

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

25TH YEAR, NO. 29

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, AUG. 6, 1925

## SATTERWHITE SPEAKER AT LUNCHEON

Hon. Lee Satterwhite of Panhandle, Speaker of the House of Representatives, made the principal address at the weekly luncheon of the Chamber of Commerce Monday, in which he praised the great state of Texas and especially the Panhandle area. "Unfortunately the central and a part of the southern part of the state will have to depend on the Panhandle for feed, but the people here should cooperate in every way with the drier portions. The Panhandle has the biggest feed crop prospects that she has ever had and prospects are bright for a cotton crop to be proud of," he declared.

Mr. Satterwhite said that he had been urged a great many times to make the race for governor, but that he would not run unless his home people were firmly behind him.

County Agent R. O. Dunkle told of his trip to A. & M. College to the farmers short course. He also told of the depressing conditions in the drier portions of Texas and urged the local Chamber of Commerce to establish an employment bureau to aid in finding work for people from that section.

E. W. Harrison, local grain dealer, said that there would probably be a shortage of laborers for the big grain crop this fall. The local body voted to establish an employment bureau immediately.

The meeting voted to organize a caravan trip for Tuesday, August 11 to visit Grady and Bellview, New Mexico, for the purpose of advertising the Deaf Smith county fair September 18-19, and to get better acquainted with the people of those places.

For the first time in the history of this place, Hereford honey was served the members of the Chamber of Commerce at the luncheon. The honey was furnished by uncle John Estes, who has a large apiary of bees that are doing fine. Hereford honey will be exhibited at the fairs this fall.

Since the meeting Monday the directors have decided to change the date of the caravan trip to New Mexico to Tuesday, August 18, as explained in another column.

There was a good crowd Monday and much interest evidenced in the local progressive program. Next week the luncheon will be held at the Stockman's Cafe.

## Sportsman Left The Izaak Walton League \$25,000.00

Chicago, Illinois, Aug. 3.—Finley Barrell, internationally known Chicago financier, is dead, but the sportsman's heart beneath the business exterior of the man showed itself again today, when his will was filed in probate court.

Among the many bequests made in this will was one of \$25,000 to the Izaak Walton League of America, of which Mr. Barrell was an enthusiastic member and national director.

Those who knew him best, say that business was of second consideration to his sports field and astram. If it was a case of money or a trip into the out of doors, the business had to wait.

The walls of the study in his Lake Forest home are covered with trophies of the chase—mute testimony to his unerring aim and expertness in angling.

But far better than a great fisherman and a great hunter—he was a great sportsman; a man who never took more than the limit and who believed in the precepts of true sportsmanship with a whole heart.

Finley Barrell did his part to perpetuate sports afield and astram for the little chaps to come, that they might enjoy the things he knew to be really worth while.

Thousands of sportsmen mourn his passage.

Mrs. O. O. Curtis returned Monday from a seven weeks vacation trip in California where she visited her parents at Los Angeles and traveled other interesting parts.

## Canning Club Has Remarkable List Of Its Products

The Progressive Canning Club, Deaf Smith county's first organization of the kind, which has been operating something over two weeks, two days out of each week. In that short time they have turned out an astonishing amount of stuff. A list of the products to date show that the club has canned four beeves, 150 cans of beans, 200 cans of corn, ten bushels of peaches, some plums, and a lot of jellies.

Now the club members, needing more finances, are busy working up the play "The Irish Linen Pedler," synopsis of which is shown elsewhere in this paper, and which will be presented on Friday night, August 7.

## CHRISTIAN CHURCH HOLDS GET-TOGETHER MEETING

Friday night was "Church Night" at the First Christian church. It was celebrated by having a general get-together meeting of the church members for the purpose of a social hour and discussion of church items. The crowd met in the auditorium and a devotional service was held, then entertainment of various natures was given by Sunday school department. After a short program upstairs all were invited to the basement where the entertainment was continued. One very enjoyable number was given by Miss Lollie Shore's class. It was "An Old Maid's Tea Party." Not a word was spoken during the sketch but each member acted her part in a very fitting manner; the costumes added much to the merriment. Several impromptu speeches were given which were enjoyed.

One of the most enjoyable numbers of the program was the refreshments consisting of ice cream and cake.

The out of town guests were Judge L. Gough and J. Evetts Haley of Amarillo. Bro. Terry, the pastor of the First Christian Church of Canyon, and Mrs. A. H. Elliston of Whittier, Calif.

A meeting similar to this is to be held the last Friday of each month. This first one was such a success everyone who attended is looking forward to the next one.

## LURE OF THE PLAINS IN SUMMER BRINGS 'EM HOME

With grapes and peaches and garden truck in it, it would not be surprising to see A. H. Elliston roll in any day now. In fact his son, J. B., had a wire this week, following the rains, suggesting that if needed he might spare a little time for Hereford. Mr. Elliston has a habit of coming home every year from California just about this time.

## FINAL ROUND-UP J. E. HILL RANCH POSTPONED TO AUG. 7

The final Round-up on the J. E. Hill ranch, situated in the Ford community in the north part of the county, was scheduled to take place Friday, August 7. The original date selected had been Wednesday, August 5, but continued rain and muddy roads caused the postponement.

The big ranch is to be cut into small tracts and colonized this fall and Mr. Hill was planning a big celebration at his last Round-up. The people of the Ford community were planning to attend in a body, and many Hereford friends were also preparing to take in the celebration.

Misses Bertha and Frances Dameron arrived home Monday evening from Washington, D. C., to spend their month's vacation with their parents. Mr. and Mrs. W. B. Dameron. Mrs. Jack Lester, sister of the two girls, is here this week from Amarillo.

## HEREFORD WON FROM VEGA LAST SUNDAY IN CLOSE GAME

The Hereford baseball team went to Vega last Sunday and annexed the scalp of the Vega bunch, 4 to 3, in a fast game. The feature of the game was the snappy fielding of Onais Carroll on short for Hereford, Galbreath pitched his usual excellent game and should have had a shut-out but for two errors at critical times. Batteries: Hereford, Galbreath and Carr; Vega, Miller and Morris. It is possible that the Vega team may play a return engagement here next Sunday.

## RAIN FALLS CONTINUALLY OVER PLAINS

The past week has witnessed almost continual wet weather over this section and hardly a day or night has gone by without some rainfall. Monday a half inch fell in a steady drizzle that covered most of the day, and Tuesday morning hard rain fell in the early hours which totaled one inch in the city and much more in spots over the trade territory. Wednesday it showered lightly at intervals in the forenoon and threatened all day. Since July 27 the local gauge shows as follows: July 27, six tenths; July 29, thirty five hundredths; July 30, one tenth; August 4, one inch; August 5, five tenths.

These rains have been very general over the entire Panhandle country, and everybody has received some of it. It has not been of even distribution but has insured feed and cotton crops for this year, if any kind of decent season is received from here out. Crops are simply growing like weeds and the Hereford country has the brightest outlook for fall—it has experienced in years.

Prospectors are beginning to come in, too, and local real estate men are enthusiastic over the outlook. Strangers are noted on every hand, "giving us the once over," and a lot of activity in every line of business is anticipated for this fall.

## THE SHOCK PUNCH COMING FRIDAY-SATURDAY, AUG. 14-15

Richard Dix arrives at the Star Theatre Friday, August 14, and remains over Saturday, in the role of a young man who has lightning in his fists in the Paramount picture, "The Shock Punch," directed by Paul Sloane from John Monk Saunders' Liberty Magazine story.

The story has to do with a young millionaire who dreads the thought of getting "soft" and hires a couple of professional pugilists to keep him in trim. The action starts with the first scene, and doesn't let up for a minute.

