

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

VOLUME 28—NUMBER 37.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, SEPTEMBER 27, 1928.

SETH B. HOLMAN, Publisher.

CITY'S DEVELOPMENT FORCES EMPLOYMENT OF TRAINED MANAGER

FACULTY IS FELICITATED AT MEETING

Teachers of Public Schools Warmly Welcomed at Banquet. Tendered by Local Chamber of Commerce.

Approximately 100 Hereford citizens gathered Monday evening at the Chamber of Commerce weekly luncheon to act as hosts of the Hereford school faculty for the year 1928-1929. The luncheon was served by the Christian ladies in the basement of the First Christian church, and many compliments were heard upon the splendid repast.

President Seigler presided and invocation was pronounced by Superintendent Dillehay.

Mr. Seigler extended the welcome address in behalf of the organization and pledged to the faculty the support of the local Chamber of Commerce and the citizens and patrons. He stressed school, church and home as the building factors in any community.

In response, Superintendent Dillehay pleaded for forbearance and cooperation. He stated that Hereford had long had the reputation for being a school town, and in his long tenure of office he had not had occasion to change his opinion. "We will make mistakes," he said, "but please bear in mind that they are not intentional, and we are going to do the very best we can to make this the greatest school year Hereford has ever had."

J. E. Hill spoke briefly on "Why I had rather live in the Panhandle," and stressed the character of the citizenship to be found here. Mr. Hill has just recently returned from a tour of Kansas with a Panhandle-Plains exhibit which was shown to hundreds of thousands in that state.

Mayor Ireland extended a welcome to the teachers from the city which was greatly appreciated.

Miss Baker, teacher of voice, rendered two very highly appreciated numbers, with Mrs. Jesse Stanford at the piano. G. A. F. Parker very highly entertained the audience with a delightful tribute to "school marmas." Mr. Parker's talk was indeed a classic and was enjoyed thoroughly by the faculty as well as every one present.

Secretary Arnold introduced the teachers in a novel manner by reading an "alleged" poem which is shown on another page of this issue.

The audience joined in singing "Till We Meet Again," with Miss Demie Mae Steele at the piano.

1929 License Plates Have Arrived Here

Fair warning is given by the sheriff's office to all car owners to begin now to save for that 1929 automobile license plate!

Because the plates are here, although they cannot be released until January 1. They are much more attractive than the 1928 numbers. A golden and black arrangement make the figures stand out boldly, and the word "Texas" is shown on the bottom instead of being abbreviated on the side as heretofore. Deputy "Pete" McCollum says he will be glad to furnish any information concerning them he can give, but will furnish no plates until the law releases them.

Golf Club Members Much Enthusiased Over New Greens

Last Sunday members of the Hereford Golf Club enjoyed playing over their new greens, just completed after the importation of a carload of Kansas sand. The boys are enthusiastic over the new greens and say there are no finer sand greens in the Panhandle. Several of the members have put in some strenuous work the past ten days getting the sand spread and rolled.

DEAF SMITH DAIRYMEN TAKE RIBBONS AT FAIR; COMPETITION VERY KEEN

Deaf Smith county invaded the Dairy Show at the Amarillo Tri-State Fair this week in goodly numbers and made a remarkable showing, when the high class competition they ran into is taken into consideration. Some of the most famous Jersey cattle champions in the Southwest were entered by such well known breeding establishments as the Fairfairs Jersey Farms, Santa Gertrude Farms and Taft's Ranch. These big outfits keep a string of top notch Jersey cattle in shape to show at all the fairs everywhere, and small local breeders must have excellent stuff to compete with them. When it came to Panhandle county competition, Deaf Smith held its own remarkably well.

In the Jerseys, this county entered two females, one aged cow and one junior yearling heifer, four circle bulls, and Berry Orr's bull in the two-year-old class. Flowerdale Syble Fox, owned by Dr. Heard, took third in his class, and Flowerdale Yoethe, owned by O. L. Rutherford, fourth in the same class. George Lewis' Flowerdale Rochette-11 Do was fourth in the senior yearling class.

Berry Orr's Superior Financial Leader was third in the junior yearling bull class, and Mrs. D. E. Turrentine's Flowerdale Foxill Do won fourth. In the junior yearling heifer class J. L. Lookingbill took sixth with Fancies Lady. This was the most closely contested class of the show, with the most entries. In the aged cow class, V. E. Weir won seventh with Rochette Charlotte. This cow also took fourth in the Register of Merit class. Berry Orr won third in the junior yearling bull class and sixth in the junior heifer calf class.

Guernseys.
Fred Pinner, of this county, exhibited a classy string of his Guernseys and won first and second in the Junior Calf class and fifth on his bull, senior calf class. The number one junior calf was Maiden of Ferndell, and the second winner Panhandle's Golden Marie. The bull was Rival Ferndell.

SECRETARY C. OF C. GOES TO PLAINVIEW IN INTEREST OF NEW HIGHWAY

Secretary Arnold of the Chamber of Commerce was in Plainview last Friday conferring with state engineers and officials of Hale county relative to the north and south designation for a proposed state highway from Plainview to Channing. He reports Hale county very favorable towards the proposition, and trips will be made to each of the counties affected in the near future.

Probable designation of this route can be brought up at the October meeting of the Highway Commission, according to the local secretary, if all data from along the route can be secured and filed in brief.

A. W. Gregg Honored By Neighbors On Birthday

The Brand apologizes for an oversight last week, brought about through the task of reporting the details of the Fair.

On Saturday evening, September 15, at the dinner hour, the neighborhood and immediate members of his family gathered at the A. W. Gregg home to do honor to Hereford's official landscape artist, rejoicing with him on having reached another milestone of a long and useful career. Mr. Gregg was lured to town just before the party gathered and brought back to find his lawn packed with tables and smiling friends.

A bountiful repast was enjoyed and the evening spent in felicitations and mutual expressions of good will and pleasure.

Service

L. F. Dyer
Cooper Armored Tires
Tow-In Service
a Specialty.
392.

Studebaker Factory Stages Parade of Calliope and Cars

The Studebaker automobile factory Show and Parade was staged here last Monday afternoon and night, and attracted a great deal of favorable comment. In the afternoon a parade down Main street of six of the new models was headed by a calliope. At night a free picture show was given at the Pavilion, during which the different models were explained. It was all interesting and entertaining.

The local dealer, Joe Bishop, states that the caravan of cars is one of several such outfits put out by the factors and sent all over the country to help the small local dealers.

TRI-STATE FAIR DRAWS MANY VISITORS FROM HEREFORD AND VICINITY

The Tri-State Fair at Amarillo has been liberally patronized by the people of Hereford and Deaf Smith county since the opening last Saturday. While Tuesday was the official "Hereford Day," large numbers of people have journeyed up every day to inspect the exhibits, to enjoy the football games and to join in the general festivities.

A larger crowd than usual responded to "Hereford Day" Tuesday and the local streets were almost deserted as a result of the exodus. The fair is pleasing, well arranged and the exhibits of unusual quality and merit. They offer a free gate this year, and all attendance records of the past have been smashed, as a consequence.

FARM SALES.

September 28, Chas. Smith, owner. Location: 15 miles west of Hereford, on Harrison Highway, then turn north at Wagner ranch and go 5 miles to the north line of the Seigler pasture; 17 miles north and 1 mile east of Friona. Dairy cattle, turkeys and chickens, horses and mules, milk goats, machinery, stock hogs. Sale begins at 10:00 a. m. W. S. Williams auctioneer.

October 2, R. T. Nunn, owner. Location: 6 miles west of Hereford on Harrison Highway and two miles north. Pure bred Jersey milk cows, horses and mules, hogs, machinery, poultry, household goods, etc. Sale begins at 10:30 o'clock. Ray Barber, auctioneer.

Clarksville, Miss., Shakes Off the Credit Bugbear Through Creamery and Borden Co. Plants. Convincing Figures on Cows

BY S. O. WILSON
At Clarksville, Miss., the Borden Whole Milk plant and A. & M. Co-operative Creamery started in business in 1912 with just a few customers and a small plant, using some of the College equipment to start with. They now have a \$25,000 modern plant making butter, powdered milk and ice cream. This plant has been a success from the start. They now have 436 farmers delivering milk and cream each day. They made 63,000 pounds of butter last month and paid farmers \$41,000 in July for milk products.

The Borden Southern Co. opened its plant here on April 1, 1926, and the first anniversary saw milk receipts reach the 100,000 pound mark daily. On April 1, 1927, the day's receipts were 98,500 pounds and on April 2 were 107,500 pounds. On corresponding days in 1926 the receipts were 16,906 and 18,366 pounds daily. The number of dairies furnishing milk on the first day of April, 1926, were 161, and on April 1, 1927, 1020. During the first twelve months of business the Borden Co. has received 20,927,608 pounds of whole milk, for which they have paid the dairymen of this section the sum of \$503,576.31.

The A. & M. Co-operative Creamery has paid to its patrons, from April 1, 1926, to April 1, 1927, the sum of \$328,183.00. The annual report of the creamery on May 1, 1928, showed that the patrons had received \$230,735.82 for cream during the preceding twelve months.

E. H. Finch of Childress Has Been Employed

Hereford is to have a City Manager, beginning this week, although he cannot have that exact title, as the present city charter does not provide for such a form of government. But he will exercise the duties of the office, and his exact title will be figured out later.

This announcement was made by the City Commission Wednesday and the new official, E. H. Finch, was due to arrive and assume his duties Thursday or Friday.

Mr. Finch comes here from Childress, Texas, where he has been Assistant City Manager and City Secretary for quite a while. He is highly recommended by competent judges as a man thoroughly versed in all phases of city government, with an unusual experience behind him, and a way of getting things done right. It is also announced that there will be no changes in the city office, the present secretary being retained to assist Mr. Finch.

In making this announcement members of the Commission stated that Hereford is growing so rapidly, and so many new problems in municipal management are arising daily it has become absolutely necessary to employ a thoroughly experienced man to handle the details. Members of the Commission are business men who are being badly handicapped by the time it takes to look after the city's affairs. In addition, there are many technical points that the usual business man is not familiar with, and requiring an expert's knowledge and handling, that the untainted man cannot cope with them. The Commission would have preferred to employ a local man, but a trained man for this work was unobtainable here and Hereford, like most other towns, had to go outside to find him.

The necessity for the employment of such a man emphasizes the rapid growth of the City of Hereford. It will be a tremendous relief to the three men who now have to neglect their personal affairs for those of the city.

Clarksville, Miss., Shakes Off the Credit Bugbear Through Creamery and Borden Co. Plants. Convincing Figures on Cows

This amount, taken from the amount paid during the past twelve months, leaves a gain of \$98,447.18. The Borden Co. and the Co-operative Creamery have paid to the

If You Lose Anything—Remember the Little Want Ad Gets Results

The fame of the Little Brand Want Ad is spreading—the winner always is popular. In this little narrative of everyday routine the Little Brand Want Ad did not even have time to get in its work—its prestige beat the presses to their job.

Last Monday afternoon Henry Hastings came in with a small suit case full of ladies clothing and personal effects, but with no identification marks, together with a fur-collared coat. Henry said he had found them out west, north of the Harrison Highway, and turned them in at The Brand to be advertised.

Mr. Hastings had hardly left the office when Mrs. J. V. Rudd, of Spring Lake, came in, worried over the loss of her suit case and coat. She received her property joyfully and immediately renewed her subscription. The Little Want Ad didn't have a chance to function—as its reputation had preceded it!

Improvements Continue to Grow as Hereford Steps Out

The Chocolate Shop has just completed the renovating and redecorating of its interior walls. A textured paper used makes the walls look like they were frescoed and, altogether, the Shop shows a tremendous improvement.

E. B. Black Company is busy this week putting down hardwood floors in their display rooms. It is quite a large sized order and, when completed, will display the furniture much more advantageously.

Steel work on the new Baptist church is progressing rapidly at present. A large force of workmen are busy hoisting the huge steel girders into place.

GAS LINE BEING LAID IN THIS COUNTY; EXPECT COMPLETION OCTOBER 15

Snappy weather the past few days has caused thin-blooded folk to turn their thoughts toward the prospects of early arrival of natural gas, and numerous inquiries have been received as to when the West Texas Gas Company line will be completed into the city.

Inquiries at the office elicited the information that the main line from Canyon west is now past Umlinger, in Deaf Smith county, and provided the Weather Man is kind, ought to reach here within the next fifteen days.

Meanwhile the local crews have been making the dirt and pavement fly in their efforts to have the town piped and ready for the gas when it arrives. The city looks like an army of moles have been at work, and motorists meet the "detour" sign at almost every crossing. Really remarkable fast time has been made in piping the city, and there is no question but that when the main line reaches here the local lines will be ready to be hooked up at once.

SALE HOUR CHANGED.

The G. W. Keith sale of furniture and equipment at the Keith Hotel on West Second Street, announced for 2:30 o'clock next Saturday, has been changed to 2:00 o'clock, according to Auctioneer W. S. Williams.

Mr. and Mrs. Bill Johnson of Ende, New Mexico, arrived Tuesday for a visit with Mr. Johnson's brother, Edgar Johnson, and family.

PROSPECTIVE SETTLERS INTERESTED IN PLAINS THROUGH FAIR EXHIBITS

Letters, giving accurate data on Deaf Smith county and Hereford, together with opportunities offered in agricultural lands, are being mailed to several hundred farmers in the States of Nebraska, Kansas and Iowa by the local Chamber of Commerce.

The names were secured at various exhibits shown at fairs in these states by the Panhandle-Plains, Incorporated, and in which Deaf Smith county has had a big part.

In this letter attention is being called to the fact that prospective citizens are not asked to come here laboring under delusions and misinformation. Statements made as to the productiveness of the soil of the county are conservative, and the prospects are asked to come and look the situation over, judging for themselves as to the correctness of the claims. Bearing in mind many mail literature campaigns which have been waged in all parts of the United States, it is the idea of the local organization to carry on in a business-like manner, correspondence only with those who evince interest in this section.

J. E. Hill, who accompanied the Kansas exhibit, says that the booth of the Panhandle-Plains attracted more interest than any thing at the fairs which he attended. Farmers after seeing the products of the Plains of Texas would go get their friends to visit the booth, and he predicts a great benefit to this section will accrue from these exhibits.

Matt A. Cram, of Plainview, with the exhibits in Nebraska, has written that a common query was: "When are they going to run an excursion to that country—I want to see it?" That is one feature that in all probability will never be done, as too many bad results have been obtained in past years from this method of procedure. Local citizens think the man who is interested enough in a proposition to come at his own expense and time to see it will make a better citizen, in event he does decide to locate.

Statistics on school, financial, live stock and farming will be secured from those familiar with these subjects, and will also be mailed to those who respond.

A complete follow-up program is being planned by the local Chamber of Commerce and it is freely predicted that many farmers of the right sort will be obtained.

WHITEFACES BILLED FOR CLOVIS FRIDAY WHEN A REAL FIGHT IS EXPECTED

"On to Clovis" is the cry of the Hereford high football squad this week, as Coach McCollum labors early and late with his hopefuls in preparation for the game Friday in the New Mexico metropolis.

This game is a tough one for the green boys McCollum will take with him. The Clovis outfit is always heavy and hard to beat, and will be especially so on their own grounds. Last year Hereford nosed them out here 6 to 0, but the battle left some scars. It's a hard game for this early in the season, but the Whitefaces are grim and determined to give everything they have in them. The fans are looking forward to seeing the boys by their presence. The game begins at 3:00 o'clock, Texas time.

