name renowned throughout the world for excellence in coachcraft. Longer, lower and roomier . . . finished in attractive, long-lasting colors . . . and upholstered in rich deep-tufted fabrics that give to the interiors an air of custom elegance—they introduce into the low-price field an entirely new measure of style and distinction.

Proved Dependability

Before the new Chevrolet Six was presented to the public, it had been tested for more than a million miles on the roads of the General Motors Proving Ground. Never did a new motor car go into the hands of its owners more thoroughly proved in every detail. And now, reports of its performance on the highways of the nation pay glowing tribute to its endurance and dependability.

Amazingly Low Prices

Many people do not realize that this marvelous new six-cylinder Chevrolet is actually offered in the price range of the four. Compare total delivered prices as well as factory prices when buying automobile values. You will find Chevrolet delivered prices include the lowest handling and financing charges available.



A SIX IN THE PRICE RANGE OF THE FOUR

The COACH \$595

The Roadster	\$525
The Phaeton	529
The Coupe	595
The Sedan	675
The Sport Cabriolet	695
The Convertible Landau	725
The Sedan Delivery	495
Light Delivery Chassis	400
1 1/2 Ton Chassis	545
1 1/2 Ton Chassis With Cab	650

All prices f. o. b. factory, Flint, Mich.

Brumley-Chevrolet Co., Inc.
HEREFORD, TEXAS

ASK FOR A DEMONSTRATION TODAY

The Ministry of Isaiah

International Sunday School Lesson for April 7.

Isaiah 6:1-8, 20:1-2, 38:1-5

Rev. Samuel D. Price, D. D.

Six months are now given to the Testament. The general title "Prophetic Teaching and Leadership of Judah." The aim, as set by the International Lesson Committee, is "to lead the pupils in discovering and appreciating how God, through prophets and other leaders, gave help and guidance to the people of Judah in order that the pupils may come to see the hand of God in their lives in all human affairs." The weeks are given to Isaiah, read that book in that time. A series continues the course which concluded with "From Canaan to Isaiah" December, 1927, and part of the six year cycle.

His great heart ache led Isaiah to a special audience with God. He, the efficient and greatly loved king, died and life for the nation looked dark indeed. There always resource in the recourse to prayer and the prophet was called as he looked into the future of Judah. Spiritual sight reached beyond the horizon of the physical and Isaiah beheld his ennobled Lord in majestic setting. Heavenly messengers were about him. Their six wings typified seraphim, humility and service. Satisfaction was heard in the antiphonal greeting, "Holy, holy, holy is Jehovah of hosts; the whole earth full of his glory." Instantly the consciousness of

the presence of Deity made Isaiah aware of his own sinful human nature by contrast. It is always so. As we come unto Him we are mindful of the difference, as the real self is acknowledged. Isaiah's outcry was akin to that of the man in parable, when two men went up to the Temple to pray, who said, "God be merciful to me, a sinner." Such pleading moves our Father to action. Though it was a vision there was effective reality as one of the seraphim took a burning coal from the altar and cleansed those lips as by fire. Thus made ready, Isaiah was able to give a noble response when the Lord called for volunteers, saying "Whom shall I send, and who will go for us?" Instant answer was, "Here am I, Lord, send me." Today, when opportunity is given for service ninety-five per cent of the average church members will be indifferent or suggest that the other five per cent, already doing most of the work, undertake the added tasks.

Isaiah served faithfully during four reigns. He fulfilled the office of a prophet. He foretold the truth as a messenger commanded by Jehovah. No toll was too hard to be undertaken in obeying a commission. He boldly faced kings as well as peasants, for every class equally needs the truth of life. When Hezekiah was sick Isaiah in performing the office of a pastor, told him, "Set thy house in order." In preparation for impending death. He is foolish indeed who straightens out his books only when the auditor is expected. Every phase of life should be loved so that the auditing can take place at any time.

A Want Ad in The Brand is a sure, steady worker—try it out.

W. T. C. of C. Report Tells of Many Improvements Through West Texas

Llano is looking for a man financially able to furnish and lease the new up to date thirty-six room modern Llano Community Hotel. This building will be completed April 15 at a cost of \$85,000. It has steam heat, fans, phones and hot and cold water.

Word comes from Del Rio of a new dam to be built on Devil's River to have a storage capacity of 8,400 feet. Permission to use water to the extent of 550 cubic feet per second for generation of hydro-electric power goes with the permit. The other dam is completed and has been in use for some time.

Priona is experiencing a building boom. Many new residences

are going up and three permanent store buildings are being constructed on Main Street. Many of the residences are of brick or stucco.

Two miles of gravel base of the Highway No. 7 have been laid near Sweetwater. Work has begun at the Coke county line and crews are working northward. A gravel base eleven inches deep has been rolled to about eight inches.

Eastland is to have an exhibit at the Western States Exposition which is to be held in connection with the seventy-fifth anniversary of the California State Fair at Sacramento. An expressive display of western products and resources has been planned.

A prize winning pen of ringlet Barred Rock chickens has been purchased by a Dalhart poultryman. The pen cost \$85.00 and won first honors at the Madison Square Poultry Show in New York. The formation of a poultry show in Dalhart recently has already aroused considerable interest in poultry raising.

The first shipment of certified seed which is being purchased through the efforts of the Canyon Chamber of Commerce, has arrived and been sold to farmers at cost. Dwarf maize, Texas Black-hull kafir and red top sumac was included in the shipment.

An ornamental lighting system is being installed along the main thoroughfares of Brady residence streets. All important streets in North and South Brady will share in the new system of illumination which is being done by the Brady water and light works.

Donley county cream shipments continue to increase. At Clarendon, 214 ten gallon cans worth about \$12.00 per can formed a

shipment which recently brought \$2500 to the town. Some cream is shipped out by truck to nearby creameries.



PURITY? - YES!
—and Economy, too.

Our meats are the best the market affords—try them and be convinced.

Texas Meat Market

Phone

353

NOW IS THE TIME TO PLANT TREES

We have everything—the best for the Southwest. Thirty-seven years in the nursery business. Growers and dealers in choice Fruits, Nuts, Grapes, Berries, Evergreens, Shades, Flowering Shrubs, Roses, Bulbs, Etc. Our prices are very low, quality considered.

CHINESE ELMS, 50c AND UP

Visit the Nursery of Phone 99

HEREFORD NURSERY

L. P. Landrum, Owner
1108 East Tenth Street



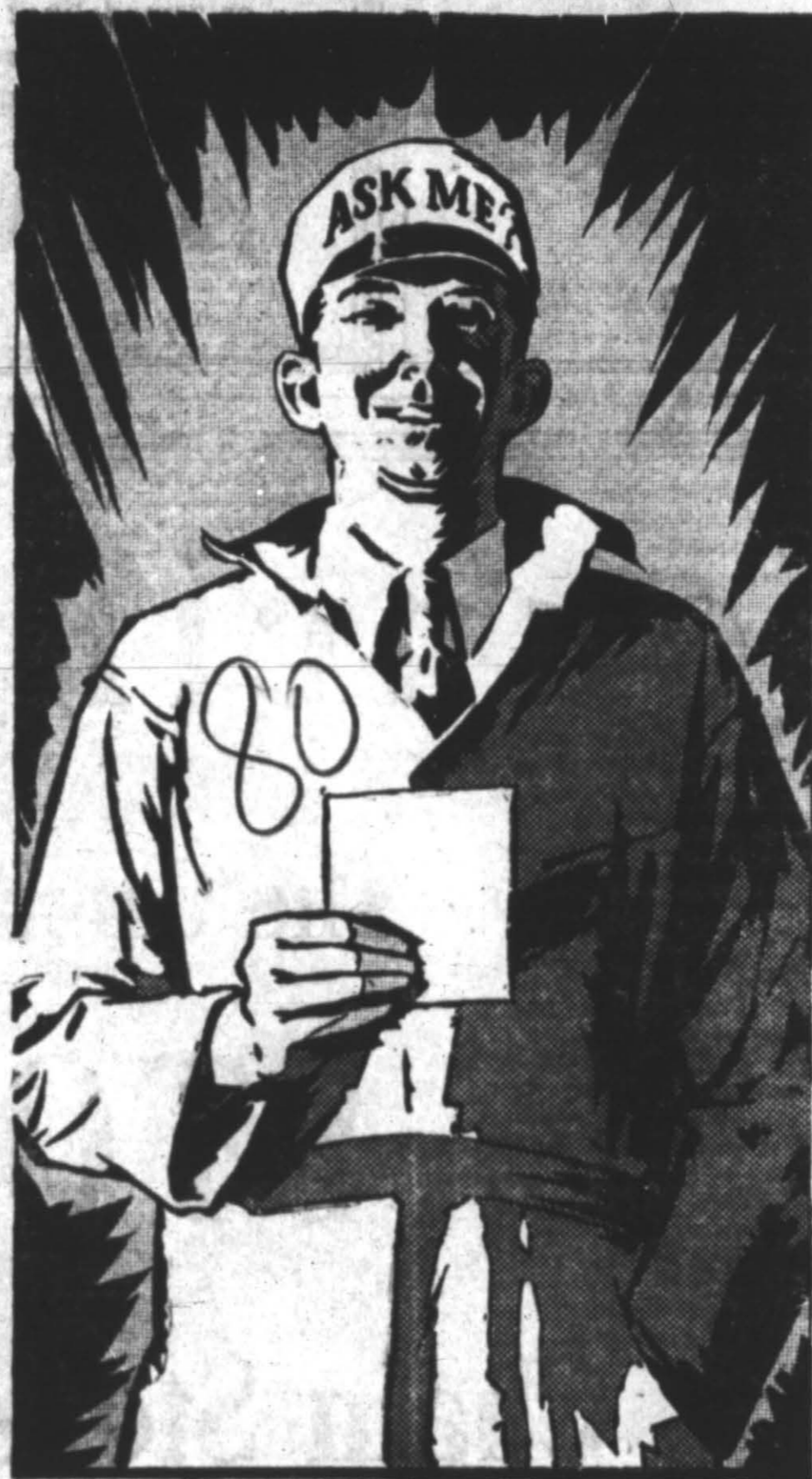
Pull Your Discs with Three-Fuel Power

Built for tractor power, the one-way-disc pulled by a three-fuel Hart-Parr cuts to full width at any depth. You need not just skim your land, for Hart-Parr power enables you to set the plow down where it belongs and keep it there. Two and even three one-way-disc plows are common behind the larger Hart-Parrs. They pay their way. Hart-Parr is the one tractor that develops tremendous power from gasoline, kerosene or distillate. We are now showing the improved 1929 line equipped with three forward speeds to speed up hauling and field work. Hart-Parrs are built for small, medium or large farms. Come in and see them.