Frances Howard is the girl in the case. She is the daughter of a building contractor who likes Dix but doesn't take to his fists' accomplishments and tells him that if he wants to stay in good with her he'll have to tone down a bit. This Dix tries to do, but everywhere everyone seems to be tempting him to demonstrate the famous "shock punch" he has developed as the result of weeks of strenuous training.

—and he does, not once but several times, and when that old blow hits home, you'll almost break the handles off the seats.

If you don't like "The Shock Punch," the motion picture isn't made that will entertain you.

## MERCER SHOOT A STRAIGHT IN FIRST SHOOT OF SEASON

The first shoot of the season for the Hereford Gun Club was held on the new grounds, on the golf reservation, last Friday afternoon. The feature of the event was the shooting of Dow Mercer, who ran a straight string of hits. The score book showed the following:

Mercer	25
McDonald	22
Gabbert	21
Homer Fox	21
John Sherman	18

Another shoot was scheduled for Thursday afternoon, August 6.

## SWAT THE WEEDS TO THE PEOPLE OF HEREFORD:

An abundance of rain means an abundance of weeds. We have had the rain, and the weeds are responding accordingly. If they are neglected long our fame for growing weeds will be as great as our fame for trees and beautiful lawns. We must not let this happen. Our town is being visited by more tourists and people who are looking for a location than ever before, and our opportunity to interest them in Hereford and the surrounding country is better than ever before. Let's get rid of the weeds and make our town look as attractive as possible.

Don't put it off, but do it NOW!

E. S. IRELAND, Mayor.

## Dimmitt's Picnic Will Be Held on Saturday, Aug. 15

The annual anniversary picnic celebrating the founding of Dimmitt will be held Aug. 15, according to a decision reached at the regular meeting of the Castro Chamber of Commerce on Tuesday night.

A committee composed of J. W. Bell, N. J. Jackson and Carlos Reynolds was appointed to take charge of arrangements of the picnic. There will be a barbecue, and possibly a rodeo and baseball game. The place for the picnic has not been definitely selected but it may be held on the courthouse lawn.

Several prominent men of the Panhandle may be invited to make addresses.

## EDITOR-IN-CHIEF OF SCHOOL PAPER ASKS CO-OPERATION

Miss Dyaltha Stovall, editor-in-chief of The White Face, the local school publication, has issued the following communication to the school students of this vicinity:

"School will soon begin and in the school spirit many happy students will enter. Let's start every thing off right this year. (Seniors let's don't forget our part!)"

"The 'White Face' staff has been working and figuring on the terms for a semi-monthly school paper; but they are undecided as to what to do, not knowing the attitude of their classmates. We would like very much for you to stop one of us occasionally and let us know your opinions."

"The paper can be put over with great success if we can get the support of the student body and the alumni of H. H. S. Won't you please drop us a card or talk to us about it. We want your opinion whether you are a Senior or not. If you will do this in the near future the staff can draw a conclusion, and then put the business transactions in order. This would enable us to have the paper ready by the time school begins."

DYALTHA STOVALL,  
Editor-in-Chief "The White Face"

## TEXAS UTILITIES COMPANY TO TEST ICE PLANT MACHINERY

The Texas Utilities Company of Hereford were preparing to hook up the machinery in the new ice plant and give it a test Thursday or Friday of this week. Manager Oberthier stated that the plant was now practically completed and the stage had been reached where it is necessary to turn on the juice and see how the new outfit works. As soon as the necessary adjustments are made and the plant running smoothly the manufacture of ice will begin.

## THE LADIES BOB SHOP PASSED TO NEW OWNER SATURDAY

Mrs. Carroll Wood has purchased the Ladies Bob Shop, in the Star Theatre building and took over the establishment August 1. She has been doing this work for some time and is thoroughly qualified for it.

Miss Bruce Brady has retired from the shop but Miss Inez Jowell will continue with the new owner.

## HEREFORD BAND PROMISES REAL MUSICAL ORGANIZATION

The new Hereford Band is progressing nicely and promises a real musical organization for the near future. Practice hours are held each Thursday night and Director Ralph Smith is urging every musician in town to come out and participate. Last Thursday night there were over twenty at rehearsal.

## HEREFORD MERCHANTS PLAN "GOOD WILL" TRIP TO NEW MEXICO TOWNS AUGUST 18

### Half Bushel Gum Is Salvaged From Old School Seats

Material has been received and workmen are expected every day to renovate approximately 400 school desks that will be placed in the new High School building. Some of these are now in the old high school building while some have been used by the sixth and seventh grades in the other building. These two grades of four sections will be housed in the new high school building as soon as it is completed.

The process consists of removing all varnish down to the wood, sanding and planing off all cuts and scratches and filling cracks that cannot be reached by the above process. In removing the varnish the chewing gum that has been collecting for years will also be removed. This has been variously estimated from a half bushel to a bushel.

By using the desks now on hand and renovating them the Board will place nothing but new seats in the new building or seats that are new to all appearances and at a saving that will amount to \$2500.00. That is the difference in the price of new desks and the cost of renovating the old desks. The stain and varnish finish that is put on the renovated desks has a coat or two more than is put on new desks.

The renovating of these desks will remove all grease, dirt and other things that tend to make old desks unsanitary and unclean. It will also remove the temptation to cut and carve on the desks as one cut suggests another. It will enable the teachers to detect with greater certainty the defacing of the furniture in the new building.

The children of the Hereford community will have school facilities second to none in towns the size of Hereford when the work of building and equipping the high school building is completed. Time and expense have not been spared by the taxpayers and the School Board in the determination to provide first class schools.

## DEAF SMITH COUNTY HAS TWENTY EIGHT STUDENT IN W. T. S. T. COLLEGE

Canyon, Texas, August 3.—Twenty-eight students from Deaf Smith County attended the West Texas State Teachers College, which is known as the educational home of Northwest Texas, during the past regular session. Twenty-six of these young people come from Hereford. Nola Mae Brumley, Golda Brumley, Margaret Corbett, Emma Jeanne Donald, Grace Ferguson, Eunice Gilbreath, Lucille Gilbreath, Howard Golden, Mary Katherine McDonald, Sena Mae Mounts, Edah Park, Eloise Pitman, Glenola Powellson, Mary Pauline Ray, Ethel Rice, Beulah Rutherford, Bessie Stinson, Dessie Mae Steele, Sam D. Steele, Eunice Walker, Eddie Lee Allen, Millie Allen, Ernest Layman, Marguerite Russell, Clara Bell Slayton, Grady Stinton. The others were Ethel Harris from Dawn, Doris May Kemp from Sumnerfield.

A total of 1,110 students were enrolled during the regular session at the Teacher's College, and 1,385 are enrolled for the summer session.

## CARTER RANCH SURVEYED AND PLACED ON MARKET

Two thousand acres of partly improved land located just southeast of Hereford, formerly known as the E. Carter Ranch, has just been surveyed and placed on the market for colonization, according to T. J. Carter of Dallas, who is here in charge of the scheme.

This is the largest body of close in land that has yet been placed on the market and is expected to go within the next ninety days. The ranch will be sold in 160 and 320 acre tracts, only two homesteaders, who will start developing it immediately, according to Mr. Carter.

The Hereford Chamber of Commerce will make a "good will" trip into the Grady and Bellview, N. M., communities on Tuesday, August 18, according to a decision arrived at by the executive committee Wednesday. Last Monday at the luncheon August 11 was the date selected, but this was changed as the Sulphur Park Farmers Picnic on August 14 and the Dimmitt Picnic both come so close to it that it was feared it would effect the crowds at all three events.

It is proposed to gather together a caravan of Hereford business men and citizens and visit our neighbors for the purpose of getting better acquainted, of advertising the Deaf Smith County Fair, September 18-19, and of boosting the Texas-New Mexico Highway which runs through both Hereford and Grady.