The local eleven is reported to be in good shape and working hard for the struggle. Business Manager Humble calls attention to the fact that in last week's Brand the schedule for the season had one error in it. The schedule as printed showed Hereford playing Clarendon at Clarendon 2. This should have been "Canyon" instead of "Clarendon." Mr. Humble also states that he has scheduled an additional game with the Amarillo High second eleven on November 9, to be played here.

DIMMITT LOT SALE.

Auctioneer Ray Barber announces that he will hold a second lot sale in the city of Dimmitt on Saturday, October 6. Details will be given in next week's Brand.

Mr. Barber recently held one lot sale in Dimmitt, and the second effort will be made to complete a task that was too large for one day.

MASS MEETING CALL TUESDAY NIGHT ISSUED

"Smith for President" Club To Be Organized. Mrs. Fletcher Will Address Voters On Political Questions.

A mass meeting of all voters, men and women, of Deaf Smith county, has been called by Judge Jno. P. Slaton, at the request of the Democratic headquarters for this district to be held at the court house at 7:45 p. m., Tuesday, October 2.

The object of the meeting is to hear the real issues of the presidential campaign discussed by an

LATER!
The following communication has been handed to The Brand for publication:

"It is understood that Mrs. Lloyd Fletcher, of Amarillo, will address the voters on Tuesday night, October 2, at 7:45 p. m., at the mass meeting at the court house. Mrs. Fletcher is nationally known as a campaigner and lecturer. Mrs. Lloyd Fletcher has spoken and lectured in most of the Northern and Eastern States, and is well known. Another prominent speaker will be present. I guarantee the above to be true and correct. (Signed) JNO. P. SLATON."

able campaigner, a non-resident of Hereford. After the speaking a "Smith For President Club" is to be organized.

An urgent invitation to every one in the county, whatever their political affiliations may be to attend this rally and organization meeting is extended by Judge Slaton. An evening of intense interest and instructive information is promised all those who avail themselves of the opportunity. No offense will be offered anyone, states Judge Slaton.

Fair Premium Checks To Be Mailed Soon

Checks are being made for all prize winners at the recent Deaf Smith County Fair, according to Secretary Arnold, and will be placed in the mails when a complete check-up of all departments are made.

Also all persons having accounts against the Fair Association are asked to mail the bills to the Chamber of Commerce offices as soon as possible.

As soon as all expenditures are checked, money needed to defray same will be forthcoming, according to the secretary, and no premium or account will be left unpaid.

The automobile dealers of the city desire to extend thanks to the City Administration for cleaning and closing of the block on Main Street for their show, and to the Texas Utilities Company for their generosity in furnishing electric current used at this show.

The ready-to-wear dealers of the city are likewise very grateful to W. L. Pickett for the free use of his picture house, the Star Theatre, and his splendid co-operation in making their first style show the success it was.

Chas. Ferguson, Jr., Takes Ribbons On His Poultry

The poultry department of the Tri-State Fair at Amarillo this year is said to be of marked improvements in quality over recent years. But in spite of this Chas. Ferguson, Jr., of Hereford, made a killing on his Rhode Island Red chickens. Charles won first and third cockerel; first, second and third pullets; first young pen, and the first parti-colored young pen. The competition was hot, too, and such a sweeping victory attests the unusual quality of the Reds young Ferguson is raising here.

THE TIGER TRAIL

by Edison Marshall

(Continued from Last Week)

Then we crept down the stairs. He took the shirt into the room that had been given him for his use and rejoined me in the library. "I've got a hunch," he said.

His face was clouded. Little wrinkles were flickering between his eyes. I waited for him to explain. "I've got an idea that some one's been following me this last three minutes. I'm not an imaginative man. Long, but I've had that hunch before. I never believed it, but once I woke up in the hospital with a bump as big as an egg over one eye where a billy had hit me—and knew that it had been so. It's a queer thing; yet I felt that way when I was going to my room just now. The noise we heard in the corridor seemed to bear it out. But it isn't Ahmad. I stole out and took a look at him. His hands are buried in flour. There is no one in the servant's quarters but a colored man or two, and that long-legged whistler bird that brought out the rowboat. Robin. I believe you call him."

There was no answer worth making. So we sat and watched the darkness steal over the marshes. It seemed to me that the waters had already begun to recede. The flood had been the sole result of the ten inches of rain; now it was done, and the river was quickly falling. The Florida darkness is always worth watching. It comes so gently, so like a dark mist that the wind blows up. The color of the water changed and deepened. The shadows that were the jungle grew black. Again we heard the sounds of wild life that the storm of the previous night had stifled.

We smoked cigars and talked. And after while one of the colored men came to tell us of a discovery.

A flat rock jutted from the hillside about fifty yards from the scene of the murder, he said. Just at twilight he had walked near it and had noticed a queer discoloration on the stone. It was evidently clotted blood, he thought, and what looked like fragments of flesh.

"You don't mean human flesh?" Freeman asked.

His eyes narrowed ever so slightly. It was evident that the colored man was terrified almost beyond power of speech.

"Yes, sah. I couldn't tell for sho'. But it was some kind of flesh, sah."

We didn't waste any more time. We hastened down the footpath. Although the night had fallen, the darkness was nothing of their intensity of the night before. I was able to discern the outline of his figure as he walked ten paces in front of me. I could detect the shadows that were the stables and garages and the nearer of the cottages of the colored farm hands. And then, at the same instant, both of us saw another shadow.

Some one was standing perfectly still on the hillside. Of course we couldn't see plain. He was possibly fifty feet distant; and if we had not possessed such an accurate knowledge of the geography of the hill he might have easily been mistaken for a shrub or stump. He was doing that which all hunters

learn to do, standing perfectly still to avoid detection. He was trusting to the shadows to obscure him.

We both stopped on the trail. "Who's there?" the detective demanded. The shadow did not wave.

"Who's there? Answer, or I'll shoot," Freeman insisted. He started across the turf toward him. And as a deer springs, the other sped down the hill in flight.

There was something startling in the speed with which he ran. We lunged out in pursuit. Freeman fired his pistol in the air. But even if he wished it would not have been possible, except by the blindest luck, for the detective to have hit the fugitive. A pistol is never accurate at long range and few marksmen can shoot at all in the darkness. In an instant our quarry faded, slipped away and melted in the shadows.

We ran and cried out and hunted over the hill in vain. And after a while we met again on the path-way.

"If that doesn't beat the devil," the detective greeted me. He was panting, and he swore softly between his gasps. "Long, there's plenty of things yet about this case that I don't know."

"Do you think that was Ahmad?"

"Couldn't have been. The Hindu was in the house when we left. But there wasn't any doubt but that he committed the crime. I'm sure of that much, anyway. And now there is nothing to do but go down and find that stone that the colored man told us about."

We found the place where the body had been found and struck off fifty yards directly to the left. The detective flashed his light about. He called out when he saw the stone. It was the only white rock in the vicinity and it could not be mistaken. He knelt quickly beside it.

Then he got up with a little snort of disgust. "That colored man was crazy. Nothing here—but by

the Lord," he scarcely breathed as he rubbed his hand over the surface of the rock. He bent until his eyes were within a few inches of its rough face.

"What now?" I asked. "Somebody's beat us to it, that's all. This rock had just been washed off with water. Either there's another amateur detective around this place—cleaned off the clots to make blood tests, or else the walls of that old house have ears!"

"What do you think?" "What else is there to think but that some one came down here and destroyed the evidence?"

Freeman made a close examination of the soil about the rock. The man who had preceded us had left one clew at least. There was a bare bit of soil just beside the stone where no grass had grown and in it we found the clear, sharp imprint of a man's heel.

"But it might be the track of the colored man who told us about it," I suggested.

"And it might not be, too. If I don't do anything else I ought to at least observe who I'm talking to and all about him. That darky was barefoot."

"Then it's the track of the man we chased a moment ago?"

"Of course. He'd come up here just before we did. He's either collected the evidence for some amateur experiments of his own, or, what's more likely, destroyed it to protect the murderer. But there's

J. W. HENDRICKS, M. D.

Diseases of Women, Obstetrics

J. R. LEMMON, M. D.

Diseases of Children, Infant Feeding

210-11-12 Oliver-Eagle Bldg. Amarillo

It is easier, now, to kill insects

—and keep them away. Bee Brand Insect Powder or Liquid kills Flies, Ants, Roaches, Poultry Lice, Mosquitoes, Fleas, Bed Bugs, and other insects. Won't spot or stain. Use powder on plants and pets. Write us for FREE insect booklet. If dealer can't supply, we will ship by parcel post at prices named. McCORMICK & CO., Baltimore, Md.

BEE BRAND

Powder 10c & 25c Liquid 50c & 75c
50c & \$1.00 \$1.25
30c (Spray Gun) 35c

Bee Brand
INSECT POWDER
OR LIQUID
CEDAR ODOR



All These—and "Honest-to-Goodness" Biscuit, Too!

It's so easy to bake perfectly delicious cakes—cookies—pies—as well as breads of all kinds—provided, of course, you use the right flour! And the right flour is made right here in the Southwest from our own Southwestern wheat—as fine grain as can be found in the world. The flour your grocer recommends because he knows it's always fresh and good—always uniform in texture!



"A few cents more in the price of the flour—makes dollars of difference in the baking results."

Ask Your Grocer!

Our Meats

ARE TEMPTING AND TASTEFUL!

We have only the best. Try us once and you will try us again. Service is our watchword, economy our standard, purity our motto. For the very best in meats at the very minimum in prices, come to our shop!

Texas Meat Market



It in yesterday's rain. And the odd thing about it is that the heel has no nails in it."

"A rubber heel then?" "Evidently, but not the kind of rubber heel you wear. Most of them have some sort of non-skid device. This heel is solid rubber."

He took a long bladed hunting knife from his pocket and with infinite care cut the earth around the imprint and lifted it from the ground. I thought it would crumble at first. But the soil itself had a sticky quality, and some of the grass roots around it helped to hold the little cube of earth together.

"It isn't safe to leave it here," he explained. "But I'll be lucky if I get it to the house. And this, Dr. Long, gives us something else to think about."

(To Be Continued.)

FOR JOB WORK, TRY THE BRAND.

Permit Me To Suggest

—That you book your Auction Sale at your earliest convenience in order to secure the date you prefer to sell on. I am booking sales over a large territory for this season. The splendid results obtained in recent sales of livestock, farm equipment and real estate has convinced the property owners to sell at auction, the well-known method by which you can convert your property into ready cash in a day and receive full value. My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best references.

YOURS FOR A REAL SALE.

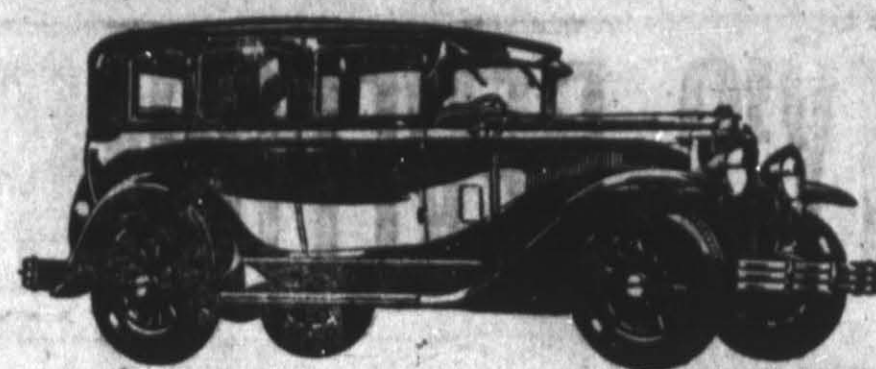
Ray Barber, Auctioneer

SUPERIOR SALES SERVICE

PHONE 241

HEREFORD, TEXAS

The new Buick is the new Style



More than handsome... more than luxurious... a wonderful new type of motor car beauty... a thrilling turning point in body design

It will be imitated, of course! The new, the fine and the beautiful always inspire emulation. But so great is the cost of building the magnificent new Fisher bodies for the Silver Anniversary Buick that imitation will be possible only to much costlier cars, and even these will find difficulty in following where Buick leads!

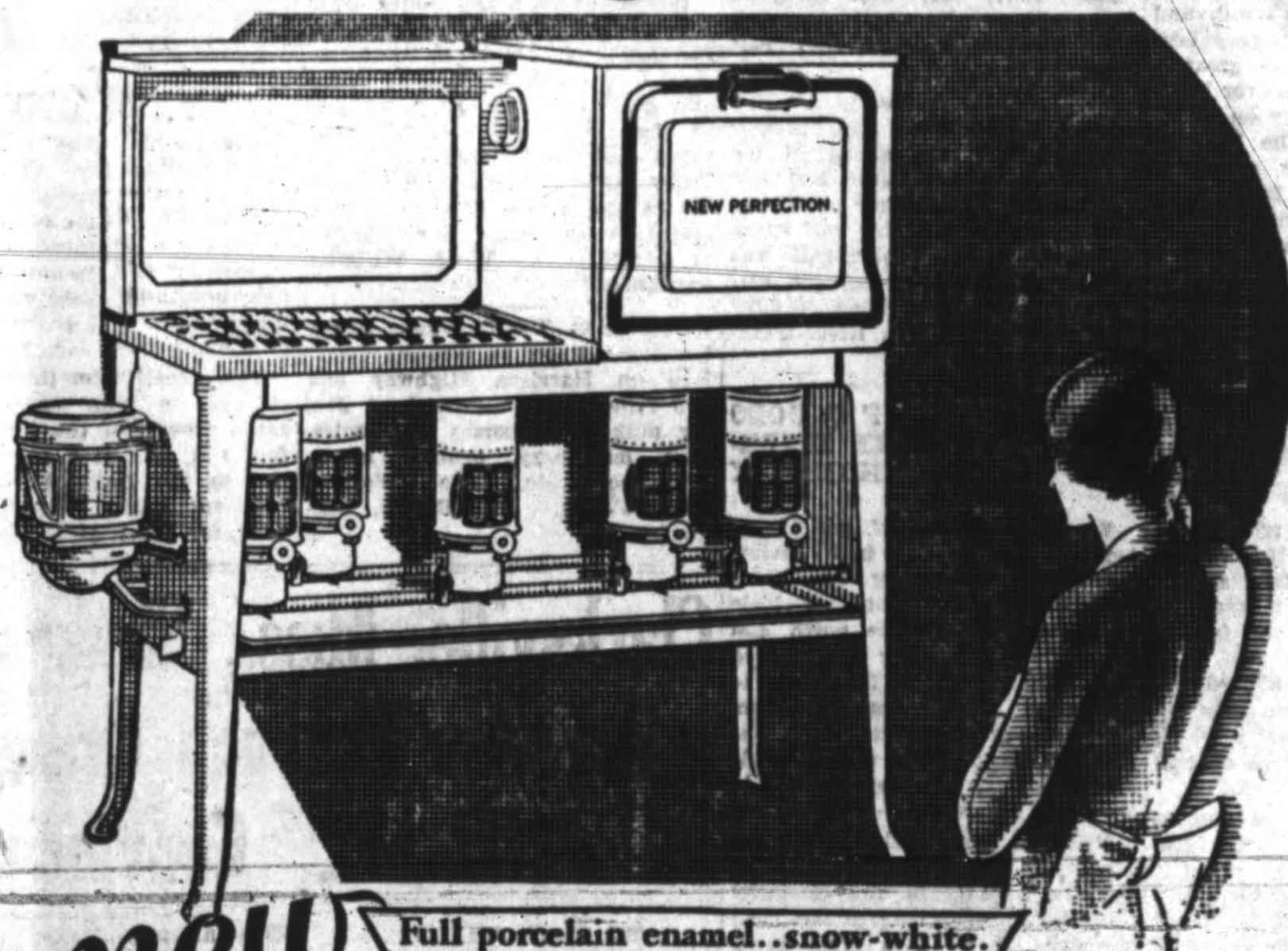
\$1,500,000 has been expended in manufacturing the dies alone for the new Buick bodies; and the gracefully curving side panels which form one of their distinguishing characteristics represent the most expensive steel paneling work employed on any automobile in the world!

