

Announcing **D. R. Gass & Son's** **MAMMO**

**SALE
BEGINS
FRIDAY,
November
16**



**The Sale You
have been waiting for**

As our friends in this community well know, we are not in the habit of putting on big sales, preferring to give the people steady daily service in our line at uniform prices the year around.

But conditions are extraordinary this fall. Scant crops, bad weather and tight money have left our people with precious little cash with which to replenish their wardrobes and household furnishings. Being human, like all the rest of the people, we could not foresee this condition and overloaded our shelves with good merchandise purchased months ago against this season of the year.

We therefore find ourselves stocked to the roof with the best general stock of everything for the family that we have ever had on hand at this time of the year. **AND WE MUST SELL IT!**—the Wholesalers demand their money for this merchandise, and we bought it for YOU!

Therefore we have determined to move this huge stock of goods by giving YOU our Profit that we would ordinarily realize on this stuff. In this way we can meet our obligations and you get what you need for the winter at prices that will fit your pocketbooks, even in these distressing times!

Of course the few prices quoted on this bill are but a scattering few of the many rare and unusual bargains we have in store for our customers. We quote them merely to give you an inkling of what we have here for you.

WE ISSUE A CORDIAL INVITATION TO EVERY MAN, WOMAN AND CHILD IN THIS TRADE TERRITORY TO VISIT OUR BIG STORE DURING THIS SALE AND INSPECT THE WONDERFUL ARRAY OF MERCHANDISE WE OFFER. We will be delighted to show you through our stock, whether you are in the market for merchandise or not.

GIGANTIC STOCK OF FURNISHINGS

Men's Clothing

We are absolutely overloaded on men's and boy's high priced clothing, and must unload regardless. All Standard makes and Nationally advertised, such as Schloss, Kirschbaum and Seinsheimer. All-wool, pre-shrunk and hand tailored. Wide range of patterns in Browns, Greys, Pencil stripes and Blue Serges. No matter what your figure, if not "deformed," we can fit you. Regulars, for both old and young men, stouts and slims.—All go at specially reduced prices.

ONE EXTRA SPECIAL!

Thirty Suits, all-wool (and Tested) Browns, Greys, Pencil stripes, and Blue Serges. These are cracker-jack values at \$25.00, but for our Thrift Sale they all go at... **\$17.85**



Overcoats

We are going to clear our tables of every overcoat in the store. We have arranged them in three groups for quick disposal. Thrifty buyers will come early. Our Overcoat Stock is complete for Men, Boys and Young Men.



Men's Hats

1 Lot Men's Keith Brothers Hats, small dress shapes, colors Green, Brown and Belly; Regular \$3.85 value—Thrift Sale price... **\$2.45**

All popular colors (Brown, Taupe, Natural and Black) in genuine Velour Beaver... **\$4.50 and \$5.00**



SPECIAL
O. D. Wool Shirts—Sale **\$2.65**

SPECIAL
Men's Army Wool Pants **\$2.75**

**NO GOODS CHARGED
DURING THIS SALE**

MEN'S CLOTHING

We have the largest stock of clothing we have ever had at prices for your comfort.



- 1 lot Men's heavy Blue Reg \$4.00 value—Thrift Sale
- 1 lot Men's Medium weight \$3.50 value—Thrift Sale
- 1 lot Men's medium weight Regular \$2.00 value—Thrift Sale
- 1 lot Men's extra heavy High and Suspended \$2.00 value—Thrift Sale
- 1 lot Men's extra heavy alls, Reg. \$2.00 value—Thrift Sale
- 1 lot Boys' Blue Overalls \$1.25 value—Thrift Sale
- 1 lot Men's heavy Blue Reg. value—Thrift Sale
- 1 lot Men's heavy Blue Reg. value—Thrift Sale

- 1 lot Men's heavy Blue Reg. and full cut, Reg. \$3.00 value—Thrift Sale
- 1 lot Men's heavy Blue Reg. made, full size (14) Reg. value—Thrift Sale
- 1 lot Men's extra heavy Blue Reg. full cut, fast color \$5.00 value—Thrift Sale