This is the first of a number of caravan trade trips into different communities now planned by the organization. The entire day will be spent across the state line.

## Believe in Signs and Omens? Then Figure This Out

In spite of the doubtful standing of weather prophets in the Panhandle there seems to be an annual crop of bold spirits that defy criticism and occasionally take a plunge into the realm of conjecture. For instance there is a prophecy going the rounds locally, with the prophet's name unattached, which runs something like this:

In 1918 this country was visited by a severe winter, followed by a bumper crop; in 1911, seven years before, there was a severe winter, followed by a good crop; and in 1904, seven years further back, there was a severe winter followed by a good crop.

In 1925 the seven years will have rolled around—Question: Will the weather be severe this time, followed by a bumper crop?

## THE FRONA STAR NAME OF NEWEST PUBLICATION

John White, farmer, former newspaper man, and secretary of the Commercial Club, is the publisher of the Plains' newest weekly, The Friona Star, which made its initial appearance Friday of last week. The paper is being printed in Clovis for the present.

The Star is bright and snappy, with a lot of local and outside news of interest, and is ably edited. Mr. White is Friona's outstanding hustler and his experience and ability guarantee his community a paper worth while.

## OLD FOLKS DAY PLANNED AT WEST-WAY, AUGUST 30

The West-Way community is planning for another big time on the fifth Sunday in August. The committee in charge has decided to call it Old Folks Day. There will be preaching in the forenoon, and lots of singing in the afternoon. The public is cordially invited to come, bring well filled baskets, and also their song books.

# Sallie's Temptations

(Copyright 1924—By Gladys Baker)

## SALLIE LEARNS OF AN ENGAGEMENT

I took an hour from my work during the week to fill my regular engagement at the beauty-shop—my one concession to my former life. On the afternoon of a day that had been very hard, I asked Collette for a facial pack. It always refreshes me, the sweet-scented cream, the hot towels, the massage and the pungent witchhazel, followed by ice.

Everyone went to Collette's. Indeed it was more like a salon with its buzz of small talk. Each operator had her own little room but it was quite customary for anyone recognizing a voice to scream the latest bit of gossip from one booth to the other.

The room was unusually quiet this afternoon and I was relaxing under a towel weighted with steam that completely enveloped my face.

Suddenly, I recognized a voice. It came from the next booth.

"Oh, I said, Valerie, have you seen my ring?" It was Anne Coddington's voice.

"Your ring? What do you mean—ring? I'm that excited. What IS this anyway, an announcement party? Wait, I'll get this darn clay off and I'll be right in."

My heart stood still. What courage, all the indifference I had built around myself in the last few months were at naught.

Could it be that Anne and Curtiss were really engaged and that I should hear it in such a place? Oh, I was grateful for that towel and its kind folds which hid my face.

Silence for a while. The operators were oh, so quiet that they, too, might gather in the details of a story that would entertain their fashionable clientele.

Light foot steps—Valerie going to Anne. I counted them as they fell.

Ohhh Anne! It's a dream! Well I don't have to guess whose it is, the way he's been rushing you about. You lucky girl. Landing the catch of the season. Dog gone!"

Anne snickered.

"He IS sweet," she said.

"Sweet," so that was all she thought of him. I was sick with the thought and something was the matter with my heart. What made it feel like a stone, weighting me down, dragging me under and leaving me listless without any desire to live. I couldn't faint. If I could just keep the towels on a little longer and then, after Anne and Valerie had gone, I could go home without either of them knowing that I had heard.

But even facials come to an end. I managed to be perfectly quiet until the operator was through, then, putting on my hat, I walked hurriedly out of the booth and along the corridor to the front of the hall.

Valerie! God help her to keep her mouth shut. She didn't. It was impossible with Valerie and there seemed to be any number of people standing or sitting about.

"Hello, Sallie, have you heard about Anne?" she asked.

"Why, no," I summoned as much interest as possible in my voice.

They stared at me without pity, gleefully eager for some sign that might add zest to their story when they told it outside.

"She's gonna marry Curtiss Wright. Has the most gorgeous ring—a sapphire—"

That was the last straw. Because in discussing rings once I had told Curtiss that the ring of my dreams was a single square sapphire with dancing lights.

"Come on back Sallie and look at it. I think Anne's still there," she tugged at my arm.

I couldn't speak. I couldn't. When one is crushed in spirit and soul, little do they think what effect their movements will have on the crowd, nor thinking, care. I did the only thing I could have done. I drew away from her and walked straight out of the door with my head in the air.

I don't know why the shock was so enormous. I had known that Anne and Curtiss were together most of the time and hostesses had been putting them together for months.

But it's one thing to expect a thing or even dread it and another to have it actually come about. I tried to lose myself in my work but when one is (twenty, there's something you want more than work to fill the empty spaces in a young girl's heart.

Things were reminding me always of love. At night time the soft jasmine twilights would awaken strange longings in my innermost being. A strain of music would make tears of loneliness stand in my eyes. And all the time I had the feeling that "they" were gloating over Anne's conquest of Curtiss Wright.

It wasn't that I wanted Curtiss if he were satisfied with the girl of his choice. My pride kept me from that. But there was nothing to prevent my love for him which I knew was eternal and could never die.

(To Be Continued.)

## NEW PACKING PLANT AT AMARILLO SERVES LARGE AREA

With the opening of the Western Packing Company at Amarillo, Texas on May 1st, there is no doubt but what the territory embraced in the Panhandle of Texas will be greatly benefited thereby.

The Packing company now employs approximately seventy people, with the following directors and officers: W. H. Batchelor, president; R. T. Emmet, vice president and sales manager; C. L. Wood, Office manager. Three traveling salesmen now cover the territory, Messrs Floyd Walfolk, W. V. Lowrey

## Summerfield Insurance Agency

Try our Combined Fire, Lightning, Windstorm and Hull Policy and save money on your premium costs. Also take out your Life Insurance with the Southern Benevolent Ass'n of Dallas and Amarillo and join the two hundred members we have written in the past six weeks—The kind You can keep up in the hardest of times.

## Lawrence Johnson

Summerfield, Texas  
21-10t

and Edgar F. Laird. The packing house is marketing daily seventy hogs, approximately twenty-five head of cattle and besides this, a large ice plant has been constructed with a daily capacity of 30,000 tons. In the sales department the E. B. D. Bacon (Every Bite Delicious) boiled hams, baked hams, real loaf, link sausage, frankfurters, Texas minced lunch, lunch special, are being sold to the public, besides numerous other specialties which will be placed on the market from time to time.

The E. B. D. Lard manufactured is receiving quite a lot of comment over the territory because of its high food values. Coney Island is also being manufactured, which is a pork shoulder, dry sugar cured and made into a roll.

The directors of the Western Packing Company have assured the Tri-State Exposition that car-load lots of beef cattle and herd of various character which will be shown at the said exposition will be offered the highest market price at the packing house immediately at the close of the exposition.

## NOTICE TO CONTRACTORS FOR TRANSPORTATION OF SCHOOL CHILDREN.

Notice is hereby given that the local school board of school district No. 5, Deaf Smith county, Texas, will on the 15th day of August, A. D. 1925, at 2:00 p. m. in the County Superintendent's office receive sealed bids for transportation, which will require two trucks, of school children to and from the West-Way school.

Contract for same can be seen at office of County Superintendent. The Board reserves the right to reject any and all bids.

S. G. MOORE  
G. W. WILSON  
J. T. GUINN  
School Board.

29-2t  
Let's build a Hotel in 1925!



Let's try to smile a little while; It isn't any trouble. Frowns leave behind, and you will find Your happiness you will double.