M. D. Womble
Hereford, Texas

AUTHORIZED DEALER IN

HART PARR TRACTORS



You'll find men with caps like these at all Marland Stations... Let them tell you about this finer motor fuel...

New Marland Gasoline



Introducing that new and finer MARLAND GASOLINE



today

at all stations where you see the **RED TRIANGLE**

here's a gasoline that's in step with the steel cavalry of modern motordom... a gasoline that literally 'champs at the bit'... a gasoline that answers the national cry, 'let's go!'

new

it's new, this gasoline, entirely new. You'll know it too, when it joins with your motor to give that thrilling zoom and flashing start as you tramp on the accelerator. The new Marland Gasoline... latest development of the Marland Companies... produced with all the knowledge and pride that Marland Men know, yet no tradition fettered its inception... no limitations on its goodness... a new gasoline, better than we ever made before... that's what we strove for... and we succeeded!

hi-test

of course... but due to uncommonly adept refining and the finest equipment; not to doping... hi-test that means firing readiness a split-second sooner... hi-test that answers with a roar when you kick the starter... hi-test that teaches you to expect more from your gasoline than ever before

costs no more

and that's the strongest possible reason to go now and 'seek the sign of the Red Triangle'... We ask you to pay no premium for hi-test motor fuel... We do not penalize you for getting the best... there's an attendant waiting for you in every Marland Station with 'Ask Me!' on his cap. He'll tell you why this new gas costs no more... look at your fuel gauge now... and then look for the sign of the Red Triangle!



1 gas - 1 price - it's hi-test at MARLAND STATIONS



CHRISTY BROTHERS SHOW
HERE WEDNESDAY THE 17

Mammoth Parade to Be Staged at Noon—Highly Trained Animals and a Galaxy of Lovely Stars.

Big tops and little tops will soon be up, the clowns are putting on the paint, the elephants are getting ready for the peanuts, the acrobats are putting on their silk fleshings, the wild animals are getting wilder, the grooms are putting rosas on the milk white horses, and the small boy can't sleep, for one performance only, Wednesday, afternoon, April 17, is show day, the day the Christy Shows, the swaggering aristocrat of the show world, give their great exhibition, preceded by the gorgeously spectacular parade for the Christy Shows organization is the largest show in the world that still retains the parade feature of show day.

Several Funds Available for Tech Students

LUBBOCK.—There are nine loan funds available for students of Texas Tech, the total amounting to about \$27,000. More than 100 students have already borrowed from these funds, and reports are to the effect that no student has yet failed to repay a loan.

The largest of these funds is the George T. Morrow Student Loan Fund, a permanent bequest created by the will of the donor. The interest only of this amount will be used for loans, the capital sum being invested. Some \$800

Coming to Amarillo
Dr. Mellenthin

SPECIALIST
In Internal Medicine for Eighteen Years.

DOES NOT OPERATE

Will be at
Amarillo Hotel, Friday
and Saturday, April 12-13
Office Hours 10 a. m. to 4 p. m.

Two Days Only

No Charge for Consultation

Many in this community will avail themselves of the opportunity to visit Dr. Mellenthin on this special visit to Amarillo. The doctor pays special attention to the SCIENCE OF INTERNAL MEDICINE AND DIETETICS. He is trying conscientiously to eliminate surgery in his treatment of disease as far as possible.

Has to his credit many wonderful results in disease of the stomach (especially ulcers), glands (especially goitre), ailments of women, diseases of liver and bowels, as infected gall bladder, gall stones, appendicitis, chronic constipation, colitis, auto-intoxication, and rectal ailments, circulation disturbances as high or low blood pressure, heart and blood disorders, skin, nerves, bladder, kidneys, bed-wetting, weak lungs, tonsillitis, adenoids, metabolic disturbances, such as rheumatism, sciatica, leg ulcers and cholelithiasis.

Medicines are prescribed and prepared for each individual case in his private laboratory, also special attention given to diet as to proper balance and selection of foods.

For this service a nominal charge is made.

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the State of Texas.

Married women must be accompanied by their husbands.
Address: 224 Bradbury Bldg., Los Angeles, California.

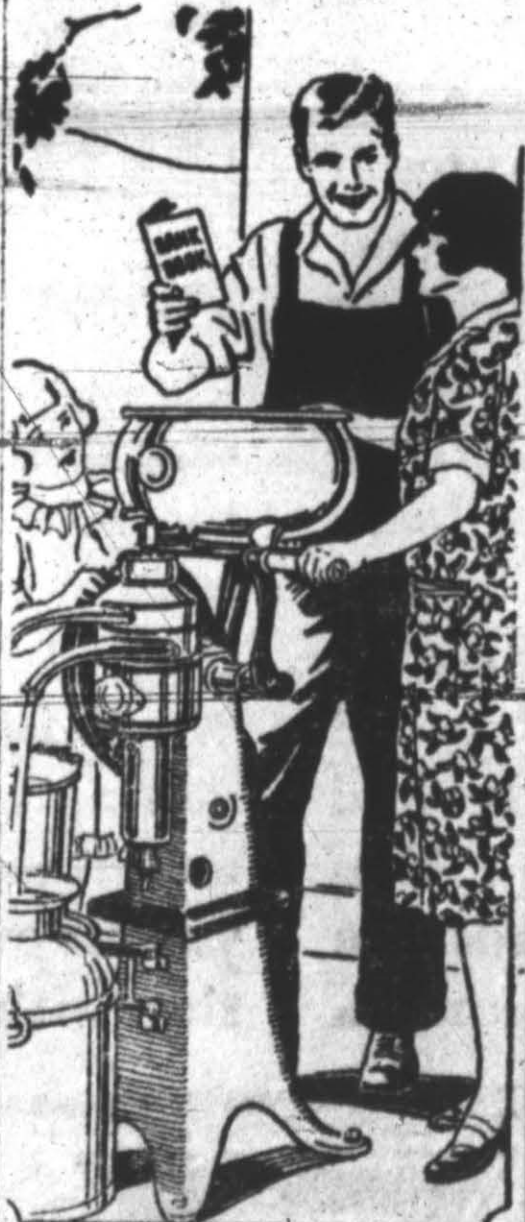
Interest will become subject to loan by September 1, 1929. The terms of the will specified that the president, business manager and registrar of the college should administer the fund.

Early after the organization of the institution the Rotary Club of Lubbock started a loan fund which now amounts to \$5,000. It is administered by a committee appointed by the Rotary Club. Dean J. M. Gordon is now chairman of this committee. He reports that ninety-one students have borrowed from the fund, and that there are now outstanding sixty loans. Of this large number of students borrowing not one has been considered a bad risk. This fund is available in small amounts to students who have attended the College a year or more and demonstrated their worthiness and ability.

The Twentieth Century Club Tech Students' Loan Fund was originated in 1925, \$200 being raised the first year by an assessment of \$5.00 per member. Six students have borrowed from this fund which now amounts to \$415. Interest rate is four per cent and

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

More Money
For Other
Things



When you use ...
a New De Laval
Cream Separator ...
—the world's best ...

Call on or call up
C. A. Skelton
Hereford, Texas.

loans are made to either men or women.

The Home Economics Club Loan Fund was established the first year of the school by the Home Economics Club. This organization holds a sale about Thanksgiving each year. The first sale netted about \$87, and \$80 to \$100 has been similarly raised each year. Money is loaned on the recommendation of the Home Economics Council and with the approval of Dean Margaret Weeks. Four per cent interest is charged and it is open to home economic students who need the money. Often loans are made to help students over registration, one girl having been assisted twice in this manner. Two girls who are now teaching have just repaid \$50 loans. Seven loans are now outstanding.

The Athenaeum Club Student Loan Fund was started in 1926 and amounts now to \$250. It is available to any worthy woman student. Five students have participated in this loan with two loans of \$100 each now outstanding.

The American Association of University Women last year raised \$100 and are planning to secure another \$100 which will provide a rotating fund to be loaned \$100 each year to some girl graduate of the Lubbock high school who wishes to attend Tech or some other approved institution.

The Business Women's Loan Fund amounts to \$200 with most of this now loaned out. It is available to any unmarried girl at five per cent interest. The fund was started the year the school opened and is loaned on the basis of scholarship and character, and upon the recommendation of Dean Mary W. Doak. Four students have participated in this fund.

The Engineering Society Loan Fund is not yet operative, but \$200 has been raised and is now drawing interest. When the amount reaches \$500 it will become available, according to Dean Wm. J. Miller, and it is hoped that it will reach this amount by the opening of the fall term. Members of the Society pay \$1.00 annual dues, part of this being applied to the fund which will be loaned to engineering students. It is hoped to increase materially the fund this year by getting freshmen engineers to sign over their chemistry deposits to the fund.

The Agricultural Club Loan Fund for agricultural students is now \$100. No loans are outstanding but money will become available in the near future. The purpose of the fund is to furnish temporary funds to students who have previously contributed to the fund. It is supervised by Dean A. H. Ledigh and the officers of the Society. In order to increase the amount, freshmen are asked to sign over science deposits, sophomores and upper-classmen during

1928-29 are asked to contribute each, and other means will be Six per cent is charged on the present, loans will be to \$25 each.

Assyrian Headdresses
Assyrian men covered their heads with gold powder and gold t. Beards and hair were curled; eyebrows were painted. As women did not wear their heads

Designing *K* Dress Making
The Sewing Shop
310 Miles Avenue
Phone 117
Miss Theresa Littleton Mrs. R. E. Littleton

Property That Is Worth Owning Is Worth Keeping Up!