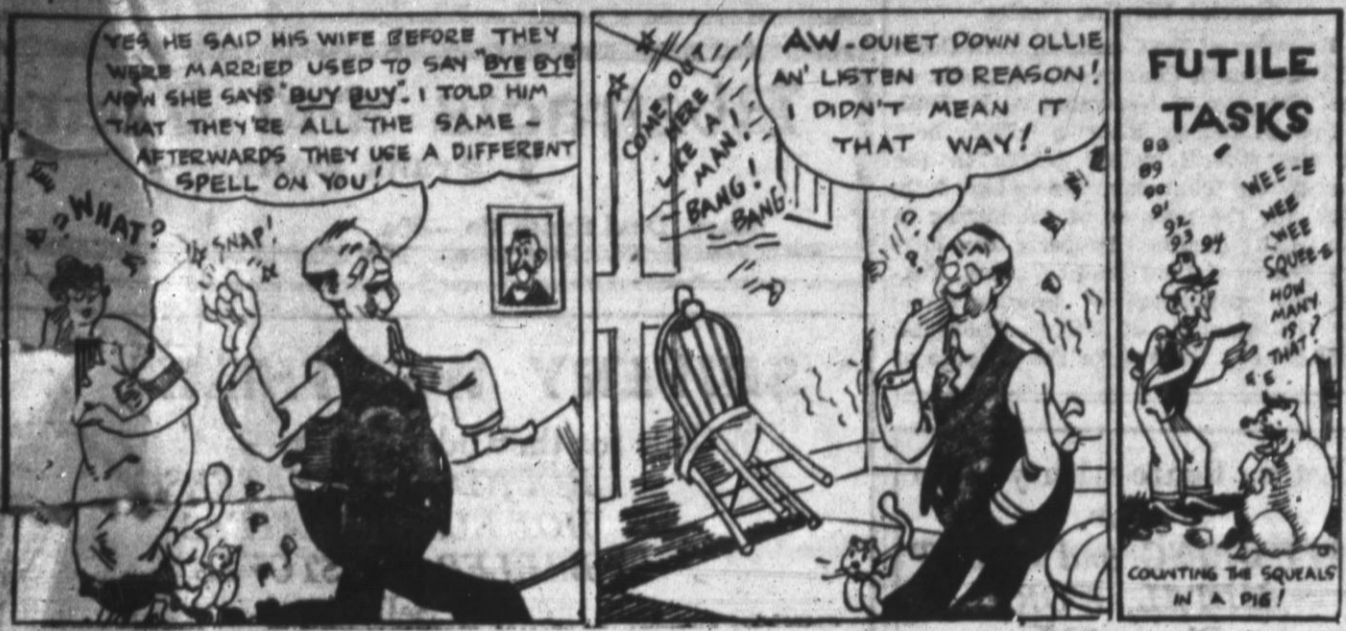
MEN'S PA

- THREE SPECIALS**
- Special No. 1.—Moleskin Pants, Regular \$5.00 value—Thrift Sale
- Special No. 2.—Corduroy Pants, Regular \$5.00 value—Thrift Sale
- Special No. 3.—Wool Pants, Regular \$6.50 value—Thrift Sale

- 1 lot Men's extra heavy Blue Reg. \$3.00 value—Thrift Sale
- 1 lot Men's extra heavy Blue Reg. \$3.50 value—Thrift Sale

LEAVES

The largest stock of clothing carried, all kinds and styles. Interest to inspect quality before buying.



HOME SWEET HOME
 by Terry Gilkison
 AUTOCASER

DIMMITT
 Mr. and Mrs. M. I. Avery and children motored to Happy to spend the week end with Mrs. Avery's sister. Mr. and Mrs. E. A. Patton and son Billy left Friday for Amarillo, where they will visit relatives for a few days, and expect to make their future home in Kansas City, Mo. Mr. and Mrs. J. W. Alexander took the Patton's to Hereford Wednesday evening and spent the night in Hereford, returning Friday morning.

Mrs. Art Haberer was quite sick last week, but is now improving. Judge R. Sheffy subscribed for the Standard for one year this week. Kilgore also ordered the Standard for him another year, on last week.

Burton spent the week end with Mrs. and Mr. John... at Big Square.

Judge Sheffy and Mr. Mark Cowser made a business trip to Plainview Wednesday evening.

Mrs. Etta Brashears spent Friday with Mrs. Joe Elliott on the Elliott ranch five miles northwest of town.

Mrs. J. H. Carter spent Wednesday night with Mrs. G. Douglas.

J. A. Womack of Lamesa, Texas, is visiting in the home of his son Leo Womack.

Messrs. Edgar Ramey and Arthur... motored to Friona last week.