But it is not in the matchless grace and beauty of exterior design alone that the Silver Anniversary Buick eclipses other cars. In fleet, powerful performance, too, the world holds no equal for the Silver Anniversary Buick with Masterpiece Bodies by Fisher. And the motor-public, buying in such tremendous volume as to force the great Buick factories to work day and night to supply the demand, is elevating it to the prominence of a vogue!

THE SILVER ANNIVERSARY
BUICK
With Masterpiece Bodies By Fisher

Norton Motor Co.
Hereford, Texas

beautiful, swift-cooking
finer than you ever dreamed
an oil range could be!



new

Full porcelain enamel... snow-white. Compact design. Grouped burners. Built-in "live heat" oven. Accurate heat indicator... Swift, clean heat. One of 24 new models priced from \$17.⁹⁰ to \$154

"I'M TIRED of ugly stoves!" says the modern woman. "Why can't I find a stove that looks well and cooks well at the same time?"

Here it is, Madam—a beautiful, swift-cooking oil range in snow-white porcelain enamel. A range that not only "looks well and cooks well" but is safe and economical into the bargain! It is now on display at your dealer's. Whether you want to buy it or not, come and see it.

This beautiful range is one of 24 splendid new Perfection models—all swift-cooking, all convenient, all light-colored. All of them finished either in porcelain enamel or in Perfectolac, a new, durable lacquer never before used on stoves.

If you are interested in a prettier kitchen and easier housework, you ought to know about these new stoves. Come down to your dealer's today and see them.

EASY WAY TO BUY. Your dealer will demonstrate the new models for you. And, if you wish it, he will no doubt be glad to tell you how you can take any one of them home and use it as you pay for it.

PERFECTION
Oil Burning

PERFECTION STOVE COMPANY

nance to heat your house or a most satisfactory heating all of your gas appliances stove on a gas range.

We Are Satisfied,

E. B. BL

The Big Store V T E X A S

PROGRAM

Program for the Fifth Sunday Rally meeting of the Christ Ambassadors of the North Plains section to be held at Hereford, Texas, Saturday night and over Sunday, September 29 and 30.

8:00 p. m., Service opens with a good song service led by Arthur Simmons. Prayer. Short welcome address by Oscar Hines.

8:30 to 8:45, Talk by Rod McDonald on the work of the Christ Ambassadors, past, present and future.

Special song by Miss Edna Smith.

8:45 to 9:00, Testimonies and reports of the young people, led by Mrs. Annie Bell Shields.

Musical selection by John Humphrey.

9:00 to 9:30, sermon by Bob Ridner, followed by short sermon and Altar call by Arthur Simmons. Adjourn for night.

10:00 a. m. Sunday, Service opens with Cristena Growen as pianist and song service led by Oscar Hines. Prayer.

10:15 to 10:45, Devotional service, testimonies and reports, led by Charles Merritt of Childress. Violin duet by Lorene Shields and Osha Ellis.

10:45 to 11:05, Sermon by Miss Fae Fuston of Turkey. Dinner served on the ground.

Special song by Clarence Love and wife of Childress.

11:30 to 12:00, Sermon by Miss Edna Smith. Music and song by Miss Joe Thompson and sister of Booker.

12:00 to 12:45, Sermon by Robert Gourard of Booker.

2:30 p. m., service opens with song led by Ira Brice. Prayer and singing. Special music by Miss Lilly Larsen.

3:00 to 3:40, Reports from all the delegates or leaders of the Ambassadors work from the various churches represented. Led by Miss Mildred Folger of Borger. A quartet.

3:30 to 3:45, Sermon by Mrs. E. C. Heath.

3:45 to 4:00, Sermon by Mrs. Edna Merritt. A closing work by S. G. Shields. Night service opens.

8:00 p. m., Song service and prayer. A special song and short talks and testimonies by all as to how they have enjoyed the rally and praise service, led by Arthur Simmons.

The closing evangelistic led by Ira Brice of Amarillo.

We appeal to the pastors and the assemblies of the North Plains section to come and at least try to send a delegation of young people from every assembly. We want to have these rallies quarterly for our young people and boost our young preachers.

Let us put the Christ Ambassadors over the top. Come old and young. Everybody welcome.

Adrian Sims Notes

People are busy sowing wheat and harvesting row crops.

Mr. and Mrs. Lige Ellison arrived Thursday from Crosbyton. Mrs. Renfro and little daughter, Francis, returned home last Monday from a three weeks visit with Mrs. Maione.

George McLain was a Hereford visitor Saturday.

Misses Maude and Jessie Malone were transacting business in Hereford Monday.

Bernie and Jesse Scott visited Ray Chapman Sunday.

Mr. and Mrs. Tom Cook of Borger are here helping to get in their wheat crop. They have a section being sowed now. They come each spring to improve the place and prepare the land for wheat. This section of the country is fast becoming a wheat growing section. Many more farmers are settling here and still there are many acres that can be had.

Elizabeth Chapman visited Sunday with Jewell Scott.

Rev. Hester of Vega will preach at Sims school house Sunday morning at 11:00 o'clock and Sunday night. Everyone cordially invited to attend these services.

Mr. and Mrs. Lige Ellison called at the J. M. Chapman home Sunday afternoon.

Mrs. J. R. Copeland and Miss Ann Copeland, teachers at Sims, spent the week end with home-folks.

First Presbyterian Church

JAS. T. ROSS, Pastor

Preaching services 10:30 a. m. and 7:45 p. m. Note the change in the time of the evening service. Sunday school 9:45. Senior and Intermediate Endeavors 7:00 p. m. Westminster prayer period at 7:30.

Good music will characterize the

AUCTIONEER

W. S. WILLIAMS

Over Newell Building

OFFICE PHONE 7

RESIDENCE PHONE 136

Service and Satisfaction Is My Motto

COMMISSION: 2 PER

CENT FOR FARM SALES

OF \$1,000 OR OVER

services. Hymns that have stood the tests of time. Special music arranged by the director, Miss Charlie Baker, and selections from the Masters of Preludes, Offer-tories and Postludes.

During the coming week Wo-man's Missionary Society will meet Wednesday at 2:30, and choir rehearsal will be on Thursday at 7:45.

"As the hart panteth after the water brooks, So panteth my soul after thee, O God."

My soul thirsteth for God, for the living God;

When shall I come and appear be-fore God?"

First Methodist Church

E. B. BOWEN, Pastor.

Sunday will be promotion day in the Sunday school. Be sure to come. The pastor will preach at 11 a. m. and 7:45 p. m. The morning subject will be the "Chris-tian and His Faith," and the evening subject the "Tenth Leper." Special music.

Epworth League at 7:15.

Prayer meeting and choir practice each Wednesday at 7:30.

Worship with us.

Quick Job Service at The Brand

Bobby Jones Beats British Golf Champ



Phil Perkins, British Golf Champ (left) shaking hands with his opponent, Bobby Jones, before the finish of their final match in the National Amateur Golf Meet at West Newton, Mass., which Jones won 10 up and 9.

Fifty-Five Days Without Food.

Toronto, Ont.—Peter Henderson, thirty, whose normal weight is 171, is reduced to 90 pounds. He is recovering at the Toronto General Hospital after fasting fifty-five days and subsisting seven days more on lime juice only. This is Henderson's second fast this year. In May he went without food of any kind for thirty days.

His fasts are on the advice of a physical culture publication advo-

cating this treatment for indiges-tion, from which he suffered. His case brought to mind Mrs. Leon-tough who died last year after fasting fifty-five days on the ad-vice of a "specialist."

IT'S GETTING HARDER.

ATHENS.—The Finance Minister has decided to tax bachelors. This is partly with a view to stimulat-ing marriage and partly to tap a new source of revenue.

Pickwick Stages Corporation

ANNOUNCE CHANGE OF SCHEDULE EFFECTIVE SEPTEMBER 15, 1928

Leave Hereford for Amarillo and east, 9:25 a. m., 10:10 p. m. Local to Amarillo, 6:00 p. m. Leave Hereford for Clovis, El Paso and West, 9:45 a. m., 9:10 p. m. Local to Clovis, 1:05 p. m.

FOR QUICK JOB SERVICE SEE THE BRAND.

IT'S YOUR RESPONSIBILITY

the health and growth of your child

Serve foods that provide that health and promote growth. SMAX—the All Wheat Cereal—contains all the food elements necessary to growth and strength, also Bran, nature's laxative. SMAX is so delicious and is easily prepared—cooks in 3 minutes. Ask Your Grocer.

SMAX

AUCTION FARM SALE

Tuesday, October 2

BEGINNING AT 10:30 O'CLOCK

As I am retiring from the farm I will sell at Public Auction my entire equip-ment, consisting of Jersey cows, horses and mules, hogs, poultry, household goods, farm machinery, etc. Located six miles west of Hereford, on Harrison Highway, and two miles north.

Lunch Will Be Served by the Presbyterian Ladies of Hereford

20 Head Pure Bred Non-registered Jersey Milk Cows 20

These cows are pure bred, good individuals, ages 5 to 7, heavy milk produe-ers, and carry a high test butter fat record, and being direct descendants of registered dams and sires. I have been very fortunate in securing sires of outstanding quality to retain the high standard of this herd.

Horses and Mules

1—Team mules, age 5 and 6. 1—Team mules, age three years. 1—Mare, age three years. 1—Mare, age ten years.
1—Team Mares, Weight 2,200 pounds. 1—Mare, age eight years. 1—Mule colt, age one year. 1—Horse, age ten years.

Hogs

1—Registered Poland China sow. 4—Pigs. (Hogs are CASH)

Poultry

A nice flock of Rhode Island Red chicks.

Farm Machinery

1—Tandem disc harrow.
1—Two-row lister.
1—Two-section drag harrow.
1—Two-row cultivator.
1—Mould board walking plow.
1—Mowing machine, six-foot cut.
1—Slip.
1—Steel wheel wagon and frame, practically new.
2—Wagons.
1—1924 Dodge coupe, good running condition.
Many other useful articles, too numerous to mention.

Household Furniture

2—Heating stoves.
1—Cook stove.
1—Chiffoner.
4—Rocking chairs.
1—Dresser and wash stand.
1—Duofold.
1—Kitchen cabinet.
1—Cream Separator.
1—Incubator, 150 egg capacity.
3—Cream cans.
1—Incubator, 250 egg capacity.
1—Twenty-gallon barrel churn.

If you are interested in good farming equipment and live stock, I feel safe in saying that you will profit in attending this Sale, as I believe I have an offering worth while.

TERMS—All sums of \$25.00 and under, cash; on sums over \$25.00, six months' note, ten percent interest, with approved security; five percent discount for cash on sums over \$25.00.

R. T. NUNN, Owner

C. C. ACKER, Clerk.

COL. RAY BARBER, Auctioneer.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

W. E. Dunlap

HARDWARE

Phone 256

Buick Service Station

E. L. Mathies

L. F. Dyer

Marland Gas and Oils Cooper Armored Tires

Storage, Greasing, Tow-In Service

Car Washing a Specialty.

Phone 392.

CLASSIFIED ADS

For Sale or Trade

FOR TRADE—Dodge truck, ton size, good rubber, for cows or mules. R. B. R. IMPLEMENT COMPANY. 37-1tc

FOR TRADE—Six tube Shamrock radio, good condition, for cows or mules. J. D. BUCHANAN. 37-1p

FOR SALE—Nicest business house in Dimmitt. Must sell by October 1, 1928. It's a bargain. See F.

REYNOLDS, or phone 75, Dimmitt, Texas. 37-1tc

FOR SALE—New McCormick 20-hole drill, with press wheels; also 12-foot McCormick Deering push binder, with header attachment, in first class shape. A. K. WEBSTER, 20 miles north on 25-Mile Avenue. 37-2tp

FOR SALE—White Leghorn pullets, already laying. O. L. RUTHERFORD. 37-2tp

Styles Change In Furniture As Well as In Feminine Apparel

—Time was when carved and curved legs were all the style in living, dining and bed room furnishings. Nowadays it runs more to straight, plain, SERVICEABLE Furniture. And we have the nicest line of this kind of stuff you have looked at—besides Linoleum, Congoleum Rugs, GAS RANGES AND HEATERS, Window Shades—EVERYTHING that gives you that comfy feeling and satisfaction in your home.

COME AND SEE US—WE WILL BOTH BE WINNERS!

JONES FURNITURE CO.



When the Ducks Begin to Fly

—or rather when the Game Warden don't object—you'll need a good gun, a supply of good shells, a hunting bag to hold your game, etc.

—We have the most complete line of guns, shells, and everything else for the hunter's equipment you will find in the city.

A Big Stock, Guaranteed Satisfaction Service

STREU HARDWARE CO.

Years Ahead



WORKS WONDERS
COSTS LESS

A new washer—the latest achievement of a leading manufacturer of washing machines. Washes thoroughly clean, with perfect safety by a flexible turbine.

Special During this Sale
\$98.50

Texas Utilities Company

FOR SALE—My well improved ten-acre tract of land in South Hereford. A bargain. MRS. M. A. SPRINGER, Phone 422-J. 37-2tp

FOR SALE—Or will trade for milk cow, one 5-tube Freshman Masterpiece radio. J. S. ORR, Phone 161. 37-2tp

FOR SALE—One McCormick Deering row binder. BURL FRANCE. 37-2tc

FOR SALE—Quick Meal & burner gas range. See GEO. V. STAMBAUGH. 37-1tc

FOR SALE—Or trade, for cows, one McCormick row binder in good condition. JOE R. KENDALL. 37-2tp

FOR SALE—Bargain in good five-room house, close in. GEO. T. MCCURRY. 36-2c

FOR SALE—A Jersey milk cow. E. J. MILES, Phone 390-J. 36-2p

FOR SALE—12-hole Superior drill, McCormick mower and rake. ROY GOUGH. 36-2tp

FOR SALE OR TRADE—Ford roadster and truck for livestock. J. L. FUQUA. 34-4tc

FOR SALE—Fresh butter and buttermilk delivered daily. See R. M. TANKERSLEY. 34-4tc

FOR SALE OR TRADE—No. 3 International Combine, in good shape. Will trade for mules or Jersey cows. JOE MITCHELL. 33-1f

FOR SALE OR TRADE—Twenty acres of land one mile from town, with good crop of hygieia, also good house for rent, sale or trade. FRED MILLARD. 34-1f

\$1,850.00 buys seven room house with big lot. Easy terms. Phone 138. 30-1f

480 Acres on crop payment plan. Address L. BASKIN, Hereford, Texas. 30-1f

Want to borrow 8 per cent money. Good real estate security. Address BOX 235. 30-1f

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-1tc

FOR SALE—A well improved 20-acre tract, well located, priced worth the money, good terms. WEIR, WALSER & BRAY. 36-2c

Statements, Letter Heads, Envelopes, all Job Work, at The Brand. 30-1f

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND. 30-1f

FOR SALE—A twelve-hole wheat drill, also small row drill. T. E. BAKER. 35-1f

FOR SALE—John Deere row binder, also 10-20 McCormick Deering tractor and plow. T. E. BAKER, Box 503. 35-1f

FOR SALE—White Leghorn cockerens with high egg record over 250. GLENN GREER, Dawn, Texas. 35-4tp

LISTEN—The sale at the Keith Hotel, September 29. Everything in household goods, including L. C. Smith typewriter, one guitar, also shed and feed house. G. W. KEITH. 37-1tp

CREAM WANTED

We pay all transportation charges. Our price on cream is based on actual market value for butter. The average cream buying station price is from 40c to 42c. Why sell for less? Let your cream travel the modern way. "Direct from your farm to our independent farmer creamery." We guarantee to satisfy every shipper.