It will surely increase your happiness to have your car repaired and running in good shape, and if you get your gas, oil, etc., at the proper place. We are that "proper place". Come to see us.

Beavers Bros.

## TENNIS TOURNAMENT TO BE HELD AT LUBBOCK, AUG. 7-8

The third annual tournament of the West Texas Tennis Association will be held at Lubbock, Texas on Friday and Saturday, August 7th and 8th. The tournament will be run off on the high school courts.

The drawing will be held at the High School building at 9 a. m., Friday, and play will commence immediately after.

Cox and Ehman of Waco won the cup given in the doubles last year, and this cup is to be the permanent property

of the first team that wins the cup in two successive years. Elder of Amarillo won the singles tournament last year and received the cup given as a trophy.

The cup mentioned above will be given for the doubles, while there will be a new trophy given for the winner in the singles.

The tournament is open to anyone in West Texas that cares to enter, and the tennis enthusiasts are especially invited to get their rackets in tune. Entries should be sent in advance to O. J. Felty, Lubbock, Texas, secretary and treasurer of the West Texas Tennis

Association. These entries should reach Lubbock not later than Thursday, August 6th. Anyone wishing any information may secure same by writing to Mr. Felty.

## Touching Poem

One touch of nature makes the whole world kin,

One touch of humor makes the whole world grin.

One touch of pathos makes the whole world one.

One touch of money sees us all on the run.

## STUDEBAKER Standard Six Duplex-Phaeton

\$485 Down and 12 monthly payments of \$82 each



## A Year Ahead of Its Time The One-Profit Duplex—more up-to-date than the newest "yearly models"

THE Duplex Body, introduced by Studebaker in September, 1924, is a revolutionary new-type open car—with advantages open cars have never possessed before.

Within its steel-framed upper structure are concealed roller side enclosures which the driver may lower in 30 seconds without leaving his seat—giving instant protection from rain, snow, cold or wind. With equal ease the enclosures roll up out of sight.

So obvious are the advantages of the Duplex that Studebaker has become the outstanding leader in the open-car field among cars selling above \$1000.

### Triumph of Studebaker Engineering

Other manufacturers will undoubtedly have to follow in Studebaker's footsteps. For any open car today without this unique advantage is obsolete.

But at the time this advertisement is written, Studebaker—and Studebaker alone—offers you this double convenience.

Another important engineering advantage pioneered by Studebaker is the use of genuine, full-size balloon tires, with steering mechanism, fenders and body lines especially designed for them.

Other manufacturers are gradually following Studebaker's lead—but remember, Studebaker developed this important feature 11 months ago.

On the Studebaker Standard Six Duplex-

Phaeton illustrated above, you'll find an automatic spark control, safety lighting control on the steering wheel, 8-day clock, gasoline gauge on the dash, improved one-piece windshield, special coincidental lock of ignition and steering gear, foot controlled cowl ventilator, completely machined crankshaft, oil drain valve which a girl can operate without soiling her hands, and waterproof ignition—all Studebaker features.

These are a few of the points which show that Studebaker cars are more up-to-date than the "new models" now being announced in dizzy succession.

And any automobile expert will tell you that new models of necessity are engineering experiments. Only after months of use in the hands of owners can all mechanical flaws be eliminated. Engineers are human—and it takes time to eliminate mistakes.

Thus, when you buy a Studebaker, you not only get a motor car that is completely up to date, but you also eliminate all guesswork and gamble. Your new car has been tested and proved satisfactory in the hands of thousands of owners.

Come in today—and see the One-Profit Duplex which has made all other open cars obsolete. It is called a "one-profit" car because all vital units are built entirely by Studebaker—thus eliminating the extra profits and overhead of outside parts makers which many other manufacturers must pay and include in the purchase price to you. This explains the fine quality and the low price.

G. W. BRUMLEY  
Hereford, Texas

THIS IS A STUDEBAKER YEAR

## YOUR SHARE IN OUR SUCCESS---

Success for a bank is possible only through the confidence and co-operation of its customers.

Every depositor shares in the success which he has helped to attain for his bank by its added strength and usefulness to its depositors and the community it serves.

Read our message in this week's Farm and Ranch

## First State Bank & Trust Company

OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS

## EMPIRE BALTIC CREAM SEPARATORS

As Good as the Best For Considerable Less in Price

National Steam Pressure Cookers for economical Cooking and Canning.

Quick Meal and New Perfection Oil Cook Stoves

Airmotor Wind-mills and well supplies.

Just A Good Place To Buy Hardware

We Will Appreciate Your Business.

STREU HARDWARE CO.

"Home of Service and Quality"

# THE PASSING DAY

WILL H. MAYES  
Department of Journalism  
University of Texas

## Experimenting in Egg Production.

The Chamber of Commerce at Brady is sponsoring a \$10,000 chicken farm, the purpose of which is to show that there is money in the production of infertile eggs in that locality.

The hope is that such a showing may be made that enough farmers will go into the business to ship a carload of eggs a day from Brady. Brady is already engaged largely in the turkey business and the farmers do not have to be shown that turkeys pay. Turkeys are a one season crop, the market lasting only through the fall and early winter months, but eggs are marketable every day in the year.

## Weatherford Wants Music.

Weatherford is not satisfied merely to be known as the biggest watermelon market in Texas, shipping a thousand carloads a year. The city is considering the support of a municipal band by taxation under the new law permitting incorporated towns to levy a tax for that purpose. Weatherford has long been a place noted for its culture and for its interest in everything educational and upbuilding, and it should support its band liberally to sustain that reputation. About seventy Texas towns have already voted such a tax or are now considering it. An Austin music merchant says that the sale of band instruments has increased 300 per cent in Texas in the last three years. Texas likes good music.

## Railroads Fighting Over Texas.

Not many years ago anybody who could organize a company and get it financed could build a railroad wherever he pleased. Since the government fixes and controls railroad rates and governs railroad competition, it also controls railroad building to prevent roads from overcrowding a territory. Several roads have asked for permission to build extensions into the prosperous plains country of Texas and the application of each road is being fought by the others that are either in the territory or wanting to build there. Some places urge that they are without roads and need railroad facilities close at hand without being forced to go many miles to a railroad. Other places charge that the roads they have, being without competition, do not give good service. The country wants all the railroads it can get because it gets better service with competition; the roads want to serve as large a territory and as many people as possible without competition. There is a big fight on in the Plains country over railroad building.

## Consolation Over California.

Texas people who have been sweating in heat ranging from 100 to 110 degrees are getting some consolation out of the report that the thermometer has been at 114 in Sacramento and so high at Fresno that they have quit reporting it. Friends writing back say that the pleasure of sleeping under blankets does not compensate for the intense heat of the day. They are also felicitating themselves that they have escaped earthquakes so far. The Texas stay-at-homes are beginning to think that ours is after all a pretty good climate. Those who look ahead a bit say that in a few years the Magic Valley of the Rio Grande will surpass California in its tropical beauty, and that in the Davis mountains Texas will find all the delights of California sights without having to cross the deserts or sleep in the fear of an earthquake.

## Candidates Announcing Early.

Already candidates for governor are announcing in Texas and it is about a year before the first primary. The prospects now are that there will be at least a half dozen candidates and probably none of them will hope to go more in the first primary than to get into the run-off primary. Politics in Texas is about the most uncertain game into which any one can go. The surprising thing is that so many are ready to run for offices that pay so little either in money or in honors. This column does not give political advice—in fact it stays clear of politics—but it is not amiss to advise the voters not to pledge their support to any one until it is learned just who will be candidates and upon what they will use their candidates. It is too early for issues to be formed.