Does your home need painting, decorating, a new roof, repairs, or remodeling? Let us help protect your property investment. Information and estimates without obligation. Our line of materials is complete and every item is a Quality Product.

PANHANDLE LUMBER COMPANY

Announcing

The Coming of
C. E. STONE CO.

Chain Store No. 43

Adding the FORTY-THIRD link in a chain of stores now serving Texas, Oklahoma and New Mexico. At an early date Hereford will have a new kind of store, bringing new methods of merchandising. The C. E. Stone Company Chain Store will pass on to YOU the many advantages of big buying and fast turnover of ready-to-wear, millinery, clothing, shoes, dry goods and notions. It will be an up-to-date store, offering the newest and finest merchandise. Inspect its offering!

Stores Are Now Operated In:

1. Dallas, Texas	15. Plainview, Texas	30. Tulia, Texas
2. Wellington, Texas	16. Wheeler, Texas	31. Hillsboro, Texas
3. Shamrock, Texas	17. Lubbock, Texas	32. Mineola, Texas
4. Hollis, Oklahoma	18. Colorado, Texas	33. Mineral Wells, Texas
5. Memphis, Texas	19. Erick, Oklahoma	34. Clovis, New Mexico
6. Sayre, Oklahoma	20. Childress, Texas	35. Paris, Texas
7. Chillicothe, Texas	21. Sweetwater, Texas	36. Stamford, Texas
8. Vernon, Texas	22. Brady, Texas	37. Frederick, Oklahoma
9. Paducah, Texas	23. Coleman, Texas	38. Brownwood, Texas
10. Childress, Texas	24. Rotan, Texas	39. Floydada, Texas
11. Memphis, Texas	25. Spur, Texas	40. Lamesa, Texas
12. Elk City, Oklahoma	26. Greenville, Texas	41. Dimmitt, Texas
13. Altus, Oklahoma	27. Corsicana, Texas	42. Ralls, Texas
14. Cordell, Oklahoma	28. Turkey, Texas	43. HEREFORD, Texas
	29. Abilene, Texas	

Watch For the Opening Soon

New and Used Furniture

WINDOW SHADES RUGS

- Wall Paper
- Paints
- Varnishes

- Baby Swings
- Go-Carts
- Jumpers

GAS RANGES

- Beds and Springs
- Mattresses
- Kitchen Cabinets

Jones Furniture Store

TRADE EXTENSION

(Continued from Page One)

be found in any city," said Secretary Arnold. "Our prices are as low as we can get and cheaper than many of the surrounding cities, and we want the buying public to know it. Our merchants are live business men that stand behind their merchandise. We have nationally advertised line of merchandise handled in Hereford by authorized dealers, and there is absolutely no need of going elsewhere to buy these things. Co-operative Growth," Hereford's message to you, and many headings will be used on new setting forth the claims of the local merchants to the residents for their business. Comparisons are being made with other cities, and according to those comparisons these records it will all be Hereford's favor.

Each of the fourteen committees represent different lines of merchandising, and every merchant in the city will be solicited to send greetings to the buying public for many miles in every direction.

It has been pointed out that this co-operative plan will get better results, and likewise can be done for a very small part of what it would cost each merchant and business man to do it individually. "As Hereford grows, so grows the country around it, and as Hereford values increase in property, likewise the property values in the rural districts increase," says one of the statements in the Trade Bulletin that is being put out by the progressive firms of the city.

According to the Trade Extension Committee, this is only the beginning of a concerted drive and campaign to enlarge Hereford's trade territory, and to convince the buying public in this section that they can save money by trading with Hereford merchants.

Trade trips will also be undertaken, as well as community meet-

ings in the various rural communities, and special trades days and other attractions added as the summer goes on.

DAIRY SHOW

(Continued from Page One)

are planning larger quarters as there were many show animals turned away for this, the second, show. Every available foot of space was taken in the large new \$20,000 building which Plainview has just completed for this annual event, and it was stated that preparations will be begun very soon for enlarging this building.

The Panhandle-Plains Dairy Show is destined to become the biggest exclusive dairy show in the Nation, according to the opinion of many visitors to the exposition.

Swisher county carried away the bulk of honors in the Jersey competition Wednesday, which was the special day designated to that popular breed of dairy cattle. R. C. Niekoll, pioneer breeder, of Tulsa, was the largest winner at the show and O. L. Stansell of Floydada was another big winner.

Thursday will be of special interest to Deaf Smith and Hereford citizens because of the judging of Guernseys, and according to reports heard at the show, the Pittner Guernsey Farm, which is showing a very high class cattle of this breed, will be returned a big winner. Pittner's herd was the talk of the show, say the Hereford visitors, and his chief competition will be from Carson county, where Prof. George P. Grout has introduced many of the finest animals of that breed that the United States boasts.

Among the Hereford visitors to Plainview Wednesday were Herman Schultz and Mrs. Schultz, A. H. Strien, R. O. Dunkle, John Olson, H. L. Fritz, Lester Galley, W. R. Arnold, N. O. Bendickson, J. L. Lipscomb, Bernard Hicks, D. C. Waiser, G. W. Brunley, C. Mehard, L. H. and J. L. Lookingbill, Fred Pitner, and others.

One of the high spots of the show will be the sale of fifty-eight picked animals which will take place Friday in the large sales and judging arena. Many Hereford people plan to attend this day, and Col Ray Barber of this city will have charge of the sale.

CEMETERY

(Continued from Page One)

J. S. McMillan, who recently came here from Missouri and who has had a wide experience as a horticulturalist has been employed as full time caretaker. Any time that Mr. McMillan can spare from his regular duties is available for those who want special work done. Mr. Seliger says, however, that as the season advances it will be necessary to employ additional help, for the weeds are going to be kept down.

Twenty young spruce trees were planted this week by the association and another by the Mothers' Club of the city, the latter a private memorial tree. Twenty symonores were added to the 200 slide trees already growing and cennas and other flowers will be planted at the proper time. Only a very few trees have died and Mr. Seliger says the association is working toward minimum loss—no loss if possible. He urges increased public interest and co-operation.

Basketball Tournament Contests Grow Hot

As the Sunday School Basketball League series of games nears its close the standing of the contesting teams is as follows:

Team	W	L	%
Methodists	2	0	100
Presbyterians	1	1	50
Baptists	1	1	50
Christians	0	2	0

Last Friday evening the Baptists suffered defeat at the hands of the Methodists, while the Christians also fell before the onslaught of the Presbyterian aggregation. Next Friday evening the Methodists meet the Christians and the Presbyterians will engage the Baptists. Since Friday's games complete the arranged schedule of each team's playing every other team, this contest will close the series unless the Christians defeat the Methodists thus changing this team's perfect score and making a final game necessary.

Mr. Humble is enthusiastic over the fine spirit manifested by the players and the interest the community in general has taken in this effort to promote cordial relations among the young men of the churches and to provide for them wholesome and appealing recreation.

A want Ad in the Brand will get results. Try it.

Mothers' Park to Get Many Improvements

Mothers' Park, as the playground of Hereford, is being improved this week by lowering the level of the curb on the west side and using the excavated earth for filling in the low places of the park. The ladies of the Mothers' Club who have charge of the park, are arranging to plant Chinese elms in place of some of the trees removed from the park earlier in the season and will further beautify the park with flower beds, evergreens and climbing roses at the entrance-arch.

The excavating was done by the city park board.

Sam Hutson, proprietor of the Sunrise Cafe, announces that he has secured a two-year lease on the Broadus building where he is now located and will continue in business there permanently.

Portales Paper Sold to Bryant Last Week

The Portales, New Mexico, Herald was sold last week to Senator R. G. Bryant, who will be editor and publisher. The paper was formerly published by A. C. White who on last Saturday disposed of his interest.

Senator Bryant is a cousin by marriage of Seth B. Holman, editor of The Hereford Brand.

Another Victoria Triumph

TURKISH BATH TOWELS, EACH ----- 29¢

OR FOUR OF THEM FOR ----- \$1.00

TURKISH TOWELS—Big, Generous, Fluffy, Snow White; 42-inch Turkish Towels that will brighten your bathroom with their colorful borders. They are all terry from end to end.

TURKISH TOWELS that really wear—their strong porous weave will withstand constant laundering.

TURKISH TOWELS that represent another price-value-economy triumph which the Great Victoria Group of Retail Merchants offers to the housewives of America.

—Our Victoria Group of Curtains offered two weeks ago, went over big and you'll want to purchase lots of these splendid towels for your home needs. Won't you pay us a visit today? Or send us your order by telephone and we'll fill it promptly.

OUR STORE HAS THE EXCLUSIVE SALE OF THESE TOWELS IN HEREFORD

J. O. Newell

WE GIVE 24 GREEN STAMPS.

Reduce the Cost of Farming



25-40 Rumely Pulling a 16-Disc Sanders Plow in Sod

More than one-third of the cost of running your farm is under your own control. This portion of the cost is tied up in labor and power costs. The scale of farm wages is not likely to decrease, but the controlling factor which will enable you to reduce the cost of production on your farm, is power. Put more power under the control of one man and you will materially reduce your power and labor costs, thereby making greater profits from your year's work.

—For many years owners of OilPull tractors have reported increased savings on their farming costs. And now the new model Super-Powered OilPulls will effect even greater savings because of their increased power and traction speeds and ability to burn cheaper grades of fuel.

PRICE \$1,995.00

Fully Equipped and Delivered.

Eight Per Cent Off for Cash

We are headquarters for the Rock Island Line of Implements, including the celebrated Sanders Disc and Cylinder Plows and repairs.

Welch & Jones

At Jones Furniture Store

Phone 111

CASH SPECIALS FRIDAY AND SATURDAY

- Black-Eyed Peas, No. 2, three for ----- 25¢
- Apples, one gallon ----- 54¢
- Spuds, 100 pounds ----- \$1.95
- Preserves, four pounds pure ----- 98¢
- Coffee, Admiration, 3 lb. cup-sauce ----- \$1.59
- Pineapple, sliced, No. 2 1-2 ----- 27¢

THE GROCETERIA

WE GIVE GOLD BOND STAMPS

Friday and Saturday, SPECIALS

- MILL RUN BRAN—Mill Run White Shorts, priced to move.
- ANOTHER SPECIAL—A good standard make Safety Razor, valued at \$1.00, and a tube of shaving cream all for 50¢.
- WE SPECIALIZE ON—Endicott-Johnson Shoes for Men, with a money-back guarantee.
- OVER STOCKED—On everything—we must move the goods. Get our prices first.
- BIG DISCOUNT—On All Ladies' and Children's Wear.