Reference: Richardson County Bank.
FALLS CITY CREAMERY CO.
Falls City, Nebr.

Wanted

WANTED—Hear from owner good farm for sale. Cash price, particulars. D. F. BUSH, Minneapolis, Minn. 37-3tc

WANTED—To buy second-hand parlor coal stove. Write P. O. BOX U, Friona, Texas. 32-3c

WANTED—Field grazing for one or two hundred yearlings. HENRY HASTINGS. 37-2tp

WANTED—A man to do farm work by month. H. H. BOARDMAN. 37-1tc

For Rent

FOR RENT—West half of Section 17, block M-7, about 330 acres. Cash in advance. \$150. Can give immediate possession. W. J. WORTHY, Morrill, Kans. 37-2tp

FOR RENT—Three room house, unfurnished. See HENRY GARNETT, or Ralph Barnett. 36-2tp

FOR RENT—Small business house in Plainview. O. K. HIGGINS. 36-4tp

FOR RENT—A large front room, down stairs. MRS. HATTIE RUTHERFORD. 36-2tp

Lost and Found

BORROWED OR STOLE.—Who borrowed our large scales? Will you please return them—we will need them soon. HEREFORD GIN. 35-1f

LOST—Some time during first week of September, one White Spitz dog. If found please notify FRED OBERTHIER, JR., and receive reward. 37-1f

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F.
Meets Monday, 8:30 p. m.
Visiting Brothers welcome.
Sam Hutson, N. G. I. H. Foster, Sec.

WILSON'S TRIP

(Continued from Page One)

their daily receipts of milk to 200,000 pounds during the peak of the season. It is evident also that the dairymen are all well pleased at the prices being paid for milk and cream, and the revenue from dairying in this section for the next twelve months will double those of the last twelve months, state those who are in close touch with the milk situation.

Mr. Smith, manager of the Borden plant, who was stationed in Toronto, Canada, before coming to Starkville, says that the South and the Southwest is the greatest dairying country in the United States, and if the people will only wake to their opportunities. He says that with the warm climate, good grass and open range compared to Canada where the cows have to be fed in warm barns nine months out of the year the Southern dairymen have all the best of it. In Canada, he said, dairymen were having lots of trouble with cows developing tuberculosis owing to the close confinement, while little trouble of this kind develops here owing to the open range.

We said to Mr. Smith: "If the other states go in for dairying like Mississippi, what effect will it have on prices as we have been told that Mississippi paid out \$18,000,000.00 for dairy products last year?" He said it would take us a long time to catch up with the demand; that the per capita consumption was only about half what it was in the old dairy countries like Holland, Switzerland and Denmark, and as milk products are very rich in vitamins the American people were just waking up to the fact that

milk is one of our best foods. He took us into the storage room and said: "This is our supply on storage now, which is 12,000 cases of condensed milk." They have a storage capacity of 150,000 cases; cannot supply the demand now. This plant cost \$734,000. They only make Eagle Brand condensed milk and one brand of unsweetened milk.

Oktibbeha county had 10,000 cows and heifers a little over two years ago when they made the survey for the Borden Co., before they established their plant. There are 25,000 cows and heifers now in the county, and getting more in daily. Some of the big land owners have cut their farms up into small units and have what they call the Farm Unit. Some of them have ten or fifteen units. They put farmers on them on the fifty-fifty basis and furnish them what cows they can handle, according to the size of their families. This is proving profitable for both farmer and land owner. They do not have to stand good for the renter's store accounts this way where formerly they had to furnish everything and stand good for the renter's yearly supplies.

Starkville is very little, if any, larger than Hereford. The banks have two and a half millions on deposit, with one million on time deposit. Merchants are having very little demand for credit, and are enjoying a good business. There are 3,000 farms in the county and they made 6,000 bales of cotton last year. Before dairying was practiced they made, in good years, from 20,000 to 30,000 bales. They are raising more feed now.

Negroes are engaged extensively in dairying, as there are 583 negroes delivering milk daily in Starkville.

If this co-operative creamery can start in Starkville, with just a little college equipment and a small amount of money and nine-teen customers and come out with nearly 500 customers and a modern plant; and the Borden Company start with 161 customers and in a year attract 1020 customers there evidently must be some satisfaction and success in this work for the farmers and dairymen. Very few of those farmers are exclusive dairymen. They are farmers with from five to twenty cows each. They attend to their regular farming and let the cows pay the expenses.

This is the program Deaf Smith County needs!

Mr. Carpenter, president of the First State Bank of Starkville, says he does not only preach dairying, but he practices it. He now lives on a farm fifteen miles from

DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 463 Hereford, Texas
Second Floor Lambert-Beckner Building.
FREE CONSULTATION AND ANALYSIS.

town and milks forty cows, and after paying the feed and hired help bills clears \$200 per month. Mr. Carpenter states that the boll weevil and worn out land forced them into dairying.

(TO BE CONTINUED.)

Friday & Saturday Specials

APRICOTS, one gallon \$.87
APPLES, one gallon \$.54
SOAP, P. & G., 24 bars \$1.00
COFFEE, Admiration, cup and saucer \$1.59
ASPARAGUS TIPS, Del Monte, per can \$.36

The Groceteria

SERVICE AND QUALITY

We Deliver Phone 31

WE HAVE ALL HEARD THE ONE ABOUT THE YANKEE WHO TRIED TO GET RICH QUICK BY SUBSTITUTING SAWDUST FOR BRAN IN HIS FEED

—But the story don't tell what happened to his livestock.

—YOU DON'T HAVE TO WORRY ABOUT YOUR LIVESTOCK'S FEED IF YOU BUY IT FROM US—We couldn't stay in business if you did—and we give you the BEST money can buy, plus steady service and appreciation of your business.

MERIT FEEDS — COAL — POULTRY SUPPLIES — SALT — CAKE — SEED

SATISFACTION

West Texas Feed & Seed Co.

Phone 265

We Buy Produce.

PIGGLY WIGGLY

Specials For Friday and Saturday

Apple Butter LIBBY'S Gallon Can 72c

P & G Soap Ten Bars 39c

Catsup LIBBY'S Fourteen Ounce Bottle 21c

Raisins Four Pound Package 32c

COFFEE CHASE & SANBORN SEAL BRAND Two Pounds 96c

(No Better Coffee Put in a Can—Once-a-Year Sale Price for One Week)

Corn Flakes KELLOGG'S Per Package 11c

Sunbrite Cleanser A Good Scouring Powder Per Can 6c

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

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

Bring Your Hogs TO HEREFORD On Fridays

And Receive Highest Market Price on the Plains!

G. W. BRUMLEY

INTRODUCING HEREFORD'S NEW SCHOOL FACULTY

Secretary Arnold of the Chamber of Commerce made quite a hit Monday night when he introduced the new teachers in the public school in the following characteristic fashion:

For your approbation we desire to submit the following, introducing our teachers. As each is introduced, will they please stand.

The boss of them all is Dillehay, He's been here forever and a day, And while that's true, yes, indeed, He was preceded here by Reed, And the first lieutenant you're sure to see, Mr. G. W. Hudson, weight 223.

The boss at Central, you know her well, She hails from Vega—named Shields, the village bell, And another lady who always tries She's an "Eighter from Decatur, the county seat of Wise," She's from "Eighter from Dedatur, the county seat of Wise," In her pupils she finds out every trait, She's Miss Frances Fullingham—preference Real Estate.

A local who teaches, and goes about gaily, Her name, Miss Hefner—and his—is it Bailey? Down near Gainesville, we have St. Jo, From there hails Miss Rogers, indeed she's not slow, And the lady we said had been here so long, Is wood so soft with Vocational song, think he And he globe trots so much, you would stumble, We wish to introduce Mr. C. W. Humble.

From the hills of Hall, where the sand cranes scream, We got Coach McCollum—he's from Estelline, From Grayson, at Sherman, an Irish girl does hail, While she's new—Miss Flannery, we know she'll not fail, From Powderly, Texas, Miss Westbrook hies, Our map fails to show where this city lies, It may be near, and perhaps it's far, Methinks it must be in the county Lamar.

From the home of Duggan, of West Texas fame, Comes Miss Busher, of Littlefield, she'll uphold the name, From Jack Walton's state, another Miss Hesch—The Hereford boys do say, she's certainly a peach, From Hereford there's Rambo and Bradley as well, While from the Denver at Hedley, the two sisters Bell, A native who makes the piano do tricks, Teaches music—Miss Steele; Escort, Mr. Hicks.

Another new one—Miss Bagwell—oh, fudge! She's from Claude—her dad's county judge, And he who makes them work till each problem's done, His name? Will S. Kerr—a native son, From old Central Texas, down Waco way, Miss Fagg, from Eddy, look's like she'll stay, For there's Travis—and George—they both look sweet, And not too far back was a guy named Pete.

Miss Rigler from Plainview, whose dad was the mayor, Miss Rutherford from Lockney, she looks like a stayer, And the musical lad who makes the horns toot, Ralph Smith—we like him, you bet your boots, Miss Alkman, our city, she's been all around, Miss Redin, from Briaco, we moved her to town, Miss Baker, from Leonard, not so shy, but wee, She trains your vocal chords to reach high C.

And she who teaches that Noah did float, That Jonah went down the big fish's throat, Is Miss Estes, from Ellis—may she do her job well, So we'll all go to Heaven and not to Canyon.

If we've missed you, we're sorry—it surely is tough, But please to remember, we've run out of stuff, You don't think it's good? Neither do we, If you think you'd do better, just try it and see.

Big Square

Allen Jones of Olton is spending a few weeks here preparing his land for wheat, with the help of Earl Oliver.

A wedding of much interest to the community occurred last Saturday afternoon when Shelly Allen and Miss Blanche Barrett were married. The young people will make their home for the present at the Z. T. Allen home. Best wishes of the community go with the young couple.

Eldon Keller, eleven year old son of George Keller met with a serious accident Sunday while riding a yearling steer. The child had successfully ridden the steer when it threw its head back, hooking Eldon in the eye, spitting the eye ball and ruining the eyesight. The boy was taken immediately to the Plainview sanitarium and is reported to be doing nicely.

Elmer and Millard Finley attended a play given at Cleon Friday evening.

Mr. and Mrs. C. W. Mick and family attended the Lazbuddie program Friday evening.

Mr. and Mrs. Emerson Wyer and son, Messrs. Elmer and Glen Finley visited the Hereford fair on Saturday.

Mr. and Mrs. Whit Wyer spent Saturday night and Sunday with their son, Harold Wyer, at Muleshoe.

Young people of the community will give a dance Saturday night at the Frank Barrett home.

Mr. and Mrs. Hennington moved this week to their new home near Lazbuddie. We will miss them, especially their singing and help on Sunday nights.

Sunday we had an unusually big crowd for Sunday school and singing.

As Mr. and Mrs. George Keller and son were returning from Plainview the truck in which they were riding was turned over and Mrs. Keller suffered a badly bruised arm and other injuries and was taken to the sanitarium and we have heard no later reports.

Texas Tech Enrolls Over 700 Freshmen First 3 Days

LUBBOCK.—With over 700 freshmen present for the first day of a three-day orientation period at Texas Technological College, it is expected that the number of first year students will reach 1000 by the time enrollment is completed.

All Alone at Sea.

KIEL, Germany.—The Pilgrim, a small American schooner, with Captain Drake the sole occupant, arrived here from Seattle, Washington.

The lone voyager will start back to the United States by way of Dutch, French and Spanish ports.

What's Doing IN WEST TEXAS

A farmer at Woodson sold 41 cows and one bull to an out-of-town buyer for \$3,906. The cattle were mixed breeds and were bought for stock cattle.

On what is locally known as dollar day in DeLeon, the cream shipment was particularly heavy. Twenty-seven cans of cream averaging 70 pounds to the can, paying 38 cents a pound, brought farmers \$380.

Twenty thousand dollars have been subscribed to a \$75,000 hotel for Merkel. According to plans, \$40,000 is needed before the hotel building will be started.

School boys of Winters have organized one of the first "Future Farmers of Texas" chapters in the state. This organization for boys who are preparing themselves to be tillers of the soil has organizations in nine states.

Over fifty kinds of vegetables are grown on a farm by Mr. and Mrs. J. F. Wilkenson, southeast of Perryton on Wolf Creek. Swiss chard, oyster plant, cole rabi, worm wood, berries and melons are included in the group.

The Commissioners Court of Floyd county recently let the contract for paving the four blocks around the square. The cost will come out of the 25c maintenance and improvement tax.

A modern triple combination 500 gallon pumping fire engine was purchased by the city of Pyote at a cost of \$6750. Several members of the new volunteer fire department learned how to work the mechanism of the pump.

Two booster trips advertising the Donley County Fair were taken by enthusiastic citizens of Leila Lake, Hedley, Giles, Jerico, Martin, all neighboring towns.

The San Saba Chamber of Commerce is conducting a campaign for better seed for the farmers. On account of the failure of some of the crops seed must be imported and the chamber of commerce believes this is the time to improve the quality.

John M. Gist, fancy Hereford breeder of Odessa recently sold 40 head of six months old bulls to Maria breeders for \$250 a head. The forty were of a herd of 100, the balance of which will be groomed for late fall shows.

Contracts for twenty blocks of additional pavement have been let by the San Angelo city commission. An electric bond of \$1000 was accepted.

The first users of the new natural gas in Goree were the Goree Gin Company. In a few minutes after gas was turned into the mains the gin which had previously installed burners was running with the gas as fuel.

At the Sheep and Goat Raisers barbecue additional prizes were posted to winners in the Junior Lamb division of the boys and girls club department. Second prize will be a high grade ewe, and third prize a 100 pound sack of Buck-Chow.

A campaign to solicit \$100,000 stock subscriptions for the erection and equipment of a powdered milk plant at Brady recently got under way. The plant is to cost \$200,000, but one half of the capital is to be furnished by foreign interests.

Register of Merit Work For Dairywomen At Normal

Announcement was recently made by the W. A. S. at Canyon that they were in position to take a few well bred Jersey cows and place them on Register of Merit test without cost to breeders. This plan was worked out upon request of breeders and is endorsed by those in charge of official testing in Texas. It is made possible because of the fact that the Institution at Canyon is already doing this type of work with their own herd and thus very little additional expense is necessary for the

extra cows. Cows on official test are usually milked three times daily and given the best of care. The amount of butterfat and milk is computed monthly and recorded with the American Jersey Cattle Club at New York. Two cows in the State Teachers College held state records for Texas. They are Gamboge Fox's Lady Rosette with a record in the mature class and Gamboge Fox's Little Agatha, holder of the state record in the three year old class.

The herdsman, H. C. Hill, is enthusiastic over prospects as six breeders have consented to place high producers in the College herd for official test. This will be expanded from year to year so as to serve breeders of Jersey cattle who could not afford to place their well bred cows on official test.

Things You Should Know About Your HEALTH

Jno. Jos. Gaines, M. D.