## Poor Letter-Writers.

It is surprising the inattention that even business men give to answering letters. A Texas editor writes that only one out of a number of Texas editors responded to a recent request and added that "Texas editors as a rule must be poor business men. If I may judge from their attention to business letters." This writer has had about the same experience. Even where a card was enclosed for reply to what was to him an important matter only about one in three answered. Most successful business men make it a rule to give some kind of an answer to every letter that seems to solicit attention.

## Short Corn Crop.

Dallas, Tex.— Estimate of the short-corn crop in 30 years, following closely upon reports indicating exceedingly short wheat and oat yields, coupled with steadily declining condition of the cotton crop were regarded overshadowing factors in the monthly business condition report issued several days ago by the eleventh district federal reserve bank at Dallas. The low yield of feed crops mean that farmers will be forced to make heavy purchases of feed.

# Alfalfa Is Ideal Legume as Pasture

## Very Nutritious and Starts Early in the Spring.

Alfalfa has proven itself by experimentation and practical experience to be an ideal hog pasture. In some sections, other legumes might outyield alfalfa, and when this condition exists the one yielding the largest tonnage should be given consideration.

Alfalfa is very nutritious and starts early in the spring, staying green until late fall. When properly handled, alfalfa will furnish adequate pasturage throughout the grazing season for several years.

Brood sows upon alfalfa pasture and receiving three ears of corn daily will produce strong, healthy pigs. They may also be kept in good condition by feeding two to three pounds of barley per head daily while on alfalfa pasture. Mature sows are often grazed upon alfalfa pasture without receiving any grain, but better pigs will be produced if grain is fed.

Alfalfa or some other legume should always be provided to furnish a summer pasture for sows and their litters. For fattening pigs alfalfa is without a superior. An acre of alfalfa will carry 15 pigs from weaning time until they are ready for market. If these pigs are given a well-balanced ration, the acre of alfalfa will be equivalent in value to an acre producing 40 bushels of corn.—B. W. Fairbanks, Extension Service, Colorado Agricultural College.

## Summer Season to Build Silos for Storing Feed

In the summer the farmer must begin to get ready for winter. He must get his buildings repaired if they need it, see that there is adequate housing for his stock and provide for the storage of sufficient feed to last his animals over the winter.

The silo plays a most important part in the storage of feed on the modern farm. It insures a good supply of green feed all winter and increases money to farmers to build silos, knowing that the silo increases the farmer's bank account.

Tests at the Indiana experiment station, covering a period of 8 years, showed that only 28 acres were required to feed 20 steers for 150 days when corn silage, supplemented with clover hay, was used, whereas it required 35 acres to produce the same result when corn and clover were used.

If the farmer wastes the leaves and stalks of corn, he loses about forty cents out of every dollar of possible value of his crop. The silo prevents this waste.

As the value of the silo has come to be recognized, there has been a constant movement in the direction of permanent silos. This trend has brought the concrete silo to the fore.

## Sweet Clover Produces Seed the Second Season

Sweet clover is a biennial plant and therefore produces seed the second year after planting. When sown in early spring there may be a crop of hay taken from the field the first year or it may be pastured, taking care not to pasture it too short so that it will not be able to survive the winter successfully. In the spring of the second year the crop that is intended for seed should either be

clipped, pastured or a cutting of hay made from it so that a less vigorous stem growth may be secured. There is a great deal of danger to the stand in both clipping and cutting for hay and therefore it is not usually advisable to use either of these. Perhaps the safest method is to pasture the crop until about June 1. The crop will be ready to harvest for seed late in August as a rule.

# FARM NOTES

Practice crop rotation.

Use cultivated or cleaning crops.

Order any repair parts needed for farm implements.

Why increase the risks of farming by gambling with poor seed?

It pays to know what returns you are getting from the different enterprises on your farm.

Sweet clover honey is of the highest quality. If you grow sweet clover, why not keep a few hives of bees?

If the embattled farmers will stand together in co-operative selling, they can fire a shot heard around the world.

Sweet clover is one of the best honey-producing plants known. The plants bloom abundantly and bees are very fond of the nectar.

Fertilizers should be used to cut the cost of production and help maintain the fertility of the soil. It costs no more to prepare the seed bed, plant the crop and cultivate a 50-bushel crop of corn than a 25-bushel crop.

A complete fertilizer is one containing nitrogen, phosphoric acid and potash. It must contain all three ingredients. A mixed fertilizer does not necessarily mean that it is a complete fertilizer. It may contain only one or two ingredients.



Remington Portable

The handy little friend that makes all writing swift and easy. Complete—with four-row keyboard, like the big machines. Small, light, strong, durable, and does beautiful work—always. Fits in case only four inches high.

Price, with case, \$60

THE BRAND PUBLISHING COMPANY

Answer Please  
She:—"It is the women who pay—and pay—and pay, you know."  
He:—"Then tell me—why is it that the men are always broke?"

Money in the Game  
Fixed up this way to look like a "personal" ad.

"College widow with six children would like to meet old-grad with five. Object: football team."

## Good Printing at the Brand

# Automobile Painting

You can now get a real paint job on your car right here in Hereford.

I am prepared to paint your car (any make) and do a first class job at attractive prices. See me when you want your car painted.

I am doing all kinds of sign painting too.

Located in the old plaining mill building across the street from Courthouse, south.

## A. K. Burns

Proprietor

# Announcing

a change in the ownership of

## Prewitt's News Stand

We have purchased the business of the M. G. Prewitt News Stand in the Beene & Shaw Barber Shop and will do everything in our power to serve the people of this community efficiently in the way of

Newspapers — Periodicals  
Tobacco — Cold  
Drinks, etc.

Come in — Get Acquainted — We hope to induce you to like us!

Frank Givan  
Art Manjeot

## Hereford News Stand

ART MANJEOT, Manager

# It's a Service— That's Where Electricity Differs

You can drop into the store and get a loaf of bread or a sack of flour anytime. If you do not get it today it will be there tomorrow—the same commodity.

You can get electricity or power for the motor at any time. If you do not get it today, however, it will be other energy you will get tomorrow.

A flour mill or a factory of cloth makes a supply and it goes into the channels of trade to be used any time to suit the convenience of the people.

The service of electricity must be made as used. It can not be stored. And owing to the fact that it is essential service it must be ready whenever the people or any single one of them want it.

It requires a big investment to supply electric service—about five times as much as the annual collections for such service. And equipment to supply such service must be provided ahead of the time it is to be required.

Good service depends upon an understanding of these facts by the people of the community—and their cooperation to the necessary end.

## Texas Utilities Company of Hereford

BRAND CLASSIFIED ADS BRING RESULTS

# Announcing the Appointment of RENFRO & SONS

as Dealers for

# Hudson-Essex MOTOR-CARS

in Hereford

We will have a car load of the different models on our floor the last of this week and invite your close inspection of these popular automobiles which offer the most value at the lowest possible cost.

HUDSON

Super-Six

COACH

\$1250.00

ESSEX

Six

COACH

\$850.00

Hudson Brougham \$1595—Hudson Sedan \$1795  
Freight and Tax Extra

RENFRO & SONS

# Our Service

The ABO Filling Station is becoming noted for its accommodations in serving the small needs of its customers.

You don't like to ask for many little services such as water for the radiator, the tires filled, the batteries filled, and your windshield wiped, but you get them all here as soon as you drive up.

In addition we have high quality gas and oils for your car.