Warren's Cash Grocery and Dry Goods

Mrs. Oak Is Well After 20 Years

"I suffered from inactive liver for twenty years and about three years ago I became so terribly run-down I could not attend to my household duties without stopping to rest.



MRS. JULIA OAK

"I would have such severe pains in my stomach after meals that I would have to run for the soda box. Dieting did not help me, and even the best medicines I could buy did not reach my case.

"But Sargon went right to the root of my trouble without losing a minute's time. I never saw anything like it. I felt better from the very first dose, and now I eat anything I want without any ill effects. I am not the least bit nervous and I feel so well and strong that even after I get through with my house work I want to be up and on the go.

"Sargon Soft Mass Pills completely overcame my liver trouble and constipation. They act so gently that they did not upset my system or make me the least bit sick.

"I know from experience that the Sargon treatment will end stomach and liver complaints. I feel just like I have been made all over like new, and I want all my friends to know what this grand medicine will do."

The above statement was made recently by Mrs. Julia Oak, well known and highly esteemed resident of R. F. D. 1, Box 157, San Antonio, whose motherly kindness has endeared her to hundreds of friends throughout her community.

Sargon may be obtained in Hereford at Clark's Drug Store.

Broken Axle Holds Carrier On Mail Route

There were about sixty present at Sunday school Sunday morning. Rev. Saxon preached both morning and evening. After services in the morning the tiny tots enjoyed their Easter egg hunt.

Mrs. H. M. Mobley enjoyed a visit with her sister from Floyd over the weekend.

Mr. and Mrs. A. T. Jones and children and Mrs. Springer attended church at Flagg Sunday.

Day with Mrs. Lane. Everyone is wearing a smile that won't rub off now because of the splendid rain which fell last week. Over two inches was the amount of rain in these parts.

Mr. and Mrs. Henry Allman spent the greater part of last week in Amarillo where Mr. Allman underwent a throat operation at St. Anthony's hospital and at this time is at home and doing well.

Saturday is school election day at Frio and each voter is urged to go and do his part.

Guano and Edgar Mosely spent the weekend with their aunt at

...

IT RAINED

and now you will need your harness repaired and greased before you begin your farm plowing.

SEE US FIRST FOR REPAIRING and GREASING Neats Foot Oil In Bulk We Furnish the Can.

SHOE AND BOOT REPAIRING

COPELAND Shoe Shop

Hedley. J. J. Lindsay returned home the first of the week from a three weeks stay with his father, who is reported to be better.

The mail carrier had the misfortune to twist one axle off his car while on his trip Thursday so had to give up part of the trip on account of the very bad condition of the road. He made the trip all right Saturday.

Mrs. J. W. Berry entertained the 'intermediate Sunday school class Sunday with an egg hunt. There were fourteen present with their teacher, Mrs. Green. These youngsters are the most regular in attendance of any class and all vote Mr. and Mrs. Berry royal entertainers.

Mrs. Guy Ham was called to Vernon Saturday by the serious illness of her mother.

Mr. and Mrs. Clarence Beauford returned Tuesday from an extended visit with her people in Oklahoma.

Mrs. C. E. Tice attended the singing at Ford Sunday afternoon. Miss Gladys and Elmer Jones entertained part of the Sunday school class Sunday for dinner. In the afternoon they went to Dismitt, also called on Maurine Sulzenger.

Saturday night is literary night at Frio. The Mutt and Jeff quartet of Hereford will present the evening's program.

Rev. P. J. Ansmus of Lubbock will preach at Frio the first Sunday night in May.

THELMA RUTH SHORE HAS PARTY

Miss Thelma Ruth Shore was honored with a most delightful April Fool surprise on Monday evening when a gay company of boys and girls gave her a "back ward" party at her home in East Hereford.

The guests entered unceremoniously through the back door and welcomed the hostess most enthusiastically to a part in the merry program of games which immediately followed. At the conclusion of the games a "backward" refreshment course was served in the following order: coffee, cake, salad and sandwiches.

Enjoying the occasion were the Misses Marie Seed, Violet Marrs, Erle Marie and Ardel Foster, La Vera Womble, Vena Mae Welch, Louise Jowell and Thelma Ruth Shore; Messrs. Bernard Seed, T. E. Seliger, Frank Cogdell, Douglas Estes, Clifford Kester, Rains Sparks, Elbert Bowen and Woodrow Gilbreath.

FARMERS ATTENTION

We are equipped to do the BLACKSMITH WORK and WELDING you need. We guarantee to please you. Call and give us a trial at Clark's old stand, Second Street, one block west of Jones & McLean.

Taylor & Bartlett

...

...

...

...

...

...

...

...

...

...

...

...

...

...

SPECIAL ANNOUNCEMENT

On next Sunday afternoon Rev. J. A. Hornbeak will preach at Westway. Rev. Hornbeak will be accompanied by Messrs. Biggs and Speegle who will furnish special musical numbers in duet form. This will be an hour of worship and fellowship worth the while and the undersigned wishes in behalf of Rev. Hornbeak and Messrs. Biggs and Speegle to extend the widest and most cordial invitation to this services.

JAS. T. ROSS.

Imposing Appellation

"Singapore," the name of the capital of the Straits settlements in Malayan, means "lion's town."

Ruth Saxon Elected to High Place at Belton

BELTON.—Ruth Saxon, Hereford, was chosen as a pledge to Historical-Phila Literary Society at Baylor College at the opening of the spring quarter. There are two literary societies on the campus and applicants for membership are accepted on the basis of leadership, personality and scholarship. Other students who were received into Historical-Phila at this time are Ozelle Waller, Morgan; Jewel Hicks, Silsbee; Frances Smith, Lockhart; Sarah Fowler, Houston; Flora D. Daugherty, of Coleman; Laverne Stockton, Rotan; Mildred Ann Goetchee, McKinney.

Dempster Wind Mills

Runs easily and smoothly, pumps 25 per cent more water. ANNU-OILED. We also do blacksmithing, sheet metal work, plumbing and gas. A GOOD LINE OF LISTER SHEARS. BARNHART & SHREVE.

the Telephone that Tinkled all Day long

Mrs. WALTERS measured nervously, put two more pins into the hem of Jane's new party dress. The dress had to be ready by 8 o'clock—and already it was 6:30.

"No!" she answered her husband, who was rumpling his hair irritably in the sewing room door. "Supper isn't ready yet, and—stand still, Jane."

This last blond, 16-year-old Jane, who posed stiffly on the low table while her mother fitted the garment on her.

"—and don't ask why!" she finished sternly, through a mouthful of pins. "It's a wonder I've accomplished anything! I've spent the afternoon running downstairs to the telephone—down to give Maisie Jones my cake recipe—down to answer the butcher, the preacher, and goodness knows who else!

"I've a notion to move this sewing room downstairs, where I can grab that 'phone the moment it rings!"

Walters, moving ruefully toward the stairway, turned his head to agree with her:

"Either that," he answered, "or have a telephone put in the sewing room."

Telephones where you need them save time, patience, housewifely strength.

Few know that one or two additional instruments cost considerably less than the single telephone they now have!

By a wisely-placed "extension" or two, and perhaps a rearrangement of the equipment you already have, an expert telephone man can often double the convenience of your telephone.



Manager, Southwestern Bell Telephone Co., City. Without obligation, I'd like to know how to get more value out of my telephone service. Won't you call.

(DAY) o'clock.

...

...

...

...

...

...

...

...

...

...

...

...

TRY THIS--

—For Better Milk and Better Service, try our NEW EARLY MORNING DELIVERY. Ice cold milk with cream on it at your door BEFORE your breakfast. We know you'll like it.

QUALITY MILK

Phone 15.
Help Hereford Build the Hotel.

Heat Light Power

HEAT—
For cooking purposes and for certain heating purposes there is no substitute for Electricity. It is the cleanest of all cooking fuels, the easiest controlled and most dependable. It is safe beyond any other fuel. It is economical and highly efficient in every manner.

LIGHT—
Electricity has made daylight possible in industry through every hour of the day. It can be controlled to meet every lighting need. It is the greatest light development of all history. Its generous use is a necessity in every home and industry.

POWER—
As a source of power it has brought efficiency in American industry up to the highest standard ever attained. It has the distinction of being responsible in a great measure to present day mass production with less human effort and less cost.

Every city that seeks to grow and prosper is looking to electrical service as a leader. It is our aim to lead in building this city and section.

Texas Utilities Company

HELP HEREFORD BUILD THE HOTEL!

Public Farm Sale

Located six and one-half miles due south of Summerfield, one-half mile west.

Tuesday, April 9

SALE BEGINS AT 1:30 P. M.

Having sold my farm, I will disperse at public auction my entire farm equipment.

HORSES AND MULES	FARM MACHINERY
8—Head mules, ages 3 to 4, average weight 950, plenty quality, broke to work.	1—John Deere corn harvester.
1—Mare, age 8, weight 1000.	1—John Deere 3-disc plow.
1—Mare, age 7, weight 950.	1—John Deere 2-row cultivator.
1—Pony mare, smooth, gentle for children.	1—John Deere 2-row ridge buster.
1—Bay mare, age 6, weight 1100.	1—Emerson 2-row flat planter.
1—Bay horse, age 7, weight 1300.	1—Emerson 2-row lister.
1—Bay mare, age 4, weight 1150.	1—John Deere 2-row lister.
1—Bay mare, smooth, wt. 1150.	1—P and O 2-row lister.
MILK COWS AND HEIFERS	1—Kentucky wheat drill.
5—Jersey heifer yearlings.	1—Three section drag harrow.
1—Steer yearling.	1—John Deere 18-disc harrow.
1—Jersey bull yearling.	2—Two-row slides with knives.
1—Jersey cow, age 6, fresh in June, will give 5 gallons.	1—3 1/2-inch farm wagon with box.
1—Holstein cow, age 6, dry in summer.	1—Iron wheel rack wagon.
1—Jersey cow, age 4.	1—Tower pulverizer.
1—Jersey cow, age 7.	1—John Deere 2-row lister-cultivator.
HARNESS	HOUSEHOLD GOODS
8—Sets of good harness.	1—Good sewing machine.
Collars, bridles, lines, etc.	1—Four-burner oil stove.
1—Extra good stock saddle, bridle and blanket.	1—No. 3 Primrose cream separator.
	1—Kitchen cabinet.
	Other useful household effects too numerous to mention.