HAZARDS. The little red pest now infesting lawns and woodland shades, is known by several names, any of which may be an alias. The chigger, or chigger, or jigger—call him and her anything you wish—the bite is certain and similar. The treatment is the important thing. After the picnic, go home and wash with strong salt and soap solution. Rinse with clear water, dry carefully. Then apply a solution—say five to ten per cent of carbolic acid and camphor in equal parts of witch-hazel and glycerine. Be careful to apply no more than needed.

Vacationists and rural residents may well be apprehensive of the bites of venomous serpents. The most sensible suggestion I have heard this year is—carry a small but powerful suction syringe in your kit ready for instant use. If bitten cord the limb tightly above the wound; with a clean pen-knife scarify through and about the wound freely. Don't be afraid of a little blood. Work, and work fast. Apply the syringe to the area scarified and draw every drop that can be "pulled" out. You may stop absorption of the venom completely and escape serious trouble. The syringe should have a wide mouth and smooth muzzle. If you cannot buy one, improvise. A small breast pump might answer. Of course summon a physician as quickly as possible.

A wound by rusty nail, or barbed wire—or by a splinter may be serious. If you have no antiseptic at hand, sizzle the wound with a lighted match—painful but effective. Risk no germicide weaker than tincture of iodine or carbolic acid—full strength is often the safest, swabbing the wound inside with a small applicator. The instant killing of bacteria is safest. Don't wait for trial by jury.

Our new samples of CHRISTMAS CARDS are here. They are beautiful and we will be glad to show them. Do not buy until you have seen them. AT THE BRAND OFFICE.

STAR THEATRE Wednesday and Thursday OCTOBER 3-4



New York's gay, glittering parade is unfurled in this bright love-and-laughter picture. "Cody and Pringle in a film with a really comedy wallop! Thrills of the prize-ring. Night life in all its glamor!"

LEW CODY and AILEEN PRINGLE



A railroad is to install radios on its de luxe trains. Perhaps trying to encourage people to ride in their other trains.

Scientists are now trying to find out where we go after we die. Some of us have a pretty good idea on the subject ourselves.

Chang Tsung Chang kissed his twenty-eight wives goodbye and went out to fight. With twenty-eight wives we should think he would have been tired of fighting.

Even the man whose life is an open book would hate to have anyone read it right straight through.

Oil and Gas!

CAR GREASING A SPECIALTY.

WE DO VULCANIZING, NIX ON THE COLD PATCH

Drive By and Fill Up With

PHILLIPS "66" GAS!

I. I. West Filling Station



SERVICE MILES AWAY

We serve no brands of unknown quality. Our honest gasoline will carry you farther—our honest oil will protect you from engine troubles—serve you when you are miles away from here. And our prices are honest, too!

Abo Filling Station

We Give Gold Bond Stamps.

YOU WILL FIND OUR DRESSES, COATS AND HATS

Up To The Moment In Style, Design and Quality

- Attractive Dresses in black and the new Autumn shades.
- Chic and clever Coats that are designed for the woman to whom both quality and price are important.
- Hats that are both smart and appealing, in delightful colors and shapes.
- Our line of Sweaters is of the best—in all colors and styles.

Knitted Goods for the Baby: Caps, Sweaters, Coats, Bootees

—We invite you to come in and see what we have to offer you.

OLSON VARIETY STORE

ANOTHER

FOLLOW OUR WEEKLY CHAIN OF SPECIALS— "IT PAYS"

WOMACK SUPER SPECIAL HIGH GRADE GROCERIES

PEACHES, good solid pack, gallon	50c
PEARS, Bartlett, No. 1 can	18c
OYSTERS, small size can	15c
DRIED PEACHES, Fancy, per pound	16c

WE BUY EGGS AND PAY THE MARKET PRICE

AVOID DISAPPOINTMENT, SEE US FIRST OR PHONE 87. WE DELIVER

Slip into a Bradley and out-of-doors

For "dress parade" as well as play—are these bright colored, Bradley togs.

Sturdy little knitted garments that stand the scrutiny of "Sunday inspection"—and the hard knocks of Saturday's games.

Twin, two-piece suits of pants and shirt . . . gay, happy little sweaters of warmth—without weight . . . All bearing the name of Bradley. Bring in your "army" and let us outfit it.

\$2.50 to \$12.50

Fox Mercantile Co.

THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN

Also Publisher of

Editor and Publisher

THE FRIONA STAR, FRIONA, PARKER COUNTY, TEXAS.

MRS. SETH B. HOLMAN

Associate Editor

TELEPHONE

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NOTICE TO THE PUBLIC.

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

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

SUBSCRIPTION PRICES

Subscription, Zone 1, per year	\$2.00
Zone One, Six Months	\$1.00
Outside Zone One, per year	\$2.50
Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Will Rogers

Says—

The voters now go to the polls in an automobile, but they don't carry any more in their heads than the old timer that went there on a mule, so the old Bunk that you cannot fool the voter in the biggest Bunk there is—he has been fooled all his life and he will always be fooled.

As the presidential candidate for the "Anti-Bunk" party I refuse to employ such old party campaign methods. I am Frank and Ernest.

The politician tells the people that "I don't have to tell you people what our party stands for. We rely on your sober judgment. We rest our case on your intelligence." Then he goes on for two hours more telling them what his party stands for.

I don't care how smart their audience was, they couldn't possibly know "What their party stood for." The Supreme Court with all its divided knowledge couldn't tell you what either party "stood for."

They both stand for "election." That's about the only thing that you can safely say they are for, in fact they will both "stand for" almost murder, if they can only get in.

We are more "smart Alex" than we ever were, but we are no smarter. We read more and we hear more over the radio, but the stuff we read and the stuff we hear don't make us any smarter.

For the people that write it, and the ones that talk it over the radio are no smarter than the ones that used to have to hand down the dope for our old forefathers.

There is just as many half wits voting Republican today because their fathers voted that way as there ever was. There is just as many voting Democratic because they have heard their folks tell about how the Republicans treated them during the war as there ever was.

If the voter is as smart as they say, why do they have to tell him anything, why do they have literature, and campaigns, and speeches? Why does each party have to spend four-million-dollars trying to buy votes with propaganda?

The oldest form Bunk in the world is to say how "Well informed the voters are and that they can't be misled by our opponents." We have bathtubs, airplanes, four wheel brakes, reducing pills, mince pies, new camps, and Prohibition.

But I doubt if at any time during the history of the world were we ever as down right dumb as we are today.

—WILL ROGERS.

Lithographed Copy Found of Seal of Confederacy

AUSTIN.—Secured after a long search, an enlarged lithographed reproduction of the official seal of the Confederacy, said to be the only copy in existence, has been procured for the University of Texas library by E. W. Winkler, librarian.

The seal was created by act of the Confederate Congress in 1862, according to the copy of the Congressional Record which accompanies the seal. The engraved seal was made in England, and only one impression was taken before the seal was brought to this country, according to Mr. Winkler. That impression was lost, and from that time the seal was used only on official documents. In 1911 an enlarged reproduction of the seal was painted by Annie Payne Pillow of Washington, D. C., and the lithographed copy at the University seems to be the only surviving copy, Mr. Winkler said.

Our new samples of CHRISTMAS CARDS are here. They are beautiful and we will be glad to show them. Do not buy until you have seen them. AT THE BRAND

It Would Take So Long To Explain

By Albert T. Reid

The Farmer. "Sam, I see where the Federal Reserve Bank has hiked the discount rate to eight percent and I guess the Wall Street banks won't suffer any, but there doesn't seem to be anything to like which does me a bit of good."



at Oklahoma City, grown in Choctaw county in that state when he visited there.

Elgin, Musical Center.

Is there a town of the size in Texas that can beat Elgin as a musical center? Its four brass bands seem to entitle it to first place in band music. Band Director Nichols directs the Elgin American Legion Band which has a statewide reputation, the Kiwanis band, the pride of the town, and the country about; the high school band and the senior band, composed largely of young married people.

If there is more musical talent to be found in any other Texas town I have yet to hear of it, and it is used in a way that is redounding to the reputation of Elgin as a place where the people give attention to the better things of life.

Lee County Negro Fair.

The county fair given annually by the colored people of Lee county at Giddings is proving that where they are given the right kind of help and encouragement the colored people of Texas take justifiable pride in their activities. There are a negro agricultural agent and a negro home demonstration agent in the county and very largely through the efforts of these there are twelve negro community clubs in the county around which the annual fair is centered. Prizes are offered for the best community booth, the best decorated community car in the parade, and the best vocational school exhibit, as well as for live stock, farm products, home economics work and other exhibits. The fair is proving of much help to the colored people in stimulating pride in all kinds of

efforts for their race, and it has the whole-hearted endorsement and support of the white people of the town and county.

Texas Legion Leads.

Membership in the Texas department of the American Legion is the largest the organization has had since it was formed. It is leading the whole country in percentage gains and before the meeting at San Antonio next month it will have reached 30,000. It is expected that fully half of these will be at San Antonio. Some camps will be represented there with their full membership. San Antonio is making preparations to take care of all who may come and will give entertainment of a kind that will not soon be forgotten. Even public schools will be closed in order that the buildings may be used for housing and feeding visitors. More out-of-state visitors are expected than ever before have attended a National convention of any kind in Texas.

State May Make Cement.

Data and plans are being considered by the State Board of Control to present to the next legislature looking to a state-owned cement plant to provide the immense amount of cement needed by Texas in its road construction and other work. The sentiment favorable to a state-owned plant is largely attributed to the impression that has been gained that a cement trusts exists in Texas, this impression being due to recent investigations by the Attorney General's department of an alleged trust and its methods. Neither the state nor its citizens should ever have to pay tribute to trusts of any kind.

DR. T. M. MONTGOMERY

Associated With Hyden's

620 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.

J. C. Cummins

QUICK

Phone 340

SERVICE

Plumbing

Delco-Light Frigidaire

Electric Wiring, Light Fixtures, Gas Installations

GAS STOVES AND APPLIANCES

Texas & Texans

By WILL H. MAYES

Fairs Show Prosperity.

The county fairs being held in Texas this fall all report large attendance and greater financial success than ever before. These fairs are held at the busiest season of the year but the people feel that they can afford to take a few days off from their work to see exhibits of the best products of their community, to meet their friends and to exchange experiences and ideas gathered from their activities of the past year. The larger crowds indicate larger prosperity among the people. Good roads make it easier to put the whole family into the car and go what ever distance may be necessary to reach the fairs. Good crops at fairly satisfactory prices provide the family with the spending money so necessary to a good time.

The Circus Draws Crowds.

The big circus is finding it difficult to provide enough tent space to take care of the large crowds it is drawing this season. The ease with which people can go long distances in a short time has made it unnecessary for the circus to make so many stands. The circus now advertises over a radius of 100 to 150 miles and draws its crowds from 75 or 100 miles around whereas formerly it was an undertaking for a family to drive 20 miles to see the big shows. The automobile has been a wonderful boon to all the people and it has helped to put more money into the pockets of the circus folks.

Texas Marine Foods.

Texas people have little idea of the magnitude of the marine food industry of the state. Fish and shrimp compose the bulk of the salt water products. The report of the game, fish and oyster departments show that for the year closing September 1, 3,841,685 pound of fish and 2,917,955 pound of shrimp found their way from Texas waters to market. Corpus Christi led in fish production with 1,023,320 pounds, with Point Isabel a close second with 1,018,395 pounds. Port Lavaca kept its usual lead in shrimp, marketing 1,613,120 pounds. Corpus Christi followed with 1,116,900 pounds. Galveston is the leading oyster and crab market of Texas. Other places that contribute notably to the marine food production of the state are Aransas Pass, Port Aransas, Port Lavaca, Freeport, Rockport, Matagorda, Port O'Connor, Palacios and Seadrift.

Cutting Big Melons.

Smith and Hoover seem to have entered a melon-cutting contest in which Texas has enabled Hoover to be the winner of the first inning. Hoover received a 130 pound melon from a Texas Admirer which afforded a feast for a large party in Washington and an opportunity for the photographers to get some good snapshots. Al Smith was presented with a 110 pound melon

reflections

It Takes 200 Years to Grow an 18-Inch Beach Tree . . . yet you can cut or burn it in half an hour. Your building may represent the sacrifice and earnings of generations. How foolish for you to save an insurance premium and risk the instant loss of the money value of the labor of years! Don't try it. Consult this agency.

PLAINS INSURANCE AGENCY

John Patton - Manager Hereford, Texas.

music at my mother-in-law's funeral."

First Come, First Served.

Father: "Now that you've finished with college, my boy, don't you think you'd better be looking around for a job?"

ashed with college, my boy, don't you think you'd better be looking around for a job?"

Son: "Not on your life, old thing! Let the blighters scramble for me."

September 27, 1928.

DEAR FRIENDS:

I don't know whether your top coat and fall suit need cleaning and repairing or not. I know mine did.

The boss got kind of personal about that top coat. He said if I was going to continue writing ads for him, I would have to practice what I preached. So I had it cleaned, pressed and repaired and now I won't have to buy a new one.

One customer remarked yesterday that he had thrown one suit away three times. Later he would find it, send it to Orr's Tailor Shop and after it was cleaned and pressed people would ask him where he got the new suit.

It pays to take care of the clothes. Send 'em in.

Ben J. J.

Orr's Tailor Shop
"That Better Service"

Jim Says—

I would like to see all my friends around at BEAVERS BROS. GARAGE. The boss allows it's up to me to do my stuff, and, by Heck! I am going to stay right in there.

For washing, alemiting, crankcase service, vulcanizing, tires and tubes, etc., you will find me on the job at all times.

RESPECTFULLY,

JIM HOLLY

AT

Beavers Bros.

PHONE 383

SYSTEM

"Saves for the Nation"

Mrs. Housewife

—You have a 1928 kitchen, "M" STORES are 1928 STORES. Personally selecting your table supplies is the best assurance for getting just what you want when you want it at prices that mean a GENUINE SAVING.

SPECIALS FOR FRIDAY AND SATURDAY

LARD Eight Pounds \$1.19
Four Pounds \$.63

BAKING POWDER, Rumford's, 1 lb . 28c

PEAS, Blackeye, can 10c

Beans, Lima, can 10c

COFFEE, 1 lb Admiration 54c

GOLD DUST, Large Size 25c

Vinegar Gallon. Bring Your Own Container 40c

BROOMS, Medium Size 49c

WE DELIVER

PHONE 249

Home Owned With

Through the Home Office to Home

Chain Store Advantages

WE ARE SELLING GAS STOVES!

Both the Heaters and Ranges. The very best standard makes money can buy—and at reasonable prices. While you are attending our BIG FURNITURE SALE, which is still growing, give there new GAS STOVES a close examination.

COME AND SEE US!

WE GIVE TRADES DAY TICKETS!

ANTHONY FURNITURE STORE

Here and There.

There were seventy present at Sunday school Sunday morning. Brother Johnson of Plainview preached at 3:00 o'clock. Rev. Cloyd of Hereford will preach next Sunday afternoon at 3:00 p. m. at Frio.

Mr. and Mrs. Joe Andrews went to Fort Sumner, New Mexico, last Thursday.

Mrs. Joe Huckert and Miss Marie and Mrs. John Gaets spent last Thursday with Mrs. Jay Sanders.

Mr. and Mrs. J. B. Harlin spent Sunday at the Lester Sparkman home.

A number of young people attended a party at the Chamness home Saturday night.

Mrs. Oscar Campbell and Mrs. Grady Wilson visited last week with relatives at Crosbyton.

Mr. and Mrs. A. T. Jones were Sunday guests at the K. R. Hunter home.

Mr. and Mrs. J. W. Berry recently returned from a three weeks visit with relatives and friends at Bethany, Missouri.