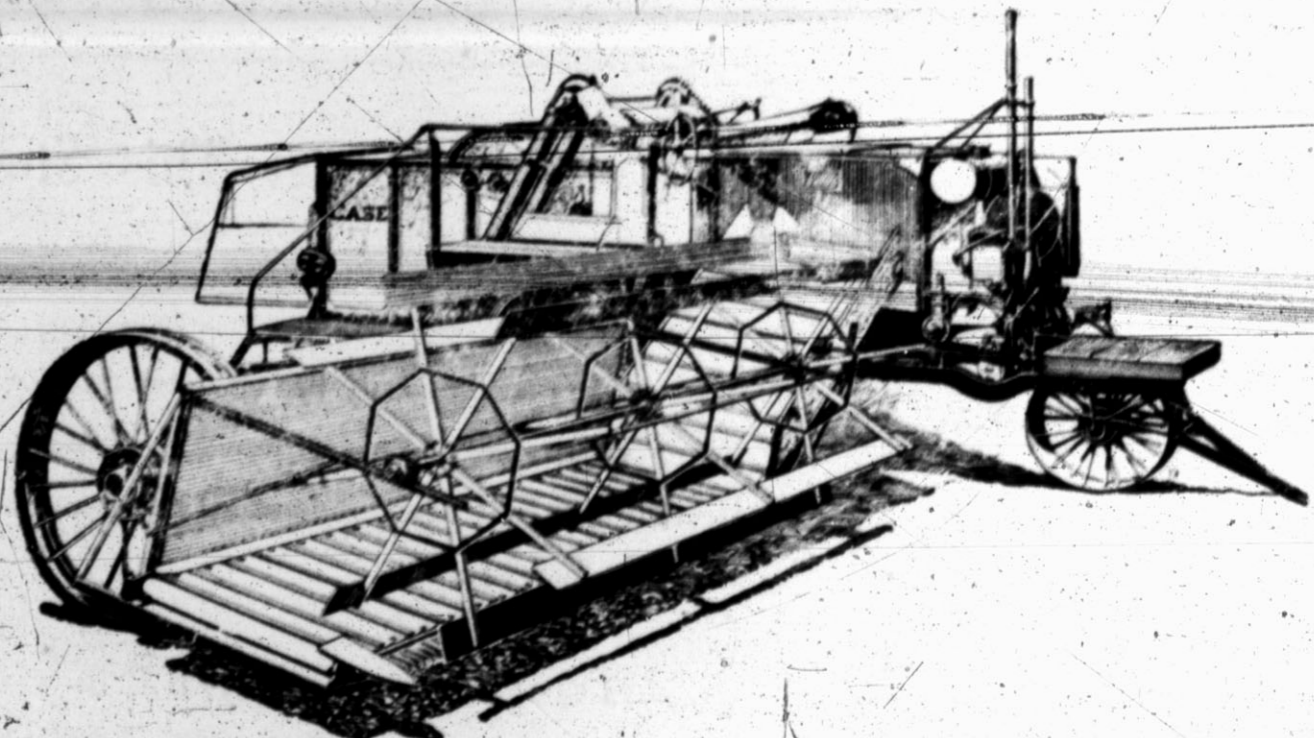
We have the best stock of Casings and Tubes ever brought to Hereford

## Abo Filling Station

B. E. BRUMLEY, Prop.

South Main Street

# Why Not Put Your Harvest Bill In A CASE COMBINE



The Case has not only proven far superior to any other combine for wheat, but it is absolutely the only machine that handles row crops successfully. Come and let's talk it over.

C. A. SKELTON, Hereford

# News From Our Correspondents In the Rural Districts

## PROGRESSIVE

The attendance at Sunday school Sunday numbered sixty.

The Thompson sisters and Miss Gerard came out to visit our Sunday School, accompanied by Mr. and Mrs. Hill of Hereford. One of the Misses Thompson gave us a very interesting talk. If folks can manage their work so they can attend, it is understood these ladies will hold a revival meeting in our community next week.

We noticed several visitors at Singing Sunday night. Come again!

The program for our singing next Sunday evening, Aug. 9, reads as follows:

Opening song led by Mrs. C. C. Bowman.

Song led by Mrs. Lewis.

Vocal duet by Misses Margret and Floesie Bowman.

Reading by Margret Russell.

Song sung by the Intermediate boys. Quartet arranged by Mr. Bowman.

Song sung by the Park family.

Reading by Eunice Caldwell.

Song led by Horace Hershey.

Vocal duet by Jim Ricketts and Perry Caldwell.

Paper, own selection, by LeRoy Hodges.

Double quartet arranged by Mrs. Russell.

Song selected by Mrs. Park.

Song sung by the Intermediate girls.

Short topic discussion by Mrs. Caldwell.

Closing song by Mrs. Lewis.

Benediction by Mr. Hershey.

Canning Club ladies were kept pretty busy last week. We understand they canned two beebes besides lots of other stuff.

Be sure you see the play "Irish Linnen Pedler" at Progressive Friday evening, August 7. We believe it is "worth the money." The play is being given for the benefit of the Progressive Canning Club.

Mr. and Mrs. C. C. Bowman and family spent Sunday afternoon visiting in the home of Mr. and Mrs. C. P. Caldwell.

Mr. and Mrs. David Thompson and family attended church at Farwell, N. Mex., Sunday.

Messrs. Uren and Elmer Sharp motored to Canyon Sunday to attend a meeting of the Epworth League.

Ben Burgess of Harold, Texas, is spending a few days visiting in the home of his cousin, Mrs. McHarg, of this community. He is crazy about our Plains country and thinks the climate is great, especially because of the long night rests we folks enjoy, without being disturbed with the heat that they are bothered with where he came from.

## BETHEL

An extra good crowd attended Sunday School. Besides the regular attendance we had six visitors. The Bible reading contest is causing much comment. The ladies class were ahead this week.

Mr. and Mrs. Benton are enjoying a visit from Mr. Benton's parents.

The Bethel Club met with Mrs. K.

Roberts Thursday afternoon. A pleasant afternoon was spent in sewing and conversation. A short business meeting was held at the close of the afternoon when a new list was made out determining the hostesses for the coming year. Mrs. Clayton Williams entertains the club August 13. Sandwiches and hot chocolate were served to the following: Mesdames Ed Smith, Loyal, Vern and Earl Lust, Jim Bagwell, Ham Lambert, Miss Erylin Smith and Messrs Jim and George Bagwell and Leland Smith.

The most of Bethel went to Hereford Saturday evening to see "Code of the West."

Mr. and Mrs. K. Roberts have had as their house guests Mrs. Rhea and Miss Vera Rhea of Goodlet, Texas, Miss Davia of Fort Worth, and Messrs. A. B. Roberts of Goodlet, and Rochelle of Amhearst.

Mrs. Ralph Smith and small son of Hereford and Miss Ovis White of Stanford were guests of Mrs. Ed Smith Tuesday.

Messrs and Mesdames Jim Bagwell and Vern Lust were dinner guests Sunday of Mr. and Mrs. Loyal Lust. Mr. and Mrs. Earl Lust had as their guests Sunday Messrs. and Mesdames Clayton Williams and K. Roberts.

## SUMMERFIELD

This part of the community got a good rain last week that was sure enough needed.

The revival meeting here drew great crowds last week. The church was entirely filled every night and a good crowd attended the day service. The meeting is still in progress this week, but it is not known yet as to whether it will continue all week.

Ira Powell of Canyon, came on the early morning train Sunday morning and will have charge of the singing during the remainder of the meeting.

Homer Crow and Cecil Lookingbill of Tulla visited in the J. L. Lookingbill home Sunday and Sunday night.

Mr. and Mrs. Ashly of Vernon, Texas, were here last week visiting in the home of their daughter, Mrs. Guy Hamm.

Mr. and Mrs. W. J. McMinn, Ollie and Edna, Miss Mabel Renfro of Hereford, Rev. Fronabarger and Claybrook, and Mr. Powell took dinner Sunday in the home of Mr. and Mrs. Obe Roberson.

Miss Thelma McMinn of Hereford spent Friday night and Saturday with

Misses Lorene and Gertrude Atchley. They visited in the W. J. McMinn home over Sunday.