TERMS—CASH

Hubert Odell, Owner

MILES ROBERSON, Clerk. RAY BARBER, Auctioneer

Plumbing Headquarters

Any kind of plumbing connections work, any kind of plumbing fixtures—put in by expert workmen and guaranteed to give satisfaction.

—BONDED ELECTRICIAN—Electric wiring installed according to city ordinance. Electrical fixtures and appliances of every kind.

Delco Light and Frigidaire

—Agency headquarters for farm lighting equipment plants. A Delco light plant on the farm these days is an economic necessity—not an expense.

—FRIGIDAIREs—the modern way of preserving food in the home.

—GAS APPLIANCES of every kind supplied, installed and serviced.

LET US SERVE YOU—WE APPRECIATE YOUR BUSINESS

J. C. Cummins

Westway Items

THIS WEEK

By ARTHUR BRISBANE

WELL, JOHN D. WON. NOW, THEREFORE, I. THE QUIET HOOVER MIND. GOODBYE, TOM TAGGART.

John D. Rockefeller, Jr. wins his fight in the Standard Oil Company of Indiana and Colonel Stewart is defeated.

On Tuesday John H. Perry, learned editor of Reading, Pennsylvania, Jacksonville, Florida, and other places, predicting the Indiana result, said:

"It is hard to fight dollars. In fact, you can't do it."

He added as an afterthought: "It is absolutely impossible to fight dollars when they happen to be right."

Colonel Coblenz, of San Francisco and New York, remarked: "To the victor belong the oils."

Colonel Stewart, bidding farewell to Standard Oil of Indiana, and probably preparing to run some other big oil company, had the satisfaction of reporting financial success for 1928.

In the last year Standard Oil of Indiana has earned more than eighty-three million dollars profit, of 16.76 per cent on its capital. Earnings of the company increased more than fifty millions, as compared with 1927.

President Hoover, who summons the extra session of Congress to meet April 15, is not an emotional man. But he must have been moved on writing the words, "Now, therefore, I, Herbert Hoover, President of the United States of America, do hereby proclaim and declare," etc.

After you have done farm chores as a small boy there must be considerable satisfaction in writing "Now, therefore, I, President."

On April 15 farmers will have their day and Congress will tell them, if it can, how to put a disorganized industry on a substantial, paying basis.

No manufacturer could make his plant pay if he had to close

down all winter. The farmer must do this, and it is part of the problem.

President Hoover has a quality more important to executives than any, except sound judgment. He makes up his mind quickly. No "wait a day or two."

When told of the Mexican revolution, the President did not wait a week. In five minutes he had told his Cabinet "our business interest and duty demand support of the existing Mexican Government."

He shipped guns and ammunition from army stores to President Porfirio Gil, stopped shipments of ammunition, guns and airplanes to the revolutionists and arranged for shipments of fighting planes to Mexico's government.

This does not imply complete approval of all that the Mexican government has done, or disapproval of the revolutionary cause. It means that the President means to uphold stability of government.

Tom Taggart of Indiana is dead. He had an interesting life while it lasted, and it lasted seventy-two years. He was a political boss for a generation, controlling his State.

He defeated Champ Clark and nominated Woodrow Wilson for the presidency.

Now that he is in heaven and presumably knows everything, Mr. Taggart knows just how useful he was when his influence gave Woodrow Wilson the presidency.

Plainview is building up. The new Hilton Hotel will bring the skyline from four stories up to eight. Montgomery Ward, J. C. Penney and other well known companies are building in the town and permanent buildings are being erected for the Panhandle Plains Second Annual Dairy Show, April 2 to 5.

Ten per cent of the farmers in Dickens county took advantage of the poultry and dairy short course conducted by E. N. Holmgren and E. R. Endaly at Spur and are putting into practice the knowledge gained. Many farmers have taken up the idea of diversification in farming around Spur.

Executive Session Secret

The executive session of the legislative body is one from which the general public is excluded, as pointed out in an answered question in Liberty Magazine.



THE TIME TO INSURE IS BEFORE TRAGEDY STALKS IN!

Don't be like the man who locked the barn door after his horse escaped—

Consult us and see how you can be fully protected, at a minimum of outlay, against fire, accidents, theft, and liability.

Phone 273

Hereford Insurance Agency

JOHN McLEAN, Manager

Smith & Jones Real Estate

HAVE PLENTY OF BUYERS FOR LANDS PRICED RIGHT AND ON REASONABLE TERMS

LIST YOUR LAND WITH US

Standard Bred Vigorous Chicks.....

In Leading Egg-Production, Standard Bred Varieties

S. C. White Leghorns, single and rose comb reds, rose comb R. I. Whites, Barred, White and Buff Rocks, Buff Orpingtons, White Wyandottes, White Langshans, Light Brahmas, White Minorcas, White Cornish and assorted heavies.

Come in and let us figure with you on your baby chicks for this season. Buy chicks this year from only trap nested dams—they cost no more. Don't guess, but KNOW what you are getting. Get our literature.

On all orders booked one month before desired delivery, we will make a discount of ONE CENT PER CHICK.

West Texas Feed & Seed Co.

Phone 265

MISS LULA CONNELL ILL.

Mr. and Mrs. E. F. Connell and baby motored to Amarillo Sunday to learn the condition of Miss Lula Connell, who, while employed as a nurse in training at Northwest Texas hospital, contracted scarlet fever and has been seriously ill. She is reported convalescing satisfactorily.

TO OWNERS OF HORSES

There are five stray horses now in the city pound. Owners or others interested should see me at once, as under the law they will have to be advertised in a few days.

E. H. FINCH, City Manager

Custom Hatching a Specialty

Five hundred eggs or more, 2 1-2 cents per egg. Less than 500 eggs, 3c per egg.

To insure prompt delivery, place your orders early for baby chicks from our flock of White Leghorns, Reds, Rocks and other breeds

Golden Rule Hatchery Co. Phone 268-J Leslie Robeson, Manager

RICE'S SPECIALS

—FOR—

FRIDAY and SATURDAY

- 30 x 3 1/2 Brunswick Giant Size \$ 5.75
- 29 x 4.40 Brunswick Balloon \$ 6.40
- 32 x 6.00—30 x 5.77—six ply Balloon \$15.40
- Ford Spare Wheel Lock \$ 1.60
- \$3.00 Jacks \$ 2.60
- \$2.00 Luggage Carriers \$ 1.60
- 75c A. C. Spark Plugs \$.60
- Champion X Spark Plugs \$.50

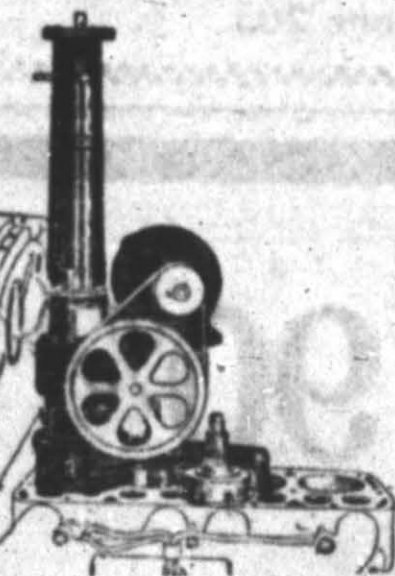


H. L. Rice

HEREFORD, TEXAS

BRUNSWICK TIRES

STORMIZING



Stormizing saves miles of your car

Lasting for sixty days we will give one complete set of McQuay-Norris Oil Rings free with each motor overhaul job.

Beams & Marrs

We Are Equipped

TO DO ALL KINDS OF REPAIR AND GENERAL GARAGE WORK

Batteries recharged as good as any one can do it. Car washing and vacuum cleaning done to please you.

COX & HUCKERT

We are expecting a NEW SIX TRUCK, ton and a half capacity. NEW FOURS on the floor and NEW SIXES are expected this weekend.

Gamble Motor Co.

Leonard Rickett Local Salesman

Extra Specials

for

FRIDAY and SATURDAY

LL Muslin, unbleached, 36 inches wide, 15 yds. for \$1.00

Hope Muslin Bleached, 36 inches wide, ten yds. for \$1.00

9-4 Wide Sheeting, best quality Foxcroft, 2 3-4 yards for \$1.00

Clark's O. N. T. Thread three spools for 10c

22 x 44 Turkish Bath Towels, best value ever shown, five for \$1.00

17 x 34 Colored Border Turkish Towels, a wonderful value, priced ten for \$1.00

20 x 40 Double Terry Heavy Cannon Bath Towels, colored border, three for \$1.00

80 x 105 Rayon Bed Spreads, pink, blue and gold, at \$1.98



This Is The Week To Plan Your Spring Sewing!

All over the country the busy needles are whirring. For this is National Sewing Week. Choose silks and cottons and woollens for your Spring ensembles from the colorful lengths in our yard goods department.

Choose patterns from books full of the newest Paris designs in our Pattern Department. And, to match all the smartest shades of every kind of material, choose

CLARK'S O. N. T. Mercerized Thread in our Notion Department

Sprolws-Cronin & Co.