Mrs. Henry Allman spent the week end with her sister, Mrs. Jim Bagwell at Bethel.

Mr. and Mrs. Roy Kincaid and Mr. and Mrs. Frank Axe were Amarillo fair visitors Saturday.

Miss Dot Owens of Chickasha, Oklahoma, returned home Friday after a ten day visit with relatives here.

Mr. Buford and Harry Taylor were Panhandle visitors last Friday.

Mr. and Mrs. Box Axe are the proud parents of a fine baby boy since Sunday morning.

A literary society was organized at Frio Friday night with Owen Stagner president, Mrs. C. E. Tice vice president, Miss Mary Nobles secretary. The next meeting will be the first Saturday night in October.

Mr. and Mrs. M. L. Hardy visited in the Berry home Tuesday.

Mr. Vick and Otis called at the Rogers home Sunday morning.

Miss Gladys Jones spent Sunday with Miss Mary Nobles.

A large crowd was out to singing Sunday night and every seat was filled. New officers were elected and it was voted to buy new song books. The following were elected officers: J. J. Lindsey as president, Jeff Roberson vice president, Mrs. C. E. Tice secretary, W. A. Springer leader, Jeff Roberson and Miss Mattie Andrews assistant leaders, Mrs. C. E. Tice pianist.

Summerfield

Farmers are busy, some sowing wheat, others row binding.

Sunday school met on time Sunday with a large number present.

Misses Lorain and Opal Hayes spent Sunday in the C. R. Walser home.

Mr. and Mrs. Ky Lawrence and daughter, Mr. and Mrs. Albert Wilson and children, Joe Kendall and wife, Mr. and Mrs. Earl Lance and children went to Canyon Friday and visited Mr. and Mrs. A. M.

Walker, and also enjoyed a camping trip in Ceta Canyon.

Mr. and Mrs. Obe Roberson and son spent Sunday in the J. B. Davis home.

Miss Ruth Atchley gave a delightful birthday dinner last Sunday honoring her eighth birthday.

Mrs. W. E. Hawkins was surprised when several members of the young married folks class came for dinner.

Mr. and Mrs. J. A. Noland and son, spent Sunday afternoon in the Henry Kendall home.

Mr. and Mrs. Denson Hill of Vega, Mr. and Mrs. Bill Knox of Hereford were breakfast guests in the B. A. Atchley home Sunday morning.

Mr. and Mrs. Clee McHarg went to Canyon Sunday to take their daughter, Miss Marie, who enters W. T. S. T. C. for the winter term.

Mrs. B. A. Atchley and son Thurman will leave Thursday for Sevierville, Tennessee. They expect to be gone all winter. Mrs. Atchley will visit her aged father and mother.

Mr. and Mrs. C. R. Walser and family went to Amarillo to the Fair Tuesday.

U. of T. School of Journalism Prospects Are Brighter

AUSTIN.—With the opening of the 1928-29 session, at the University of Texas the outlook for the department of journalism assumes a brighter aspect than it has had for some years, according to Paul J. Thompson, chairman of the department. After spending several years in a somewhat precarious position as first an insignificant part of the school of Business Administration and then as a department in that school, journalism starts the new year with a return to its former rank as a department in the College of Arts and Sciences, Mr. Thompson said.

Eleven courses will be offered in the department this year and in are included practically every fundamental course in journalism. Mr. Thompson declared. Splendid laboratory arrangements and a wide range of library facilities, providing some 1200 volume of books and periodicals, are among the resources of which the department is proud, he added.

NOTICE OF SALE.
Mechanics and Garage Liens

Notice is hereby given that on the 11th day of October, A. D. 1928, at ten thirty (10:30) o'clock a. m. at the machine shop and place of business of Beams and Marrs, (a co-partnership composed of George Beams and Frank Marrs) located on east Third St., in the Town of Hereford, Deaf Smith County, Texas, we will offer for sale and sell, at public auction to the highest bidder for cash, one Cadillac Touring Automobile, Serial No. B-59-509, as the



The one reason why we can give you a HIGH QUALITY of groceries for a LOW PRICE is this: We sell so many groceries that we can buy in big quantities, and buying in big quantities we get the little price.

As we get the little price, we can GIVE the little price.

QUALITY HIGH.
PRICES LOW

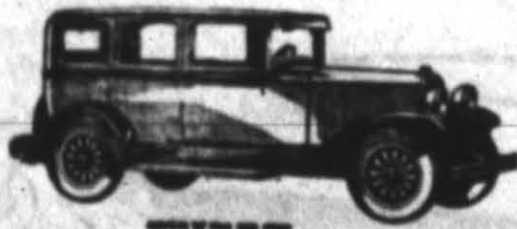
Williams Grocery Company
Phone 128



W. C. ROUNTREE, M. D.
Pellagra A Specialty

If you have any of the following symptoms, I have the remedy, no matter what your trouble has been diagnosed: Nervousness, stomach trouble, loss of weight, loss of sleep, sore mouth, pains in the back and shoulders, peculiar swimming in the head, frothy like phlegm in throat, passing mucous from the bowels, especially after taking purgative, burning feet, brown, rough or yellow skin, burning or itching skin, rash on the hands, face and arms resembling sunburn, habitual constipation, (sometimes alternating with diarrhoea) copper or metallic taste, skin sensitive to sun heat, forgetfulness, despondency and thoughts that you might lose your mind, gums a fiery red and falling away from the teeth, general weakness with loss of energy. If you have these symptoms and have taken all kinds of medicine and still sick, I especially want you to write for my booklet, Questionnaire and FREE Diagnosis.

W. C. ROUNTREE, M. D.
AUSTIN, TEXAS, BOX 1150.



Its Beauty Typifies the
Worth of the New
Chrysler "65"

Any motorist will know from the beautiful and alluring appearance of the new Chrysler "65" that its value must be extraordinary, and a close examination of the car will reveal to anyone who is at all familiar with automobiles that its fine appearance no more than does justice to its mechanical excellence.

No other car in its price class offers a seven-bearing counterweighted crankshaft. No other car in its class offers Chrysler hydraulic internal-expanding four-wheel brakes, fitted with squeakless moulded brake lining, unaffected by weather conditions. No other car boasts Iso-therm Invar pistons; the new "Silver Dome" high-compression head which uses any grade of gasoline; the new Chrysler narrow-profile radiator design; or the delightful harmony of line and coloring which distinguishes these body models.

The more deeply you go into the list of Chrysler "65" advantages, the more sure you will be of the fact that its value is head and shoulders above anything that ventures to claim your consideration at anywhere near its price.

Do not let the opportunity escape to get the facts about this car—and to experience by a ride behind the wheel what remarkable worth it offers.

NOTE—Wire wheels, fender wells, spare tire, trunk rack and bumpers are extra equipment on all body models except the roadster, on which the bumpers are standard.

RENFRO BROTHERS
LOCAL DISTRIBUTORS.

PURINA
Purina Poultry Feeds
Purina Dairy Feeds
Purina Hog Feeds

COAL

—Salt, Hay, Grain, Cake—
Everything a stockman or
farmer needs.

WE BUY CREAM

JUST PHONE NO. 1

Jones & McLean



Discover a new
world of leisure

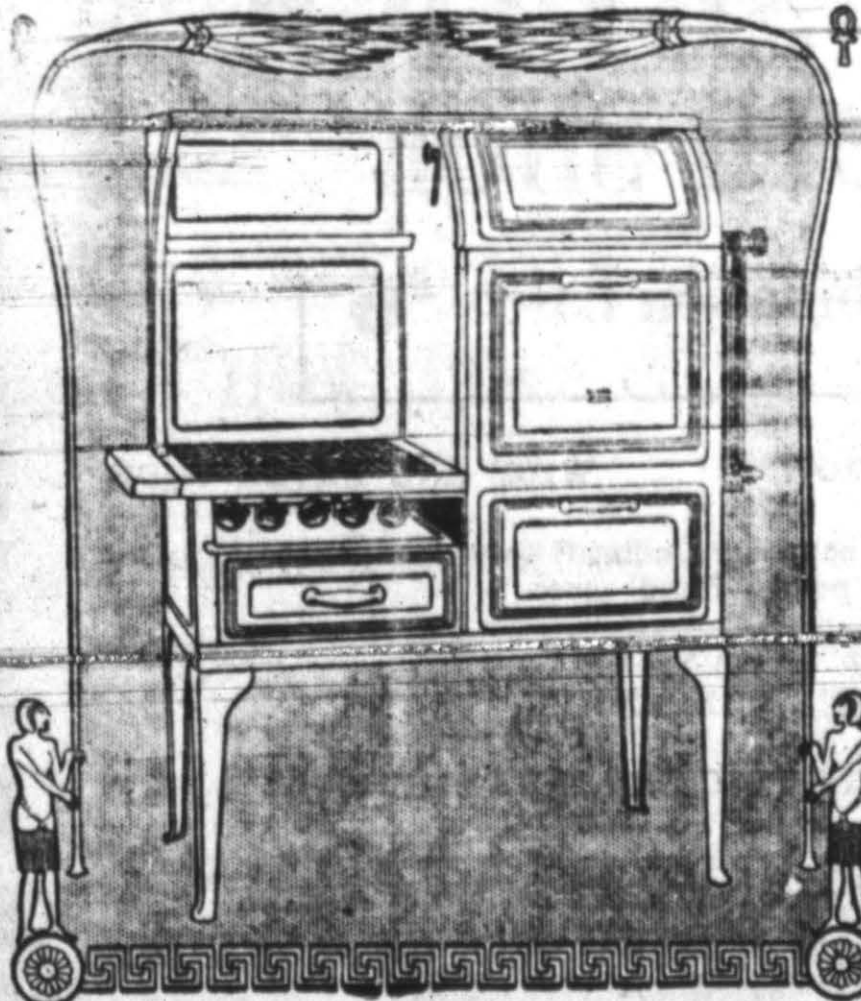
THE LORAIN Self-regulating oven of a Clark Jewel Red Wheel Gas Range cooks automatically while you enjoy yourself at matinees, bridge, reading, or playing with the children.

When the Red Wheel Regulator is set to maintain the correct temperature you can leave the kitchen for hours at a time, knowing that dinner will be cooked perfectly when you return.

Ranges in New Colors

There is a cool, restful beauty in the alabaster white or rich pastel shades of the porcelain enamel finish of these Clark Jewel Ranges. The corners are rounded and the smooth, hingeless front is attractively paneled.

Refinements in the famous Clark Jewel all-steel construction which has been tested and approved throughout nearly fifty years of stove-manufacturing experience give unique trimness and sturdiness. More than 1400 schools and colleges where cooking is taught now use Clark Jewel Red Wheel Gas Ranges.



CLARK JEWEL **RED WHEEL**
Gas Ranges

in Nile Green, Egyptian Pearl,
Alabaster White, or combinations
of these colors.



Unless the Gas
Range has a
RED WHEEL
it is NOT a
LORAIN.

West Texas Gas Company

Specials

SPECIALS FOR FRIDAY AND SATURDAY

P. & G. SOAP, 27 bars \$1.00
Sliced Pineapple, No. 2 can ... 23c

Star Naptha Washing Powder, Package 19c
Washington Solid Pack Blackberries, gallon 67c

HEREFORD WHOLESALE GROCERY COMPANY

Ward News Notes

Mrs. Harry Jackson and Mrs. Johnnie Biggs visited one day last week with Mrs. Alton Lookingbill.

Mrs. Mues, Carroll, Cox, Britton, Herbolt and Lizenbe visited Thursday evening with Mrs. Saltzman.

Mr. and Mrs. Daugherty are having their home stuccoed.

Mr. and Mrs. Herbold spent last Sunday with Mr. and Mrs. John Hutson and family.

Mr. and Mrs. Sam Hutson spent Sunday with Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Harrison and family spent Sunday in the Fred Saltzman home.

Misses Mae and Edna Harrison visited Miss Mildred Brewster on Wednesday.

Mr. and Mrs. Daugherty and daughter went to the Amarillo fair Sunday.

Mr. and Mrs. George Lewis attended the Amarillo fair Monday.

Mr. and Mrs. Archie Daugherty spent Saturday night and Sunday with Mr. and Mrs. Luke McBrayer.

Ward school dismissed Monday that the pupils might attend the Amarillo fair.

Progressive News

Miss Katherine Hershey left on Monday evening to attend school at Canyon. She will stay with Mrs. Samuelson.

The Ricketts family moved to their new home Saturday. They purchased the Counts home which is northeast of Progressive.

Mr. and Mrs. Webb and children called Sunday afternoon in the Blagg home.

Miss Olive Perkins entertained a few friends in honor of Mrs. Albert Schneider of Laverne, Iowa.

Sunday evening Misses Lois and Lucile Parks entertained the following guests for lunch: Mr. and Mrs. Orin Russell, Misses Mary Ella Hershey, Katherine Hershey, Gusta Samuelson, Eunice Caldwell, Augustine Gregory and Arnold Hershey, Millard Gregory and Jim Ricketts.

Mr. and Mrs. Caldwell spent Sunday evening with Mr. and Mrs. Hershey.

Mr. and Mrs. W. C. Russell and Edgar J. D. Perkins and Miss Olive Perkins attended a picnic supper Sunday evening at the home of Mr. Wedel in honor of his daughter, Mrs. Albert Schneider.

Mrs. Cockrell entertained Mr. and Mrs. W. E. Mathews and Mr. and Mrs. Joe Mathews Sunday at dinner.

Bennett Sawyer and family, Mrs. Kate Carroll, Mrs. W. F. Corn and family were callers in the W. S. Sawyer home Sunday afternoon.

Miss Mary Ratcliff spent Monday afternoon with Miss Velma Williams at Hereford.

Mr. and Mrs. H. E. Gossett and Mr. and Mrs. Charles Wall were dinner guests of Mrs. Jacobs Sunday.

Jim Parks and daughters, Lois and Lucile, spent Sunday with Mrs. Mabel Henry.

Mrs. T. E. Baker called Monday afternoon on Mrs. Sawyer.

Mr. Ships of Lorenza, Texas, spent Thursday evening in the Jim Blagg home.

Misses Gusta and Lois Samuelson visited their mother in Canyon Monday evening.

Mrs. Hershey spent Saturday in Amarillo.

Mr. and Mrs. W. H. Caldwell, Mr. and Mrs. Carroll Caldwell and

family of Dimmitt and Miss Minnie Grant of Jumbo were dinner guests Sunday in the Ramsey home.

Miss Olive Perkins spent Wednesday afternoon with Mrs. Jake Tietel of Hereford.

Howard Hershey and wife and Horace Hershey motored to Lubbock Sunday where Horace entered the Junior class this year.

Program for song service at Progressive Sunday:

Opening song: Mr. Reeves.
Song: Mr. Bowman.
Song: Oya Vernon.
Song: Eunice Caldwell.
Song: Mrs. Lewis.
Quartet: arr. Jess Caldwell.
Song: Virginia Bowman.
Song: Oleta Reeves.
Song: Miss Lois Samuelson.
Song: Mr. Ramsey.
Quartet: arr. J. C. Gregoroy.
Song: Mrs. Bowman.
Song: Katherine Hershey.
Closing song: J. W. Cockrell.

West-Way Items

The meeting closed Sunday night. Rev. Cloyd preached the closing sermon at Hereford.

Rev. Saxon conducted two services here Sunday.

Mrs. Grady Wilson made a trip to Crosbyton this week end to take her mother home. Mrs. G. C. Hartman accompanied her as far as Lockney.