Mr. and Mrs. W. L. Johnson and sons Porter, Clifton and Thurman left Sunday morning for Central Texas, where they will visit relatives and friends.

Jim Clark of Canyon spent Saturday night and Sunday with Mr. and Mrs. George Storey.

Miss Tera Stanley, Lawrence Kemp and Bernard Roberson took dinner Sunday in the Noland home.

Mrs. J. H. Kemp and daughter, Doja, left Sunday morning for Lubbock to visit relatives.

Mr. and Mrs. Walter Hawkins, Mr. and Mrs. Harin and family took dinner Sunday in the Upton home.

Mrs. Gore of the West-Way community spent Sunday and Monday with her sister, Mrs. Edwards.

Mr. and Mrs. Kelly Gray and family and the Misses Tompoms of the Tierra Blanco community attended church here Saturday night.

Mr. and Mrs. J. P. Roberson and daughter, Lillian of Hereford attended church here Sunday and took dinner in the Fencher home.

Mr. and Mrs. A. O. Thompson and Mr. and Mrs. Daniels of Hereford were out at church Saturday night. (To Late For Last Week.)

The Baptist Revival meeting began Saturday night. Bro. Powell of Okla. preached Saturday night, and Bro. Cobell of Hereford preached Sunday, as it was impossible for Bro. Claybrook to be here until Monday.

The Sunday school and B. Y. P. U. had a real good old time social Thursday night at the church a short program consisting of readings and singing were enjoyed and also a good talk on "What the Sunday School and B. Y. P. U. Means to a Community," was given by Mrs. McMinn.

Cream was served to over a hundred guests.

Miss Mabel Renfro and Iva Williams of Hereford attended the social and were favored by two good readings given by Miss Renfro.

Mr. and Mrs. Upton, and son, Marvell took dinner Sunday in the Noland home.

Mrs. B. C. Roberson left on Thursday of last week for Oklahoma where she will visit her sister and other relatives. She expects to be gone about two weeks.

Mrs. O. Hufstuder made a business trip to Amarillo Saturday.

Lee Curry's father and mother who lives in south Texas, arrived here the last Wednesday night and will spend a week or more here.

Misses Tera Stanley and Eva Noland took dinner Sunday with Miss Doris Kemp.

A good crowd was present at singing Sunday afternoon and it was decided that a twelve days singing school will be taught here some time in August.

Mr. and Mrs. Henry Kendall and family, Mr. and Mrs. Lee Kendall spent Sunday in the Ky Lawrence home.

Mrs. Ray Roberson's sister of Anthony, Kansas are visiting her this week.

Miss Tossie Smith spent last week with her sister Mrs. Fred Buserine in Hereford.

## HAVE YOU A BAD BACK?

Then the Advice of This Hereford Resident Will Interest You.

Does your back ache night and day; Hinder work; destroy your rest? Are you tortured with stabbing pains When you stoop, lift or bend? Then likely your kidneys are weak. More troubles may soon appear. Headaches, dizziness, nervousness; Or uric acid and its ills. Help your weakened kidneys with a stimulant diuretic.

Use Doan's Pills.

Read this Hereford testimony:

Mrs. G. M. Suggs, Hereford, says: "My kidneys acted irregularly. I had sharp, cutting pains in the small of my back, which bothered me a great deal when doing my housework. When

I stopped, my back was so sore and stiff I could hardly straighten. I had headaches and dizzy spells and I felt weak and tired easily. Doan's Pills were suggested to me. I am glad to say that they soon cured me of the attack."

60c. at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

## BIG FEATURE CAST IN "THE SPANIARD"

Ricardo Cortez, Jetta Goudal, Noah Beery are featured in the leading roles of the new Raoul Walsh production for Paramount, "The Spaniard," due at the Star Theatre August 12 and 13. The picture, based on the novel of the same name by Juanita Savage, brings Cortez to the screen in the role of a bull-fighter, who turns out to be a grandee of Spain.

The story has to do with the taming of a beautiful English society girl, a born flirt, by The Spaniard. Cortez has not only the appearance and dramatic ability, but he is endowed with that appealing personality so necessary to put across this role. He is said to have put everything he has into the role of Don Pedro—and, judging from his characterizations in "The Swan" and others, he has plenty.

As the English girl, Dolores, Miss Goudal has the finest role of her screen career. She's a real French

beauty and has every opportunity to make use of her charms in this production.

Beery plays the handit chief, Gomez. At the beginning of the picture he is a servant in Cortez's employ, but is thrown out of the castle, when he attempts to assist Miss Goudal to escape.

## BLONDE BEES OPINES

"The boss says the price of beef is bound to drop one of these days because he never saw so many 'calves' before in his life."

## Renew Your Health by Purification

Any physician will tell you that "Perfect Purification of the System is Nature's foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs, —once or twice a week for several weeks—and see how Nature rewards you with health.

Calotabs are the greatest of all system purifiers. Get a family package, containing full directions, price 35 cts.; trial package, 10 cts. At any drug store. (Adv.)

Our Competitors are nice "fellows" if we don't Treat you right, they will

WE BUY PRODUCE

## West Texas Feed & Seed Company

Hereford

Phone 265

## To the New Comer WE WELCOME YOU!

This week we call your attention to our Prescription Department. Come in and inspect it. The Old Timers need no introduction to our Mr. Tynes. He has filled prescriptions here in Hereford for about twenty years. He is a Graduate Pharmacist from the State University —a Registered Druggist.

If he had not filled prescriptions accurately in the past he would not be with us now. NUF SAID.

## CITY DRUG STORE

Hereford, Texas

Phone 300

## DISHES!

Sure We Have Them

BOYS—We have some Bargains in Knives Now—Come early and get them for

65¢

## ANTHONY'S SECOND HAND STORE

## Fill Your Basket at This Store

With table needs of only the choicest quality. Fresh Fruits and Vegetables and Canned, Bottled and Package Goods of all the popular and standard brands.

QUALITY, PRICE and SERVICE is the MOTTO of this store and you'll find it isn't an empty phrase.

## GYLES GROCERY

Phones 81 and 271

## Did You Know?

That the Sunshine Bakery has installed the—  
**FIRST DOUGH MIXER**  
and the—  
**FIRST ELECTRICAL WRAPPER**  
Hereford ever saw?

## Did You Know?

that we bake—  
**HOT BUNS and BREAD**  
every day, by noon.

## The Sunshine Bakery

P. S.—Inquire at the Bakery about these wrappers.

# NEWS FROM COMMUNITIES NEAR HEREFORD, READ IT!

## DIMMITT NEWS

Dimmitt, Texas, Aug. 4, 1925.

The seven months old baby of Mr. and Mrs. Tom Sparks passed away last Saturday morning at 4:00 o'clock, after an illness of several weeks. Funeral services were conducted by Rev. W. U. Coughran at the church Saturday afternoon. The people of Dimmitt extend to Mr. and Mrs. Sparks their heart felt sympathy.

R. L. Buck, who is representing the Sherman Nursery is in our community for several days. He and his family are located in Mr. Brownlee's new house.

Mr. and Mrs. Ray E. Sheffy were dinner guests in the home of Mr. and Mrs. Andrew Godwin of Hereford last Sunday.

Mr. and Mrs. E. L. O'Neal spent the week end with relatives in Tulla. Mr. and Mrs. I. B. Brooks and daughter motored to Amarillo Sunday afternoon, returning Monday.

The following attended the funeral of the daughter of Mr. and Mrs. Sparks Saturday afternoon: Mr. and Mrs. C. Andrews and family; Mr. and Mrs. Frank Pinkert and family; Mr. and Mrs. L. Baggert of Jumbo; Mr. and Mrs. John Hacker and sons, Floyd, William and Frank; Mrs. Ined West and children, Mrs. Taylor West and Mrs. Floyd West and children of Hereford.