CLASSIFIED ADS

For Sale or Trade

FOR SALE—490 acres, improved, with some good alfalfa land, near Hereford. J. M. VETESK, Canyon, Texas. 9-tfc

FOR SALE—A work horse, eleven years old, weight about 1200 lbs.; also a brown saddle pony, safe for children to ride. G. W. SYMS. 11-2p

FOR SALE—Used, three disc Oliver plow, good shape. C. H. DYAR. 9-tfc

Modern close in dwelling; automobile as cash payment; balance like rent. RALPH BARNETT. 11-2c

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND. 11-2p

FOR SALE—Another chicken farm on edge of town, priced CHEAP; terms if you like. JOWELL MURCHISON. 9-tfc

We have buyers for land and city property, and plenty of CHEAP money to loan. RALPH BARNETT. 11-2c

FOR SALE—Some extra fine pot plants. MRS. C. O. LEE, Telephone 18. 10-2p

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-tfc

FOR SALE—Who wants to buy a farm? No cash down, no payments on principal for three years, seven per cent interest annually, I offer SW Sec. 12-3-3, Deaf Smith Co. \$25.00 per acre to right party. J. S. WARNER, 302 W Broadway, Santa Ana, Calif. 4-9p

FOR SALE—Good bundle sorghum and hegeria, delivered anywhere. FRED MILLARD. 10-tfc

DAIRY COWS—Twenty eight head to sell on terms or exchange for city property or acreage. RALPH BARNETT. 11-2c

FOR SALE—Royal portable typewriters to match your furniture. Terms if desired. JOWELL MURCHISON. 8-tfc

The highest standard of service; no waiting if you need money with which to buy, build or refinance your home. Repay monthly like rent. We make our own inspections and approve without delay. RALPH BARNETT. 11-2c

FOR SALE—The Mrs. Edna Ray residence, six rooms, bath, four blocks from business section, beautiful location, best buy in the city. A. A. OTT REALTY CO. 10-tfc

FOR SALE—Extra nice dahlia bulbs. MRS. L. H. AHKMAN. 12-1p

FOR SALE—Bowsler horse power feed mill. See or write A. W. NICKS, Westway community. 12-1c

FOR SALE—A mixture of Sudan seed and red top cane, suitable to plant for pasture. \$2.25 per 100. LAWRENCE JOHNSON, Summerfield, Texas. 12-2p

FOR SALE—A good used ice box at Womack's Cash Grocery. BU-FRD PARMER. 12-3c

FOR SALE—Good wagon, disc harrow, lister. ALTON FRAZIER, phone 108. 12-1p

FOR SALE—Work horses and a pair of broke work mares. H. C. BOWSHER. 12-1c

SINGLE ROW P. & O. lister for sale or trade. DR. C. T. KIBBE. 12-1p

FOR SALE—1000 bundles higeria, well grained. See me at Barnhart & Shreve Blacksmith shop. A. C. BARNHART. 12-2c

FOR SALE—Good baled millet hay. See or phone W. R. MATTHEWS, Phone 9000F12. 12-2p

FOR SALE OR TRADE—Good F. & O. two-row lister, practically new. See H. B. HUNTER. 12-1p

FOR SALE—P. & O. sulky sod plow. Pure blackhall kafir seed. All kinds feed. O. WILDER, Westway community, Hereford. 12-2p

FOR SALE OR TRADE—Fordson two-bottom plow, one Beatrice No. 60 cream separator, like new. 2 Duroc gilts, due to farrow in June. L. P. PERKINS. 12-2p

FOR SALE—Two five acre tracts adjoining edge of city limits, cheap, cash or terms. JOWELL MURCHISON. 12-tfc

FOR SALE—360 Simplex oil brooder, in good condition, 500-chick capacity. Phone 360-W. 11-tfc

FOR SALE—A Majestic range and hot water tank, in good condition, cheap. See or phone MRS. J. H. PITMAN. 11-tfc

FOR SALE—One eight disc Sanders plow, in good shape. BOX 26, Hereford, Texas. 11-1p

FOR SALE—Two gray horses, smooth mouth, good workers, will weight about 1200, at bargain. R. B. R. IMPLEMENT CO. 11-1c

NUMBER good heavy Percheron work teams ready work. One span extra choice mules, sixteen bands, ready broke. Price reasonable. MAY BROS., twelve miles north-east Hereford. 11-31p

FOR SALE—A good Nesco-Perfec oil range. Call at 404 Schley Avenue. G. S. McCONNELL. 10-2p

Lodge Directory

LODGE NO. 849.
Regular stated meetings: Second Monday of each month, 7:30 p. m. WES BRADLY, W. M.

HEREFORD LODGE No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome M. D. Fincher, N. G. L. H. Foster, Secretary.

For Rent

FOR LEASE—A section for grazing. H. C. BOWSHER. 12-1c

FOR RENT—Modern seven room house, completely furnished, gas, water, sewer; close in. GEO. McCURRY. 12-tfc

FOR RENT—Bed room, adjoining bath. Breakfast if desired. Telephone 212. 12-1c

FOR RENT—Light housekeeping rooms with private bath, hot water, modern. Phone 43. 11-2c

FOR RENT—Two furnished rooms. Phone 251. DICK WHITESIDES. 10-2p

FOR RENT—Two offices in the Newell-Ashbrook building. See J. O. NEWELL. 9-tf

Lost and Found

LOST—New cream can in town, or west of town. Finder please leave it at Pitman's land office. LESTER COWAN. 11-1p

LOST—Somewhere on streets, a silver bracelet set with brilliants. Finder please return to MISS WILLIS at Jee Electric Company. 11-1tc

Wanted

NOTICE—Anyone wishing plowing or team-work see J. D. VAUGHN at Will Carroll old home. 12-1p

WELL DIGGING

JIM MAUK will dig that well for you. Telephone him at 135-J. 10-4p

FOR PLAIN SEWING telephone 305. MRS. A. F. POWERS. 10-2p

WANTED—Job plowing old land or sod. R. B. CALDWELL, Route A, Hereford. 9-3p

WANTED—Fifty or 75 R. I. Reds or White Leghorns; no culls. See or write me, ten miles east and two miles south. D. V. OSBORN. 10-2p

Faith Hard Pressed
Three things that depend entirely upon faith are love, political state ments and hash.—Louisville Times

WANT Listing on farms and ranches from owners; have cash buyers. W. T. HOLLIS, Pampa, Texas, Box 321. 7-4p

SPECIAL

FOR TEN DAYS ONLY

Pierre Permanent Wave \$8.00
Frederick Permanent Wave \$6.00

Modern Beauty Shop

Above Sprowls-Cronin
Phone 95 for Appointment



Merit Baby Chick Starter

is blended to give the chick a good start. It is the ideal ration for baby chicks just starting on their venture of life. The scientifically balanced ration contains the body-building essentials of a chick's existence. The essential ingredients are mixed and perfectly blended by special machinery of latest design. Cleaning, cracking, sorting, grinding and mixing machinery are fed automatically and insures exact percentages and uniformity.

WE BUY PRODUCE

West Texas Feed & Seed Co.

Phone 265

Buy Hillside Chicks

And Be One of Our Satisfied Customers
Chicks are ready for delivery each Tuesday and Friday. Eggs received for custom hatching on each Wednesday and Saturday. We carry a full line of Poultry Feeds and Supplies

HILLSIDE HATCHERY
Phone 79 Smith Equipped

FRIDAY AND SATURDAY SPECIALS

- Soap, Big 4, 10 bars 39c
- Crackers, Iten's, three pounds 54c
- Candy Kisses, per pound 12c
- Salad Dressing, Thousand Island 22c
- Dainty Lunch, Williams, 16-ounce 24c
- Apple Butter, Cardinal, per gallon 76c
- Pecans, 5 pounds 90c
- Pickles, swett mixed, 2 1-2 size 37c

Carl's Cash and Carry Grocery

JOHN DEERE One-Way Plow

In Six, Seven and a Half and Nine Feet. Ask the man who owns one if they will plow sod or old land.

LIGHT RUNNING AND EASY TO ADJUST

No levers, all adjustments made by heavy auger. The John Deere one-way plow can plow one to nine inches deep. No side draft.

sold by
KERR IMPLEMENT CO.
Hereford and Dimmitt

Specials For Friday and Saturday

- COFFEE, Schilling's, two pounds \$1.04
- CORN, Primrose, No. 2 can 16c
- TOMATOES, No. 2 can, two cans for 25c
- KRAUT, Van Camp's, No. 2 1-2 can for 13c
- PRESERVES, Snider's Strawberries, one pound 20c

WOMACKS

Market Price Paid for Eggs

FIELD SEED

—We have in stock a high grade of field seeds. Seed that was cut with a binder and hand-picked.

Higeria, Kafir, Maize, Cane—red top
—Corn, both yellow and white, Sudan

Jones & McLean

Phone 1

A Combine Is 90% Thresher

CASE HAS LED In Threshing Machines for 89 Years.

If You want to save every grain of the greatest Wheat Crop the Panhandle ever saw, sign your Case Combine Order at Once.

C. A. SKELTON

Big Square Votes 15,000 for a New School Building

The house was crowded for our first program. A short, well-acted program included two especially beautiful vocal numbers, met by Mes. Herman and A. Haberer, and a quartet by the Branscombe boys. After dinner the men enjoyed an egg hunt. A service occupied the remainder of the day, followed by night school.

Sunday visitors included Mrs. Ford and two teachers from the Branscombe boys from and others from Earth and Middle.

and Mrs. Frank Bledsoe and McDonald of Lubbock and Mrs. Robert Bledsoe and of Lasbuddle were Sunday in the Ham Lambert home.

ing to rain, the club meeting held with Mrs. Will Wyer postponed. The next meeting the tea-herage with Mrs. as hostess on April 4.

illard and Elmer Findley ro- to their father's home at ada this week.

and Mrs. Carpenter and moved to Flagg Monday. Mr. Mrs. Stiles moved into the vacated.

h Baker and Jimmie Welch on the honor roll for last mes. A. L. Haberer and Ed hock were shopping in Clovis day.

and Mrs. Leon Keller are ing Mrs. Sam Layman on their y to Levelland to live.

Mrs. Ray Haberer gave a sur- ise party Monday evening hon- ing her husband's birthday, at hich forty-two was played, and ate luncheon served, also a big thday cake was cut.

K. Roberts and Mr. Bagwell ere here Tuesday evening. Mrs. A. L. Haberer is enjoying visit from her brothers, Charles and Jack Hines from El Paso.