There has been a number on the sick list in this community. Several pupils have been absent from school. Mr. Kesse has also been unable to attend school.

Mr. and Mrs. L. O. Gore took dinner in the T. L. Vaughn home Sunday.

Mr. Rudd who is planning to move away soon had a farm sale at his home Tuesday.

Miss Etoyle Joiner spent the week end with Misses Pauline and Estelle Wilson.

P. C. Short and daughter, Etha, made a trip to Friona Monday afternoon.

Mr. and Mrs. Ellis Wilson moved to Hereford Monday.

Mack Short and children spent Sunday afternoon with P. C. Short and family.

Miss Etha Short visited with Stella Mae Gore Saturday night. This week closes the first month of school, which is progressing nicely.

Miss Alma Lee Hauser spent Tuesday night with Myra and Oleta Hartman.

Greater Baylor University Meeting, Amarillo, Sept. 28

WACO.—Kickoff meeting of all district nine workers of the Greater Baylor University campaign will be held in Amarillo on Friday, September 28, from 10 a. m. until 4:30 p. m.

Dr. T. V. Neal of El Paso, one of the Big Four speakers of the campaign, with Dr. Wallace Bassett, and undoubtedly, an outstanding orator, will be the speaker.

District Chairman J. M. Cook of Amarillo, will preside. Six Baptist associations will be represented by their campaign chair-

CASH SPECIALS

Friday and Saturday,

Kellogg's	Bran Flakes, One Package	9c
Raisins.	Four Pound Package	32c
P. & G. Soap.	26 Bars	\$1.00
Peanut Butter	Very Best, Five Pound Bucket	90c
Peanut Butter	Two Pound Bucket	50c
Matches,	One Carton	17c
Cake Flour,	Swans Down One Package	38c
Toilet Paper,	Three Rolls	20c
Sugar,	Ten Pounds	69c

MONT E. BAKER
GROCERIES

We Give S. and H. Green Stamps
DON'T FORGET—WE BUY EGGS

TANKS, TUBS WELDING BLACKSMITHING

—we make anything in sheet metal construction—weld anything that will stick together, and have expert blacksmiths at your service at all times.

We will appreciate your business!

BARNHART & SHREVE

Fashion Welt

ENNA JETTICK HEALTH SHOE

\$5 Combination Last \$6

NARROW AND EXTRA NARROW WIDE AND EXTRA WIDE

"A boon to those women who have been obliged to either pay high prices or take poorly fitted shoes."

YOU NO LONGER NEED TO BE TOLD THAT YOU HAVE AN "EXPENSIVE FOOT."

YOU'LL STRIDE WITH PRIDE IN ENNA JETTICKS!

A new shipment of those attractive "NELLY DON" House Dresses and Smocks—\$2.95

The "GLAD RAG" Suits for little boys are here—they come in wool trousers and wash blouses at \$2.95 to \$4.95.

SPROWLS-CRONIN & COMPANY

G A S

Will Be Here Before You Know It!

—Now is the time to pipe your home as the big rush will soon be on.

—We do all kinds of plumbing and do it right.

—Your job will be appreciated.

Keith & Barnhart

Service That Co-operates With Business

The business men and commercial firms of Hereford who bank at the First National tell us that they appreciate the accessibility of our officers, and the spirit of co-operation we show in our contacts with them.

It is our constant effort to increase this co-operation; so that the bank's complete facilities may be brought even more fully to bear upon the problems which arise in business.

If you are seeking a banking connection where co-operation is a factor, come to the First National.

The First National Bank OF HEREFORD

MEMBER
FEDERAL RESERVE
SYSTEM

For Economical Transportation

CHEVROLET

USED CARS

"with an OK that counts"

Reconditioned to Assure Thousands of Miles of Dependable, Satisfactory Service

Due to the great popularity of the Bigger and Better Chevrolet in this community, we have now in stock some reconditioned used cars that represent exceptional values. These cars have been thoroughly inspected by our expert mechanics and completely reconditioned wherever necessary. They are good for thousands of miles of satisfactory service. And because they are sold under the famous Chevrolet Red O.K. Tag system, you can buy them with the utmost confidence, assured of their dependability and quality. See these cars today.

A few of our exceptional Used Car Values "with an OK that counts"

HUDSON COACH
—Paint good, motor good, tires good. Yes, it is a good car \$650.00

BUICK SPORT ROADSTER
—Here is a car that will give you many miles of Satisfactory Service \$650.00

CHRYSLER COUPE
—Motor reconditioned, good rubber—a real car for service \$450.00

These are cars you will be proud to own, and, if after driving either of these cars three days, you are dissatisfied, you may apply your purchase price on either a new car or another used car that will carry the same guarantee.

CHEVROLET ROADSTER
—Has new motor overhaul, five good tires \$180.00

CHEVROLET ONE-TON TRUCK
—Equipped with Grain Body. Has Good tires \$250.00

CHEVROLET ONE-HALF TON TRUCK
—New Oversize tires, green body; has been completely reconditioned \$325.00

We Like To Trade

Brumley Chevrolet Co., Inc.

Hereford, Texas

Look for the Red Tag "with an OK that counts"

Dimmitt News

Mr. and Mrs. Chas. Dean motor to Pampa Wednesday where Mr. Dean attended to business.

Mrs. Shorby Trimble visited her parents at Mobeetie several days this week.

Carlos Reynolds was in Kansas City this week on business.

Mr. Baxter and son of Uvalde visited in the home of his brother, W. G. Baxter, Monday and Tuesday.

Mr. and Mrs. Ray of Happy were guests in the M. R. Avery home Sunday. Mr. Ray is a brother of Mrs. Avery.

Mr. and Mrs. J. H. Flannagin and son Bob and Brooks Woodlee were Amarillo visitors Sunday.

Misses Dora Baker and Josephine Cowsett left for Lubbock Saturday where they will enter Tech College.

Mr. and Mrs. Maples were Amarillo visitors Monday. They took their son, C. G., to have his eyes examined.

Rev. Gilbrath of Buda, Texas, preached a trial sermon at the Baptist church Sunday. He delivered a fine sermon from the text, "Ye are free in Christ Jesus." Everyone liked him fine. At a conference at the close of the service it was voted to call an all-time pastor, he living in Dimmitt. A motion was made to invite two or three preachers before deciding whom to call.

Mr. and Mrs. B. D. Woodlee, Mmes. Naugle, Murphy and Stringer went to Sunnyside Saturday night to hold organization a Parent-Teacher Association at that place. A short program was given by the children, after which the following officers were elected: Mr. Cates, president; Mrs. Lilly, vice president; Mrs. Bailey, secretary treasurer; and Mrs. Tucker, corresponding secretary. After adjournment the visitors were served delicious luncheon and sandwiches.

Joe Duree and wife of Missouri spent several days last week visiting relatives in Dimmitt.

I. B. Brooks spent Friday and Saturday in Mobeetie attending to business.

Mrs. Frank Easter returned from Bryan Wednesday where she was called by the death of her father. The Dimmitt community extends sympathy to Mrs. Easter in her sorrow.

Jack Gregory and Miss Jo Parks were married at the home of the bride's parents, Mr. and Mrs. E. S. Parks, Sunday at eight o'clock a. m. Rev. Ross, of Hereford, performing the ceremony. Only the immediate families were present with a few special friends. The young couple left for Carlsbad, N. M., and other points in New Mexico for a short honeymoon. Mrs. Gregory is a 1927 graduate of the Dimmitt high school, and is a very beautiful and lovable young lady and has a host of friends here. Mr. Gregory is a son of Mr. and Mrs. A. O. Gregory, a young man of sterling qualities and well liked by everyone. He has a position with the Woolridge Lumber Co. Mr. and Mrs. Gregory will occupy rooms in the G. A. Barnett residence. Their many friends wish them every happiness in married life.

FAIRBURY
OIL MILL

Four complete Timken
Roller Bearings

Starts 88 per cent lighter
than habbitt or cast bearing mills.

OIL ONCE A YEAR

Runs lighter, pumps
more water at less cost
than any other mill. Direct stroke as well as geared.

A complete line of pipe,
suckerrod, casings, etc.

WESLEY STORE

Nine miles north of Hereford
on 25-Mile Avenue

Phone 9000F21

Metcalfe Bros. and Walter Vaughn are owners of new cars.

A choir was organized at the Methodist church Tuesday night with twenty members. Mrs. Bruce McLean was elected president; Millicent Hastings, secretary; C. Dean, choir leader and Mrs. Dean pianist. The choir will meet each Thursday evening at eight o'clock.

Work has started on a seven room brick veneer residence for R. D. Woodlee in the west part of town.

Walter Simmons is on the sick list this week.

Cards are out announcing the marriage of Miss Frankie Burnam and Homer Norwood, September 28.

Mrs. Marler of the Cleo community was shopping in Dimmitt on Wednesday.

Mr. Barnett has sold the lot his residence now stands on to Will Wright who will begin a new residence soon. Mr. Barnett will move his residence to the lot just south of this location.

Reports have reached Dimmitt of the marriage of two former Dimmitt girls, Miss Ivela Bell and Miss Lillie Evers. We failed to get the names of the grooms.

Miss Ora McGill and Mr. John Cunningham of Plainview were married at the Methodist parsonage by Rev. Naugle Tuesday.

Mrs. Williams of Olton visited in the home of her parents, Mr. and Mrs. J. E. Turner, Monday.

Wade Parks of Abilene was in Dimmitt Sunday to attend the wedding of his sister, Miss Jo.

Mr. Nichols who owns a farm near Friona, was in town this week and bought a lot and will erect a residence here and will rent his farm at Friona and move his family here.

S. D. Bradley and wife of Fort Worth were guests in the home of Mr. and Mrs. I. B. Brooks Monday of this week.

Our new samples of CHRISTMAS CARDS are here. They are beautiful and we will be glad to show them. Do not buy until you have seen them. AT THE BRAND OFFICE.

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Arney News Items

A large crowd attended the B. Y. P. U. program Sunday evening.

Emmett Tipton returned Wednesday from a business trip to Seymour, Texas.

Several attended the Tulsa fair Wednesday and Thursday.

Mr. Crane of Childress visited a few days in the J. E. Boyd home recently.

Mr. and Mrs. Chas. Cox and daughter returned Sunday from a two weeks' visit in Eastern Texas.

John Cole of Tulsa visited relatives here last week.

Mr. and Mrs. Foy Brooks of Amarillo have moved into our community to live the coming year and we are glad to welcome them.

M. Burks and wife were in Hereford Saturday night to attend a show.

Miss Opal Hunter returned to Oklahoma City Thursday for medical treatment.

Several attended the Baptist association at Hereford last week, including Mr. and Mrs. C. E. Burks and daughter and Mmes. M. Burks and Marion Davis and children.

Mr. and Mrs. Taylor and family of Canyon spent Sunday with their daughter, Mrs. Ed Bailey.

A real frolic was enjoyed by the E. Tipton and J. E. Boyd families Sunday afternoon in the Lillard Webb home, when cream was made and watermelons enjoyed by all.

E. Tipton was in Amarillo on business Wednesday.

L. Webb has had his tractor repaired.

A basketball game was played here Friday between school children and some who are not going to school and the school children were defeated. Another game is scheduled for next Friday.

Many attended the party Saturday night in the G. Bailey home honoring Mr. and Mrs. Joe Bailey, when interesting games were played and many gifts bestowed upon the honorees. Refreshments were served at a late hour.

Mr. and Mrs. Brooks and daughter spent the week-end with relatives.

L. Webb returned from a business trip to Childress Saturday.

Silas and Ollie Boyd visited in the Everett Tipton home Saturday afternoon.

Mmes. G. Bailey and Grady Bailey visited the J. L. Hammond home Saturday.

Mrs. Forgas and Miss Toma visited in the Lee Hutson home Monday.

Mr. Nicholson was here from Dallas last week.

Misses Edric Brooks of Amarillo and Opal Hutson and Mrs. J. P. Hutson visited the Marion Davis home Wednesday.

Messrs. and Mmes. Lee Hutson, Marion Davis, Mrs. Tucker Smith and daughter and J. E. Boyd were in Hereford Saturday.

M. A. Brooks and daughter spent the week-end with relatives.

L. Webb returned from a business trip to Childress Saturday.

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Messrs. and Mmes. Lee Hutson, Marion Davis, Mrs. Tucker Smith and daughter and J. E. Boyd were in Hereford Saturday.

Ford Doings

Mr. and Mrs. J. E. Hill and Mrs. Emma Jones of Hereford were here for Sunday school Sunday afternoon after being away for one month. We were very glad to have them back.

There were seventy-seven present at Sunday school and others who could easily have been there.

The Community Welfare Club will not meet at the school house Friday, the 28th, but will meet Friday, October 5th. So many have planned to attend the Tri-State Fair at Amarillo Friday it was thought best to meet later.

Mr. and Mrs. Maupin of Gainesville visited the past week with Dr. and Mrs. W. G. Fly. Mrs. Fly and Mrs. Maupin are sisters.

Miss Olive Davis spent the last week-end at Hereford with Miss Viola Thomas.

Mr. and Mrs. Joe Fly of Vega spent Sunday with his parents, Dr. and Mrs. W. G. Fly.

Jess Ford and family of Palo Duro attended Sunday school here Sunday.

The Community Welfare Club will meet with Mrs. Hardy Benson Wednesday, October 3.

Magnetic Declination In Texas In 1927 Available

The Coast and Geodetic Survey, Department of Commerce has just made available a new publication of particular value to surveyors of this state who are required to use magnetic methods in recovering the lines of old surveys. The publication also contains the information necessary for testing compasses at the magnetic stations established by the Coast and Geodetic Survey, descriptions of which stations are given in full in the publication. With this publication it is possible to find changes in the magnetic bearings at different localities in the state as time has elapsed. The use of this information for every degree of longitude and latitude makes it easy to find the correct values for any given place.

A copy of this publication may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., by remitting fifteen cents and requesting a copy of Coast and Geodetic Survey Serial No. 417, "Magnetic Declination in Texas in 1927."

Alfred Smith Hoover.

BOSTON.—Add a new one to your list of queer names: A son born to Mr. and Mrs. Henry Hoover has been named Alfred Smith Hoover.

Puzzle: What are the political beliefs of the boy's parents?