Mrs. Ballenger of Tulla is visiting in home of her daughter, Mrs. Don-Duree.

The Ladies Aid met with Mrs. Avery Sunday afternoon. Quite a number of ladies were present. After a session was enjoyed, delicious refreshments consisting of a sandwich, coffee, hot chocolate, and cake were served.

Fred Galle and family motored to Amarillo Saturday.

Messrs. Smith and Nash of Amarillo were transacting business in Dimmitt Friday.

Miss Glenola Powelson spent the week end with her parents in Hereford.

C. F. Kerr spent the week end with his family in Canyon.

The Dimmitt Mercantile bought fifteen hundred pounds of Thanksgiving turkeys Saturday.

Mrs. S. J. Cone, Mrs. Maud Rippey and sons were shopping in Dimmitt Friday.

Messrs. Joe Elliott and Bill Burnam were Hereford visitors Friday.

Mr. and Mrs. Jack Woods of the Big Ranch were shopping in Dimmitt Friday.

Jack Hawkins is on the sick list this week, but we hope he soon recovers.

Bill Hu-nall of Amarillo visited friends in Dimmitt Sunday.

Another big rain fell here Saturday and Sunday, but we have the beautiful sunshine again today, hope it continues to shine, so we can gather our crops.

J. H. Flanagan, Mrs. B. D. Woodse and daughter Mildred were shopping in Amarillo Friday and Saturday and attended Grand Opera Friday evening. They returned home on Sunday.

J. B. Brooks and Miss Glenola... motored to Hereford Friday.

Mrs. John Burton and children of Big Square were in Dimmitt Saturday.

Those attending the Grand Friday an dSaturday were: Mr. S. W. Reeves, Mrs. Leonard... Miss Vada Waldon and Miss... All report a delightful trip.

Stunt Night program given by National Agricultural Students of Hereford Friday evening at the school was greatly enjoyed by a number of people.

she will continue to improve.

Mrs. Ed Smith and family visited in the Simmons home Sunday.

Our new minister, Rev. Edwards will preach here Sunday morning, November 11, at eleven o'clock. This means every one will have to be on time at Sunday school so we can get through and welcome Rev. Edwards. Rev. Foll, our former pastor, has been given charge of the Muleshoe church.

There was no school Friday on account of the illness of Mr. Showalter's daughter.

Mr. and Mrs. Loyal Lust entertained Mr. and Mrs. Herman Haberer Sunday.

Mrs. Ed Smith and Leland Smith made a business trip to Hereford on Monday.

Messrs. Vern and Loyal Lust were in Dimmitt Saturday.

Mrs. Jim Bagwell is suffering from an attack of appendicitis. At present she is reported some better. We sincerely hope she will continue to improve.

BETHEL
 After a week's vacation our school started again this week.

Messrs Irwin Hamilton, A. M. Brownlee, Leland Smith, Ham Lambert, Jim Bagwell, and James made a business trip to Hereford Monday. They made the trip in Mr. Hamilton's truck and reported an uneventful trip except for the numerous times they stuck in the mud.

Frank Metcalf spent Wednesday night in our neighborhood. Mr. Metcalf is here receiving cattle bought from Leland Smith and Jim Bagwell.

Bethel enjoyed a very quiet Halloween this year. Outside of the pumpkins and a few Jack-o-lanterns there was no evidence of this spooky night.

Terrell Layman who has been working in our neighborhood has returned to his home at Jumbo.

ROBS CALOMEL OF NAUSEA AND DANGER
 Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotabs".

The latest triumph of modern science is a "de-nauseated" calomel tablet known to the drug trade as "Calotabs." Calomel, the most generally useful of all medicines thus enters upon a wider field of popularity—purified and refined from those objectional qualities which have heretofore limited its uses.

In biliousness, constipation, headaches and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. Eat what you please. No danger.

Calotabs are sold only in original, sealed packages, price thirty-five cents for the large, family packages; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs, ad

SIMS SCHOOLHOUSE
 We are glad to report fine sunny days.

Farmers are very busy now with their feed crops since the fields are dry enough to run binders again.

A few people in our community have a few acres of cotton, they report it opening up since the frost and sunny days have come.

N. J. Lenoix and wife visited in the home of their friend, Mr. and Mrs. Lynch, last Sunday.

Temple Lynch and wife were transacting business in Adrian, last Friday.

John W. Puckett of Amarillo has spent two or three days this week at Rail H headquarters and in New Mexico near Endee, looking after business interests.