Ray Haberer is riding in a new lan. Grandpa Burton is on the sick rs. Will Wyer is having her hen remodeled. r. and Mrs. Merl Stiles opened r new home Tuesday evening a dance.

he Phillips and Lambert cows have been very busy dehor- and branding cattle. id Oliver and Tom Reed were Flagg Sunday. The big rains last week brought lies and the wheat and grass w a decided improvement. A bond election was held Sat- day at which time a \$15,000 ad issue was voted for the new

school building. Tom Cox and Newt Swaggerty were in Bovina Saturday. Mrs. Sam Layman went to Hereford Wednesday to get some baby chicks. Mr. and Mrs. Frank Lambert were visiting here Sunday. Mr. and Mrs. C. G. Begg were in Dimmitt Saturday.

Progressive Is Highly Pleased Over Big Rain

The community is rejoicing over the fine rains which fell last week. Mr. and Mrs. Ramsey were dinner guests in the Ollie Dixon home Sunday.

Elizabeth Bowman spent the week-end with Eunice Caldwell. Winona Blagg visited Ruth Park Sunday.

Progressive girls basketball team did not play in the tournament at Westway Saturday because three players were ill.

Miss Oda Matthews, Travis and L. J. Matthews called on Mrs. Cockrell Monday evening. Mr. and Mrs. Howard Hershey

visited his parents over the week-end. Mr. and Mrs. Luke McBrayer spent Sunday with her parents, Mr. and Mrs. Ricketts. Mrs. Baker called on Mrs. Hershey Monday evening. Della McKinzie visited Winona Blagg Sunday night. The school children, teachers and a few parents had a picnic dinner Monday at the Dyar place and after dinner games were played and an Easter egg hunt enjoyed.

J. W. Cockrell visited Matcolin Baker Saturday night. Misses Lois and Gusta Samuelson spent Sunday with their mother in Canyon.

Mr. and Mrs. Vick spent Sunday with their daughter, Mrs. Cal. Mr. and Mrs. Ramsey attended the singing at Ford Sunday.

Odessa and Glennis Cockrell visited the Baker home Sunday. Over thirty children hunted Easter eggs in the field north of the Cockrell home Sunday afternoon.

Mrs. Cockrell and parents of the children were hosts and over 150 eggs were hidden and the hunt of children was restrained with difficulty until Mr. Russell announced ready. After the hunt-pop-corn balls and peanuts were served.

Program for singing: Opening song: Mrs. Lewis.

Song: Mr. Reeves. Song: Fred Caldwell. Quartet: arr Miss Gusta Samuelson. Song: J. W. Cockrell. Song: Mr. Ramsey. Song: Juniors. Song: Jess Caldwell. Song: Miss Lois Samuelson. Quartet: arr Eunice Caldwell.

Song: Weldon Gregory. Song: Mr. Bowman. Closing song: Ova Vernon. Benediction: Mr. Cockrell. Mary Ella and Arnold Hershey attended a picnic in Palo Duro Canyon near Canyon Sunday.

Fort Stockton is experiencing a lively building boom. The new

opera house when completed and furnished will represent an expenditure of \$75,000. Brick business houses costing \$20,000 are being built and plans for more are being made. Many substantial residences are going up.

The outlook for dairying in Haskell county is better now than

ever before due to the various organizations in several towns boosting the establishment of a creamery. Farmers in this section realize that the cow is hard to replace on the farm when it comes to an income the year around.

England's Largest College Trinity college, Cambridge, is the largest college in England.

Lumber For Any Purpose

—No matter what use you may wish to put it to, there is a Kemp Lumber Company Product for that purpose.

—Regular yard and shed stock, hardwoods, and any other product you may wish to use.

—SEE US ABOUT THAT ORDER!

KEMP LUMBER CO.

SPECIAL

Monday - Tuesday - Wednesday
APRIL 8-9-10

AT THE
STAR THEATRE
HEREFORD, TEXAS

4 VAUDEVILLE 4

BIG ACTS

38 Ches Davis and His
Gang of Funsters

DOLLY TAYLOR
PERSONALITY GIRL
BUDDY RYAN
DANCER De LUXE

Harmony
Singing
Dancing
Mirth Melody

LILLIAN MITCHELL
ACCORDIAN GIRL
OWEN BENNETT
Whispering Tenor Radio Star

CHES DAVIS

The South's Favorite Black Face Comedian and Other Big Time Acts.

Complete Change of Vaudeville and Pictures Each Day

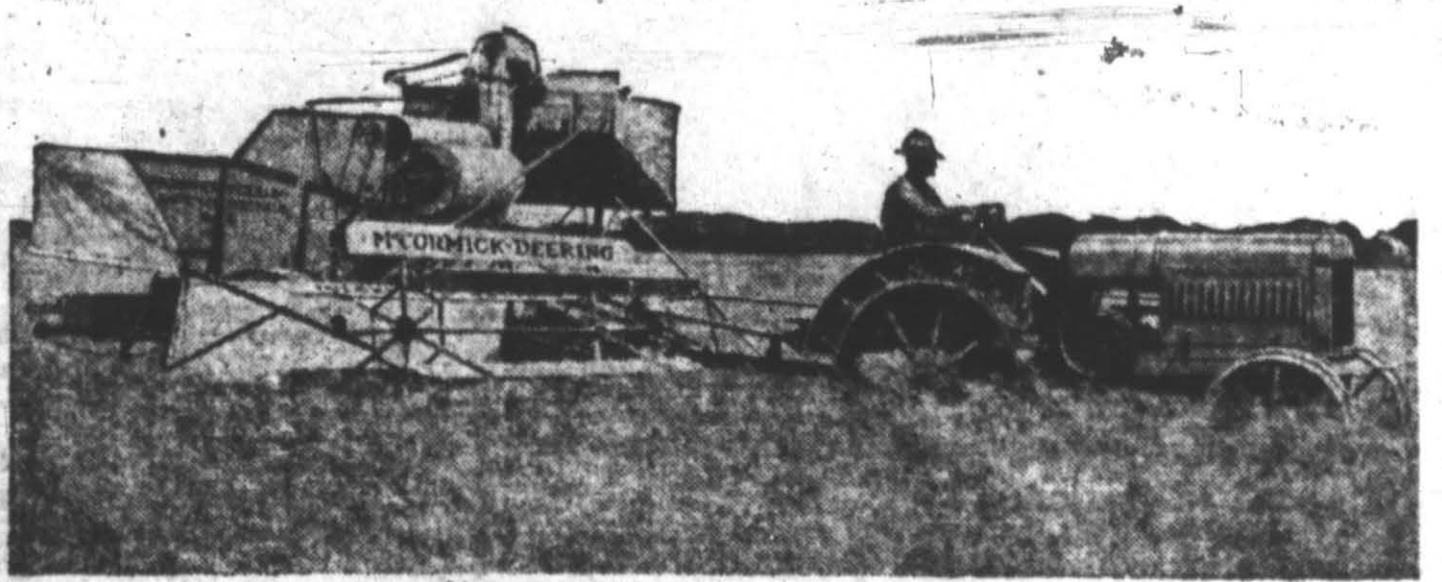
"Once Over and It's All Over"

—The difference between profit and loss in raising wheat lies in using a COMBINE instead of old methods of harvesting—and also in selecting a Combine with a REPAIR-DEPARTMENT back of it, ready for INSTANT CALL. —THE McCORMICK-DEERING HARVEST-

59 ER-THRESHER has been proven by test to be the Best, and in addition, OUR PARTS AND REPAIR DEPARTMENTS at Hereford, Dimmitt and Friona are complete in every detail, and anxious to give you the fastest service you ever received.



—A COMBINE DOES NOT BREAK DOWN STANDING STILL—AND WHEN YOU NEED REPAIRS YOU NEED THEM NOW!
JUST TRY US ONCE!



R. B. R. IMPLEMENT COMPANY

Friona

Hereford

Dimmitt

We Will Sell You What You Ask For--- Not Something Just As Good

—The City Drug Store believes that its patrons KNOW what they want. Furthermore it believes they want WHAT they want WHEN they want it. For that reason, our clerks have been INSTRUCTED to sell you what you ask for—instead of trying to substitute "something just as good." This drug store will stock and feature advertised merchandise. We will not attempt to push "private brands" or switch our customers from nationally known products of merit to those of unknown quality, in order to make bigger profit. When a person comes into this store to buy an advertised article we will supply that article if we have it—or endeavor to get it if we do not have it in stock. In other words, we respect the intelligence of our patrons and believe we can best serve their interests—and ours—by acceding to their wishes instad of attempting to change their minds.

HELP HEREFORD BUILD THE HOTEL!

DRUG SUNDRIES
PHONE 300

The City Drug Store

DEPENDABLE
DRUGGISTS

LOCAL HAPPENINGS

George Barber of Emporia, Kansas, former well known cattleman of this county, is here this week visiting his brother, Ray Barber and family and looking after business interests.

I buy my Drugs at CLARK'S.

Henry Wilkinson of Amarillo, former president of the First State Bank here, was a business visitor in Hereford Monday.

Gingham Girl Flour, Womack's.

Mrs. W. O. Fox returned Wednesday evening from a month's stay at the bedside of her mother who has been seriously ill at her home in San Angelo, but who is convalescing very satisfactorily.

Burford Parmer is now with the J. C. Cummins plumbing and electrical company and will handle the sale of Frigidaires and Delco light systems. E. W. Kinney, Plainview Frigidaire manager, was here this week assisting in launching the sales program for the local field which will extend to Clovis and Post and to the Amarillo territory on the east.

Dee Mitchell, a former employe of The Brand office, came in Tuesday for a short visit with his mother. He is employed in a newspaper office in Amarillo.

STAR THEATRE

HEREFORD, TEXAS

FRIDAY ONLY
APRIL 5
"Children of the Ritz"
with
JACK MULHALL and DOROTHY McKAILL

Saturday Matinee and Night
APRIL 6
ZANE GREY'S
"Open Range"

NOTICE, STOCKMEN

With 400 of your bills on hand and your work, I must ask your help now; since the good rains have fallen I ask you to pay what you can and give notes for the balance. I appreciate those of my customers who are always ready to do what they can.

DR. F. E. BOWE.