REAL ESTATE
CITY—FARM—RANCHES

Real Estate Loans

Priced to Sell

Hill & Ricketts

Phone 358

The Agent's Responsibility

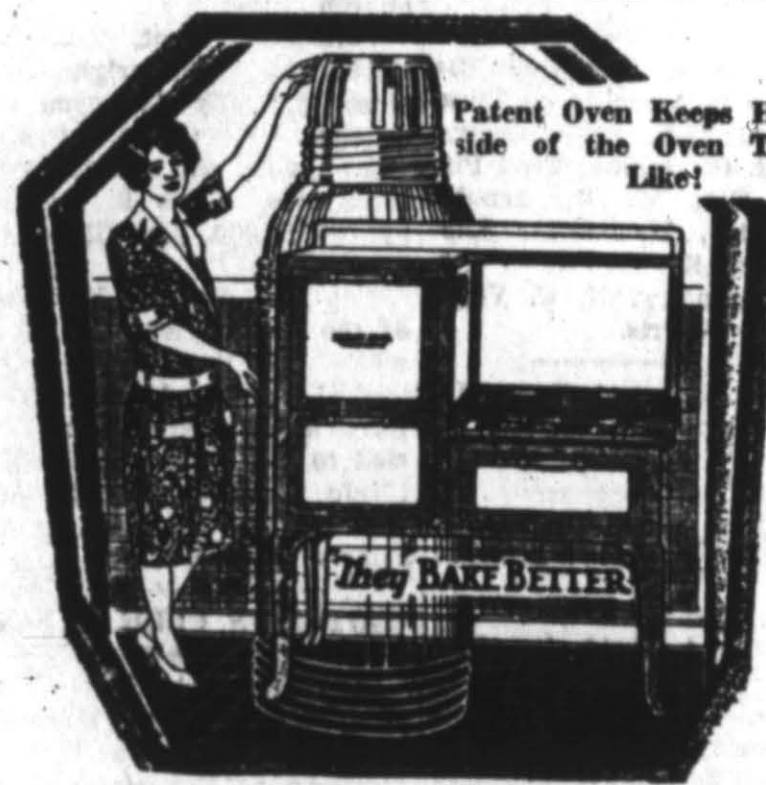
IS A HEAVY ONE

PROVIDED he takes his profession with the seriousness of the Doctor, of the Lawyer, or of the Minister.
PROVIDED that on every policy he signs, he is attaching his signature to a document obligating him to make good if the company whose contract he has O'd by attaching his signature thereto, does not.
PROVIDED he has a conscience, knows the difference between good and bad insurance, and will sacrifice personal profit rather than to place a Client under risk by selling him cheaper insurance in an unsafe company.
PROVIDED he is an unstanding, hard hitting, straight shooting, four-square man.
RESPONSIBILITY is a very real and tangible thing, and is as sacredly guarded as our good reputation which our sense of responsibility has helped to build.

RALPH BARNETT, Manager
Hereford Insurance Agency
Phone 273

Detroit Jewell Gas Ranges

THEY BAKE BETTER



Porcelain
Enamel—

INSIDE AND OUT!

PATENT OVEN BOT-
TLES UP

LOCAL HAPPENINGS

Among those who visited the Tri-State Fair in Amarillo last Sunday were Messrs. and Mmes. A. H. Streu, N. E. Gass, Fletcher Rogers and son; E. E. Fridley, Mrs. W. F. Gabbert and brother, Ben Singleton, of Kentucky.

Coty's and Houbigant's perfumes and toilet waters for sale at the CLARK DRUG STORE.

Mrs. N. M. Patton and daughter, Mrs. Orville Newell, visited the Amarillo Fair Wednesday.

R. R. Jackson and family and niece returned from a pleasure trip over Western and Northwestern states and report a lovely trip.

Four good oak barrels for sale at the HERFORD BAKERY.

Mr. and Mrs. M. Slemons returned home Saturday from a visit in King City, Missouri, and Atchison, Kansas.

I buy my Drugs at CLARK'S.

Hillie Bennett arrived Sunday night from Santa Fe, New Mexico, and will spend several days with his parents, Mr. and Mrs. W. W. Bennett.

Mr. and Mrs. John A. Johnson and little son, Jimmie Joe, of Hillsboro, New Mexico, came in Saturday for a visit with Mr. Johnson's parents, Mr. and Mrs. Edgar Johnson.

Current history is moving fast—and the Atwater Kent Radio gets it all! Powerful, far-reaching, pleasing tone, simplicity itself in operation. Let us demonstrate it to you. ORR'S TAILOR SHOP.

Mr. and Mrs. A. G. Schneider and cousin, Paul Schneider, left Wednesday for their home in LaVerne, Iowa, after a visit of several weeks with Mrs. Schneider's parents, Mr. and Mrs. H. T. Wedel.

Jas. N. Nolan, architect, of Midland, was in the city this week conferring with local citizens on a business enterprise.

A full line of Tams, in two tone and solid colors. VOGEL MILLINERY PARLOR.

Miss Alice Wallace of Canyon visited in Hereford with her aunt, Mrs. W. R. Arnold, the first of the week.

It's time for Radio now. Put in new tubes and batteries and tune in. CLARK'S DRUG STORE has the tubes and batteries for sale.

Try a Want Ad in THE BRAND.

STAR THEATRE
HEREFORD, TEXAS

Friday and Saturday
SEPTEMBER 28-29
HAROLD LLOYD
in
"SPEEDY"

Monday and Tuesday
OCTOBER 1-2
WALLACE BERRY
in
"BEGGARS OF LIFE"

Wednesday - Thursday
OCTOBER 3-4
"BEAU BROADWAY"
with
LEW CODY AND AILEEN PRINGLE

Friday Only
OCTOBER 5
"WATERFRONT"
with
JACK MULHALL AND DOROTHY MACKAIL

COMING SOON:
LON CHANEY
in
"WHILE THE CITY SLEEPS"
JACK HOLT
in
"THE WATER HOLE"
DOROTHY MACKAIL
in
"THE WHIP"

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

I buy my Drugs at CLARK'S.

L. H. Fuqua visited the Tri-State Fair in Amarillo on Monday.

Follow Al Smith and Herb Hoover over the Atwater Kent Radio air route! The most faithful reproduction of the human voice in existence. ORR'S TAILOR SHOP.

E. W. Smith, formerly with the Hereford Brand, was a Hereford visitor last week. Mr. Smith has been with his parents in Indiana since he left Hereford and will be in Amarillo now.

Hand-tooled Cardovan Leather Goods at CLARK'S DRUG STORE.

Mrs. W. J. Todd of Canadian spent Tuesday here with her mother, Mrs. N. M. Patton.

Mrs. Glen Webber and Mrs. Roy Herrod of Brownfield, Texas, left Monday for home after a short visit with Mrs. Webber's mother, Mrs. M. A. Fox. Little Miss Kathryn Jane Acker returned home with Mrs. Webber for a visit.

Four good oak barrels for sale at the HERFORD BAKERY.

Mrs. Virginia Elliston spent the week-end in Plainview with her parents, Mr. and Mrs. D. C. Laird.

Mayor E. S. Ireland was among the Tri-State Fair visitors in Amarillo Tuesday.

Expecting a swell line of Lucile Pattern Hats on Friday or Saturday. VOGEL MILLINERY PARLOR.

A new shipment of Elizabeth Arden Toilet Goods at CLARK'S DRUG STORE.

Among those who visited the Tri-State Fair in Amarillo on Tuesday, Hereford Day, were Messrs. and Mmes. R. O. Dunkle, Fred Pinner, Berry Orr, W. R. Arnold, G. W. Brumley, Mrs. Oscar Easley, Miss Eva Skelton, Mac Pittman, E. B. Handley, N. C. Vogel and Arthur Harris.

J. L. Fuqua, Jr. and Dave McDonald were Amarillo visitors on Wednesday.

News from Bethel.

Bethel P. T. A. held its first meeting for the school year last Friday night when it met in a short business and social session. It was decided to meet each fourth Friday night of the school month.

Most of the members of the Embroidery club were present and enjoyed a pleasant afternoon with Mrs. J. C. Williams Thursday. Refreshments of ice cream and cake were served the following members and guests: Mmes. Roberts, Bagwell, Davis, Galloway, Pennington, Earl Lust, Smith, J. Z. Smith, Kimball, Vern Lust, Cryer, Newmeyer, Leland Smith, Benton, Rothwell, Schwen; Misses Ina Davis and Artie Cryer.

C. E. Head's brother and family from Oklahoma were visitors in the Head home several days last week.

Mrs. Henry Allman and baby spent the week end with her sister, Mrs. Jim Bagwell, while Mr. Allman and son, Jack, were visiting relatives in Floyd county.

Mr. and Mrs. J. G. Davis entertained the following at dinner Sunday: J. F. Galloway and family, Jim Bagwell and family, Mrs. Henry Allman and baby, Misses Fannie Manning and Mildred Pennington, and Messrs. Iver and George Bagwell.

Mr. and Mrs. Glenn Smith and Mr. and Mrs. J. Z. Smith were dinner guests in the E. R. Rothwell home.

J. C. Williams and family and Mrs. Head and children attended the fair at Amarillo Tuesday.

Vern Lust and family were visitors in the Earl Lust home Sunday.

The Dimmitt boosters made their first trip to Bethel Tuesday morning as they started on a good will trip to the schools of the county. They gave a very interesting program of music and speeches and distributed souvenirs to all those present.

J. C. Williams and family spent Sunday in the Kay Roberts home.

Social and Society

Mrs. Fox Entertains

Mrs. Homer K. Fox made a charming hostess Tuesday afternoon when she entertained members of her bridge club and other friends at her home on Lee Avenue.

Autumn flowers made the rooms more attractive, where four tables were placed for the players.

At the conclusion of the games Mrs. C. C. Acker held high score among the club members and Mrs. Claude Roberts among the guests. Each was presented with a lovely prize.

A delicious plate luncheon was served by the hostess.

GOLDEN WEDDING CELEBRATED.

Friends and relatives gathered at the home of Mr. and Mrs. H. C. Doak on Sunday, September 23, and surprised them with a basket dinner in honor of their golden wedding anniversary.

Mr. and Mrs. Doak are among the pioneers of the Panhandle, moving to Briscoe county from Missouri February 12, 1900, locating at Silvertown. Their first home was a half-dugout. January 7, 1916, they moved to Deaf Smith county, locating five miles south of Hereford, their present home.

Mr. and Mrs. Doak have six children, fourteen grand children, and three great grand children, all of them being present.

CHURCH PARSONAGE AT CORSCIANA BURNS

The following clipping from the Dallas News will be of interest to the many friends of Rev. and Mrs. Paul J. Merrill. Rev. Merrill was a former pastor of the Christian church here:

Corciana, Sept. 18.—Fire believed to have originated in a closet partially destroyed the parsonage of the First Christian church with the contents almost a total loss. Loss is estimated at around \$5,000, partially covered by insurance.

The Rev. Paul J. Merrill, pastor of the church, learning of the fire while in the business district, rushed home and upon arrival suffered a heart attack and was carried to the Corciana Hospital and Clinic unconscious. He soon rallied and his condition is not considered serious.

MOTHER'S CLUB LUNCHEON.

The Mothers' Club held their opening meeting on Tuesday, September 25, with a three course luncheon at the home of Mrs. H. D. Reed, with the officers of the club as hostesses.

The year books were used as place cards, marking each guest. A musical program was given between courses and following the luncheon a short business meeting was held. The first two programs of the year's work were given, on Woman's Problems and Woman Movement.

STORK SPECIAL

Born to Mr. and Mrs. Bob Axe, September 23, a boy.

Printing Line. See THE BRAND

Chas. Donald's Cows Make Showing at Kansas City

The Daily Drovers' Telegram of Kansas City, carried the following item on September 24:

"Charles Donald of Hereford, Texas, smiled today when he made a sale of 364 head of 577 pound heifers at one price, \$11. At this price they brought \$63.47 per head, the string bringing a total of \$23,093.08. These were yearlings and one the plain order. It was the largest individual sale of cattle of this kind made today.

"I bought this string of heifers late last fall and carried them through the winter on rough feed," said Mr. Donald. "They run on grass this summer, and made money. This is one time when cattlemen are getting back a part of the heavy losses they sustained a few years ago, a fact the general public ought to know. Texas, and especially the Panhandle country, is in fine shape, and cattle are selling high. I will winter 1,000 head of good cows, which I regard as a safe investment just now the way cattle affairs stand. Our country is full of forage feed of all kinds so we can go through the winter safely."

A new shipment of Elizabeth Arden Toilet Goods at CLARK'S DRUG STORE.

Mrs. Egbert Brady and Misses Jeanette Rogers and Dessie Mae Steele spent last week end in Plainview visiting Miss Rogers' sister, Miss Audrey Rogers.

A STONE WALL MAY LACK SPEED, BUT IT HAS STAYING QUALITIES



A Small Account

Any young man who has a checking account in a reliable bank is entitled to swell up a trifle when he hauls out his fountain pen and prays that it will work.

Checking accounts are a considerable check on the gent who writes the checks, too! Bums don't have checking accounts and big business men know it.

Western National Bank

"There Is No Substitute for Safety"

FADA RADIO

HAS

RELIABILITY—TONE QUALITY—SELECTIVITY—DISTANCE AND A PLEASURE TO OWN

DEMONSTRATION ANY TIME

Corner Drug Store

Our Aim - To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality - Service - Courtesy



Miss Leona Hood returned to Hereford Sunday night after a week's visit at her home in Claude.

Hand-tooled Cardovan Leather Goods at CLARK'S DRUG STORE.

S. F. Williams, of Phoenix, Arizona, brother of W. S. Williams of Hereford, was in the city last Monday. Mr. Williams, a former resident here, visited relatives and friends, and renewed his subscription to The Brand.

Thos. T. Waggoner, editor and owner of the Claude News, was a visitor in Hereford last Sunday.

It's time for Radio now. Put in new tubes and batteries and tune in. CLARK'S DRUG STORE has the tubes and batteries for sale.

Mrs. Oscar Womack, of Memphis, Texas, arrived Monday night to visit in the home of R. H. Womack.

Coty's and Houbigant's perfumes and toilet waters for sale at the CLARK DRUG STORE.

Presto! River Vanishes!

MEEKER, Colo.—A portion of the headwaters of the White River at Trapper's Lake above here, disappeared overnight. The portion was three miles long.

One morning last week all the residents could find of the stream was a dry bed in which lay thousands of trout, dead and dying.

An overflow from Trappers Lake, Colorado, maintains a fish hatchery, starts the headwaters of the White River.

Suddenly it was noticed that the river was not where it ought to be.

Instead there was a great hole into which the water had disappeared.

Search of three miles of the river

er bed disclosed that there was no running water in the stream. A little further on, however, the water reappeared coming from a hole in the side of the hill. Then the course of the river continued.

It was generally believed the stream had cut into an underground passage or lake that may have been caused by an earth shock or a slipping of earth and that the crevice provided an easier course for the river.

Wanted It Straight.
With breathless interest the class listened to the teacher's account of her encounter with a tramp.
With a dramatic gesture, she reached the climax of her story and then concluded, saying:
"And then I fainted."
Little Bobbie gasped with awe and admiration at his teacher and was the first to break the silence.
"With yer left or yer right?" he asked.

Specials for Saturday

SEPTEMBER 29

CREAM PUFFS DOUGHNUTS
FRUIT ROLLS WHIZ BANGS

HEREFORD BAKERY

Successor to City Bakery

L. B. BROADBUSH, Proprietor

It's Here! Harold Lloyd IN "SPEEDY"

Let's Go!

—Why do the kids rave about him? Why do the girls adore him? Why do mothers laugh? Fathers howl?—'Cause Harold's got "IT" with a comic twist!

—"SPEEDY" is here! A year in the making and worth it. A hoarse car load of laughs. A tickling trip with no stop-overs allowed to catch your breath. LET'S GO!

THE STAR THEATRE

Friday and Saturday

September 28-29

TIME OF SHOWS:

Evening 7:30-9:00
Saturday Matinee 2:30-3:30
Admission, Evenings 15c-40c
Admission, Saturday Matinee 10c-35c

Heat That Circulates The Efficient Heating Principal

We sell the WARD furnace, which gives you circulating heat for your home. You have no fumes from this heating system, but gives you pure warm air in your house.

This WARD furnace will heat your house in a very few minutes. There is a constant interchange of air from one room to the other. This gives you perfect circulation of air in your house which insures pure, healthy air for the family to breathe.

We have sold these WARD furnaces to a number of homes already. We are ready to figure with you.

We are selling the ROUND OAK gas range, made in all colors. You can get just the one you need to match your kitchen.

These are made as cheaply as you may want. They all carry the standard quality of the ROUND OAK.

We are making a specialty of furnishing your home with all gas appliances as well as all your furniture.

We will save you money if you trade with us.

E. B. BLACK CO.

The Big Store With the Little Price.