J. M. Chapman was a business caller in Adrian Monday.

Temple Lynch and family are enjoying a visit this week from the Pennington boys from near Dimmitt. They were young boy chums at Claude, Tex. Jeff Reed was in Adrian last Saturday.

WYCHE
 Mrs. Annie Sawyer is visiting in the home of her son, W. M. Sawyer.

Miss Ruth Wolfe is spending the week end in Hereford with her grandmother, Mrs. Wear.

Nollie Elliston came in for a visit

(Continued on Page Three.)

W. S. WILLIAMS
 Live Stock and General Auctioneer
 HEREFORD, TEXAS
 Date List at Brand Office
 Phone: Office 251; Residence 136

Pick Out a Few Good Birds For the Coming Poultry Show!

Turkeys! Turkeys!

We are now ready to buy your turkeys, the price will be about 18c for No. 1 stuff. Toms should weigh 12 pounds and over and hens 8 pounds and over. If your turkeys are not fat the price will be 10c less so you better put the feed to them. We will pay the top price for turkeys now and for the next 15 days, so don't hold them until the market slumps.

Golden Rule Produce
 H. H. HAWKINS, Mgr.

That Labeled Coal

We have received one car lump and one of nut of this splendid coal and its giving fine satisfaction. It will soon be gone but we have more on the way. It's no higher than other coals—but it's better.

Hereford Light & Power Co.
 "Your Electrical Servants"
 Phone 388

See this Key-board

AN EXACT DUPLICATE KEY FOR KEY, OF THE KEYBOARD ON ANY STANDARD TYPEWRITER

NO SHIFTING FOR FIGURES

In addition to the standard keyboard and the automatic ribbon reverse the Remington Portable has every other operating feature common to the larger machines priced higher

PRICE INCLUDING Carrying Case \$60
 TERMS IF DESIRED

Brand Publishing Company
 Local Agents

Credit---The Foundation of Business Enterprises

Every young person should early in life establish themselves with a Good Bank by making it a point to transact some business at regular intervals, even though it may necessarily be in a small way.

THEN—

When the need of financial assistance presents itself, you are assured of favorable consideration by your bank.

Make this your Bank.

First State Bank & Trust Co.
 Guarantee Fund Bank



THRIFT SALE

LADIES' READY-TO-WEAR

WORK OVERALLS

Complete line of work overalls we quote a few



Blue Unionalls, Thrift Sale price **\$2.85**
 Unionalls, Regular **\$2.50**
 Overalls, Regular price **\$1.45**
 Overalls (both) 0 value—Sale **\$1.85**
 Dress Stripe Overalls—Thrift Sale price **\$1.65**
 10 to 12, Regular **\$.90**
 Regular **\$2.00**
 Regular **\$1.65**
 Regular **\$1.75**
 Regular **\$1.25**

Shirts, well sewed—Thrift Sale **\$.75**
 Linen Shirts, well sewed—Regular **\$1.50**
 Flannel Shirts, well sewed—Regular **\$1.35**
 Flannel Shirts, extra—50 value **\$1.95**

PANTS

SPECIALS!
 Heavy Brown duck well made, Thrift Sale price **\$3.65**
 Heavy Brown duck good quality—Thrift Sale **\$3.95**
 Extra heavy All-wool—Thrift Sale price **\$4.50**

Blue duck Pants, Thrift Sale price **\$2.65**
 Blue O. D. Pants, Thrift Sale price **\$2.75**

VESTS

Department we have ever seen will surely be to your advantage—compare prices and quality.

LADIES' DRESSES

\$37.50 Dresses, Thrift Sale **\$27.50**
 \$35.00 Dresses, Thrift Sale **\$26.00**
 \$30.00 Dresses, Thrift Sale **\$22.50**
 \$25.00 Dresses, Thrift Sale **\$19.75**
 \$20.00 Dresses, Thrift Sale **\$14.75**
 \$15.00 Dresses, Thrift Sale **\$11.95**
 \$12.50 Dresses, Thrift Sale **\$ 9.75**
 \$10.00 Dresses, Thrift Sale **\$ 6.75**

LADIES' SUITS

We have only a few Ladies' Suits left. They are all-wool, silk lined, and will

go in the Thrift Sale at Cost and below.
 \$25.00 to \$50.00 Suits—Thrift Sale price **\$14.75 to \$30.00**

Ladies' and Children's Coats

\$45.00 Coats, Bolivia Fur collars—Thrift Sale price **\$35.00**
 \$35.00 Coats, Bolivia Fur collars—Thrift Sale price **\$27.50**
 \$30.00 Coats—Thrift Sale **\$22.50**
 \$25.00 Coats—Thrift Sale **\$19.75**
 \$20.00 Coats—Thrift Sale **\$14.75**
 \$17.50 Coats—Thrift Sale **\$12.50**
 Childrens Coats from **\$2.50** up



STYLE AND QUALITY AT SACRIFICE PRICES

SHOES! SHOES! SHOES!