FOR RENT—Light housekeeping rooms for adults only. Gas and modern. Phone 319. 12-1p

Mrs. N. W. Cayton, nee Miss Pearl Wood, of Texhoma, Oklahoma and formerly of Hereford, is here this week visiting at the home of her father, J. P. Wood. Mr. Cayton will join his wife later and both will spend some time at the Wood home.

The One Cent Sale is going good at the **CORNER DRUG STORE.**

R. V. Miller and Artie Russell made a business trip to Dimmitt Monday.

Franklin Blackleg Vaccine at **CORNER DRUG STORE** is cheap insurance on your cattle.

John Patton and Joe Bishop were in Vega on business Wednesday.

Mr. and Mrs. H. B. Trotter of Fort Worth arrived the latter part of last week and are visiting in the home of Mrs. N. W. Patton and John Patton. Mrs. Trotter is a daughter of Mrs. Patton. Mr. Trotter left first of the week for Los Angeles, California.

Gingham Girl Flour, Womack's.

W. A. Smith and T. E. Major made a business trip to Amarillo Tuesday.

Mrs. W. B. Anthony returned Sunday from a visit with relatives in Clovis.

Born to Mr. and Mrs. D. M. Rayzor, April 3, a daughter, named Billie Maxine.

FOR SALE—White Leghorn baby chicks, \$12.00 per 100. WEST TEXAS FEED & SEED COMPANY, Phone 285.

Mark Cowser of Dimmitt was transacting business in Hereford Saturday.

FOR SALE—S. C. Rhode Island Reds, \$15.00 per 100. WEST TEXAS FEED & SEED COMPANY, Phone 285.

Garden-seed in bulk, any kind you want. WEST TEXAS FEED & SEED COMPANY, Phone 285.

Miss Thelma Tynes, principal of a ward school in Pampa, spent the week end with her parents, Mr. and Mrs. Rex Tynes.

Mrs. W. B. Dameron spent last week in Amarillo, the guest of her daughter, Mrs. Jack Lester. She returned home Friday evening.

Clyde Gregg came in Saturday from Dodge City, Kansas and remained until Sunday with the family of his father, A. W. Gregg. Mr. Gregg is manager of the International Harvester Company at Dodge City.

Wright, Ireland, a member of the senior class of the high school, is convalescing from an operation recently undergone at a sanitarium in Lubbock. He is a son of Mr. and Mrs. Elmer Ireland.

The Methodist Missionary Society wants all your old papers and magazines. Call Mrs. J. O. Newell if you have any. They will call for them.

Mr. and Mrs. J. H. Harris have spent the past two weeks with relatives in Fort Worth. They are expected home the latter part of the week.

Allen Powelson, formerly in business in Hereford but now with the Padgett Saddlery and Leather Co., of Waco, was in Hereford the latter part of last week.

Miss Ruth Elliston spent several days last week with relatives in Canyon.

Mrs. S. H. Boozer of Amarillo spent Sunday with her parents, Mr. and Mrs. Henry Wilson.

Miss Mozelle Hill, a senior in W. T. S. T. C., spent the week-end with her parents, Mr. and Mrs. O. G. Hill.

Jim Chamblée of Dawn was a business visitor in Hereford Saturday.

FOR SALE—One good hand molar plow, in good shape, price \$20.00. R. W. BOTSFORD, Dawn, Texas. 12-1p

G. H. Hawkinson of Amarillo was looking over farms in this section the latter part of last week with a view of purchasing a farm home.

The fifteen-months-old child of Mr. and Mrs. D. R. Grimes, living about a mile west of town has been very seriously ill with a combined attack of pneumonia and other complications. Its condition is reported much improved.

J. C. Parker, proprietor of the Star Theatre, made an overland trip to Crosbyton Saturday. He was accompanied back to Hereford by his wife Monday and they will take up their permanent residence here.

Miss Mabel Gass spent Easter in Dalhart, the guest of her niece, Mrs. J. P. Whittington.

Nestor Gass made a business trip to Clovis Tuesday, accompanied by Mrs. Gass and Leland Ashbrook.

Harry Seed came in Sunday from Stockton, California, where he has been for the past several months in the employ of the Caterpillar Tractor Company.

Mr. and Mrs. Perry L. Boyer of Amarillo spent Easter with the family of Mr. Boyer's parents, Mr. and Mrs. J. E. Boyer.

Mr. and Mrs. Alois Decursio and children of Trinidad, Colorado, were recent visitors in the Joe Huckert home on 25-Mile Avenue. Mr. Decursio is a former school friend of Mrs. Huckert. The two had not met for twenty-four years.

W. H. Garrett of Portales, New Mexico, was a Hereford business visitor Wednesday.

I buy my Drugs at CLARK'S.
Mrs. Edgar Webb left Tuesday for Kansas City on a business trip.

Gingham Girl Flour, Womack's.

August Euler of Summerfield was in Hereford Wednesday.

NOTICE

To the real estate dealers with whom I have my farm, near Summerfield, listed: I have taken my farm off the market. JOHN E. DAVIS, Summerfield, Texas.

Allen Bell and family enjoyed an Easter outing at their ranch twenty miles north of Hereford.

Mrs. Charles Donald left Thursday for Memphis to attend the district Presbyterian meeting in session there this week. Mrs. Donald went as a delegate from the local Presbyterian church.

Clarence Wheeler of Amarillo was here Wednesday on business.

Mrs. J. A. Bowman of Amarillo, daughter of Mrs. M. A. Fox and sister of W. O. Doug and Homer Fox of this city, underwent a major operation at the Northwest Texas hospital in Amarillo Tuesday at 8:30 a. m. The operation was successful and Mrs. Bowman is reported to be resting well. Mrs. Homer Fox went to Amarillo Monday and remained with Mrs. Bowman until Wednesday afternoon.

Germet is a Germicide to kill germs in chicken's drinking water. Sold by **STREU HARDWARE COMPANY.** 12-22

W. S. Dixon, wife and baby, who live south of town, returned Tuesday from Rockport, Texas, where they have spent the past three months.

Mrs. E. B. Hicks and little son were visiting this week in Arlington, Texas. Mrs. Hicks is visiting in the home of her parents, Mr. and Mrs. B. F. Barnes.

Born to Mr. and Mrs. J. S. Turner a son, Doyle Eugene, March 22.

I buy my Drugs at CLARK'S.

If you have old magazines or papers that you don't want, call Mrs. J. O. Newell. The Methodist Missionary Society will call for them.

Joe H. Green and Walter Easter motored to the South Plains last week on a combined business trip and outing. They report the outlook for wheat in that section the very best.

FOR SALE—Seven room stucco residence on pavement, all modern conveniences, including gas; good terms; immediate possession. H. OBERTHIER. 12-14c

George W. Irwin, of Waco, a former business man and real estate operator of Hereford, was visiting old friends and acquaintances here Thursday.

WANTED TO BUY—We have a number of customers who are interested in buying land in Deaf Smith County. What have you in 320 or 640 acre tracts? Quote us your lowest price and terms with full description of your land. **RAMSEY & RAMSEY**, 715 N. Fillmore St., Amarillo, Texas. 12-4c

(Continued from Page One)

week to the \$20,000 bonus, but the committee states that they are still quite a good piece from the goal, and that those who have been delaying signing their pledge cards must do so at once if Hereford is to have this magnificent building. "Some of our citizens must not have given the proper study to this hotel question that they should," said the chairman of this

committee Wednesday afternoon. "With our opportunity of securing one of the finest hotels in West Texas, and a thing that will practically build our city, they still seem to hang back, thinking their neighbors will put it over. We can never build a hotel or a city on this plan, and it will be absolutely necessary that every citizen do his part. We do not have time to come and spend half a day with each one trying to convince him that it is to every interest in the city to put this matter over. We must have some volunteers who will help us finish this bonus. Enough even small subscriptions will put it over, and if you are interested in Hereford and her future, see the committee today."

Hotel management interests were in the city Monday conferring with members of the hotel committee. These parties have been connected with the Huckins Hotel Company for years and the committee is very desirous of securing some one of this type of experience to operate the local institution.

SEWARD & SPEEGLE

GENERAL REAL ESTATE

If you have a tract of land for sale, large or small, we shall be pleased to have your price and terms.

We Have Buyers Where Price and Terms Are Good.

SEWARD & SPEEGLE
In Theatre Building
HEREFORD, TEXAS.

Deep Furrows

are made with the Superior Deep Furrow Drill.

Let us tell you about it.

M. D. WOMBLE
IMPLEMENTS

Brand Want Ads Pay Good Dividend

Splendid Bargains

—We are offering as Specials our Silk Dress and House Dresses at Bargain Prices.

These are all new dresses, beautifully made and trimmed and you will be surprised at the prices we are making.

Come In and Let Us Show Them to You

OLSON'S VARIETY STORE

For Hungry Folks!

—If you eat, then we are talking to YOU. We have just moved into our new location, few doors south of the old stand. We have nice, clean, attractive place, designed to give our patrons

THE BEST FAMILY LUNCH IN HEREFORD

—If you haven't tried our Noon Day Meal you have missed something. Also lunch counter for Short Orders at all hours.

Come Eat With Us—and You'll Get the Habit

Special Sunday Dinners Every Sunday

Ike's Lunch Room

Now Located Next to Hanna & Hanna



The city takes what the farmer produces, including the farm help

Brain and energy are as important in farming as in business.

Farming—the most independent business on earth—is attractive and profitable to those who know their business.

For many years this bank has been a strong factor in the promotion of successful farming.

The diamond is a chunk of coal that stuck to the job.

Western National Bank

"There Is No Substitute for Safety"

FURNITURE

Bargains

In High Grade Furniture

Values in furniture, such as we are now offering, we have never had before.

\$ 65.00 Value Bed Room Suite, Special	\$49.75
\$100.00 Value Living Room Suite, special	\$75.00
\$100.00 Value Dining Room Suite, special	\$75.00

We have just as good values in the high grade lines of furniture as we are offering in the cheaper lines, for just a little more money. Our Electric Refrigerator line will be on display right away, as well as the Ice Refrigerator line. See them.

Let Us All Join Hands and Make Up the Hotel Bonus!

E. B. BLACK CO.

The Big Store With the Little Profit