FOR THE MEN

\$8.50 shoes—Thrift Sale price **\$7.45**
 \$7.50 shoes—Thrift Sale price **\$6.45**
 \$6.00 shoes—Thrift Sale price **\$5.25**
 \$5.00 shoes—Thrift Sale price **\$4.25**
 \$3.50 shoes—Thrift Sale price **\$2.95**
 \$2.50 shoes—Thrift Sale price **\$2.10**

NOTE—Juston Boots are not included in this Sale.



FOR THE LADIES

Shelby and Peters Brands—Ladies' Shoes, Oxfords and Strap Pumps:

\$7.50 slippers—Thrift Sale price **\$6.50**
 \$6.50 slippers—Thrift Sale price **\$5.75**
 \$5.50 slippers—Thrift Sale price **\$4.50**
 \$5.00 slippers—Thrift Sale price **\$4.25**
 \$4.00 slippers—Thrift Sale price **\$3.25**
 \$3.00 slippers—Thrift Sale price **\$2.35**
 \$2.50 slippers—Thrift Sale price **\$2.00**
 \$1.50 slippers—Thrift Sale price **\$1.19**

HOSE

The best Silk Hose made—The Black Cat brand—

\$3.50 value, all silk—Thrift Sale **\$2.95**
 \$2.50 value, silk—Thrift Sale price **\$1.95**
 \$1.50 value, silk—Thrift Sale price **\$1.25**
 \$.75 value, silk lisle—Thrift Sale **\$.49**
 \$.35 value, cotton lisle—Thrift Sale **\$.25**
 \$.25 value, cotton hose—Thrift Sale **\$.15**



OUTINGS

9-4 Pepperel bleached, Sale **60c**
 Heavy Grade—Thrift Sale **18c**
 36 inch Outing, Thrift Sale **25c**
 10-4 Pepperel Sheeting, Sale **60c**

36 inch domestic, 25c grade **20c**
 36 inch domestic, 20c grade **15c**
 40 inch Pillow tubing—Sale **40c**
 36 inch Pillow tubing—Sale **36c**

STAPLES

27 inch Red Seal Ginghams, 25c value—Thrift Sale **20c**
 32 inch Toil-DuNoird, 35c value—Thrift Sale price **28c**
 1 table of 27 inch, 20c value—Thrift Sale price **11c**
 1 stack Chambray, 12 1-2c value—Thrift Sale price **7 1/2c**

WOOL GOODS

56-inch Poiret Twill—Thrift Sale price **\$3.85**
 54 inch Broad Cloth—Thrift Sale price **\$2.95**
 50 inch Middie Flannel, \$3.00 value—Sale **\$2.50**

36 inch Middie Flannel, \$1.75 value—Sale **\$1.45**
 40 inch Wool Crepe, \$2.50 value—Thrift Sale **\$2.10**
 48 inch French Serge, \$3 value—Thrift Sale **\$2.65**
 36 inch All-wool Serge, Thrift Sale price **\$.90**

SPECIAL
 Percales, 36 inch, all colors, lights and darks—Sale price **20c**

SPECIAL
 One Job Lot Stickery Braid—Thrift Sale price **8 1-3c**

SPECIAL
 Six spools O. N. T. Thread **25c**

SPECIAL
 28x54 inch Wool-Fibre Rug **89c**

NOTIONS

3 papers common dress pins—Thrift Sale price **10c**
 3 papers Safety pins—Thrift Sale price **10c**
 3 pencil tablets—Thrift Sale price **10c**

GET YOUR COUPONS!

During this sale, only, each Fifty-Cent purchase by you also buys a Coupon, the duplicate of which is put into a box at our store. On December 22 the ones holding the two first tickets drawn will secure the Big Doll and the Toy Automobile, now on display in our windows.

ASK FOR YOUR COUPONS!

D. R. GASS & SON

Hereford, Texas