Mr. and Mrs. W. D. Duree and Mr. and Mrs. J. D. Duree Jr., visited in the homes of Mr. and Mrs. Frank Hyatt and Mr. and Mrs. O. H. Reeves of Earth, Texas, Sunday afternoon.

Mrs. Lou Sparks has returned to her home in Archer City after a visit with her son, Tom.

Mr. and Mrs. Donald Duree have just erected an elevator tank and piped the water into the house.

Mrs. Bill Burnam went back to the Plainview sanitarium Monday for a slight operation.

Misses Irene, Allie Mae and Anita Willis of Hereford attended the Singing here last Sunday afternoon.

Floyd Reynolds of Plainview spent Sunday with homefolks in Dimmitt.

Last Sunday afternoon a large number of the Dimmitt citizens enjoyed a fine Singing at the school house.

Messrs. Shirey, Comb, Robertson Brothers, Echols Brothers and Miss

of the Vaughn Music Normal of Tulla were here and rendered several numbers. Dimmitt is greatly in need of a music normal. Let us plan to have a similar normal here next Summer and teach our young people the principals of music if nothing else.

Mrs. Ray E. Sheffy entertained the Ladies of Dimmitt with a Forty-two party last Friday afternoon. Mrs. Joe Elliott won high score and was presented with a lovely box of correspondent cards. Miss Ola Kimbell won the "Booby" prize. Refreshments consisting of sandwiches and punch to about forty guests.

J. H. Robinson of Plainview was a business visitor in Dimmitt last Tuesday.

Mrs. B. D. Woodlee and son, Brooks, have returned after several days visit with friends in Amarillo.

Mrs. Mary Dixon of Lubbock is visiting her mother and brother, Mrs. C. E. and Mr. Bruce McLean.

Miss Ruth Gholson of Littlefield is visiting her cousins, Misses Velma and Frankie Burnam.

Mr. and Mrs. Luther Ramsey of Hereford attended the Singing at Dimmitt Sunday afternoon.

J. D. Duree Jr. is having a new building erected on the lot east of the City Market and Lunchroom. He plans to open up a stock of groceries.

Mrs. J. R. Elmore of Roswell, N. Mex., and son, B. C. and wife and son of O'Donnel, Texas, spent a few days the first of the week visiting Mrs. Elmore's sister-in-law, Mrs. C. C. Reynolds.

Mrs. J. R. Gollehon and twins, Nola and Noel, returned to Tulla Monday to attend the other month of the music normal there.

A. C. Woodward of Lamesa was attending to business in Dimmitt last Thursday.

Word has been received of the arrival of a nine pound boy in the home of Mr. and Mrs. S. W. Reeves of Tulla.

Messrs. Seth B. Holman and T. D. Moss of Hereford were business visitors in Dimmitt last Saturday.

Rev. and Mrs. W. U. Coughran and family motored to Hereford Monday morning. The business men and "old timers" of Dimmitt will decide this week whether they'll have their annual picnic the 14th or not. Let us have a picnic and get acquainted with the new people of our county.

Mrs. J. R. Hastings and daughter, Tennie, and Mrs. Joe Hastings motored to Hereford Monday.

Dr. Mayes Miller went to Plainview Saturday, taking the children of Mr. Elmer Noble for slight operations.

Mesdames C. H. Buttolph, B. A. Fuller, Bill Webb and Sherron Lockhart and daughter motored to Hereford last Monday afternoon.

Mrs. A. C. Thompson of Hereford and sister, Mrs. Sid Boutwell and family of Abilene visited in the home of Mr. and Mrs. C. H. Buttolph Sunday.

Roy Watson spent the week end in Plainview.

Mr. and Mrs. B. A. Fuller were dinner guests in the home of Mr. and Mrs. C. H. Buttolph Sunday.

Charlie Hastings left last week for Hereford to work in the West Texas Feed and Seed store.

N. B. Smith has bought the filling station and wholesale business from John Smith and it will still be known

as Smith's Service Station. N. B. Smith comes here from Oklahoma.

**Card of Thanks**  
We wish to express our thanks and appreciation for the dear friends who were so attentive during the illness and death of our little darling and also for the beautiful floral offerings. May God bless every one of you.  
—Mr. and Mrs. Thos. J. Sparks and daughter.

The Real Estate Firm. of McMan and Edwards of Lamesa were in Dimmitt Tuesday with a number of prospects.

Edgar Ramey attended the picnic at Amherst last Saturday.

## CAMERON, N. M.

During the electric storm one evening last week the lightning struck a post by Cleveland Johnstons yard and splintered it up and shocked every member of his family. They and Paul Motes family and Floyd Mote were all in the house and all were shocked. They all said there seemed to be fire in each room.

Mrs. Scott's mother, Mrs. Peel, returned to her home at Denton, Texas, last Tuesday. Mrs. M. B. Wood is staying with Mrs. Scott for a while.

Mr. and Mrs. A. A. Dethrage made a trip to Ft. Sumner last week and returned Friday with some apples and pears. They report the roads washed out badly.

Mr. and Mrs. Clifton Dunn spent Saturday night with relatives in Clovis.

Mrs. Jim Hopper was thrown from a horse last week and sustained a dislocated elbow and badly sprained wrist when she and her husband were mounted on the same horse and it became frightened at the rattle of a cup she had in a bucket while she was going to her mother's, Mrs. Seals. She and Jim were both thrown off. He was not hurt.

Charlie Cameron and family of Haskell, Okla., came last week for a visit with his parents, Mr. and Mrs. A. W. Cameron. They report the roads and culverts washed very badly between New Mexico and Hereford.

Mr. and Mrs. Jim Patterson and children were shopping in Clovis on Friday.

Mrs. M. A. Johnston and children

and grandchildren all except her son Robert and family, who live in Oklahoma, took dinner Sunday at the home of her son, Willie Johnston.

U. J. Davis spent a few days the last of the week at Clovis, and returned to the home of A. A. Dethrage Saturday.

Considerable damage was done by hail during the big rain last week a few miles south and east of Cameron. Chiljon Leach has a sore foot from stepping on a nail.

Eula Young called on Ella Ister Monday and purchased some vegetables from her garden.

Mrs. W. B. Hutchinson is quite sick this week.

Hob Moss and family took Sunday dinner with Mr. and Mrs. E. D. Rice. The Rev. T. M. Jordan, wife and daughter, Oriana, of Portales spent the week end with their daughter, Mrs. J. D. Cameron, and family.

J. C. Meredith and daughter, Mrs. Maud Stovall, returned from Roswell the last of the week.

G. H. King is threshing some last years maize for J. A. Leach.

Mr. and Mrs. Charlie Tillman and Alton called on the Dethrage's Saturday evening.

J. R. Burnett and family were Clovis visitors Saturday.

There is a Holiness meeting being held at Bellview. There was dinner on the ground Sunday.

There is expected to be a crowd of Tucumcari boosters at Wheatland on Friday, August 7.

Vera Cogdell was the guest of Ella Davis Sunday.

Mrs. Essie and Floy Tillman were shopping in Clovis Wednesday.

T. M. Jordan delivered an interesting sermon at New Hope Sunday morning.

Mr. and Mrs. J. D. Cameron are planning a trip to Las Vegas the last of this week. A. A. Dethrage will carry the rural mail in his absence.

There were many bidders on the Wheatland school trucks. Those accepted were O. L. Tillman, Cheley

Cogdell and one of the Wheatland teachers.

Mrs. Lowe and Mrs. Irene Johnston had charge of the prayer meeting service at New Hope Sunday night.

## ADRIAN SIMS ITEMS

Lots of rain. Crops looking fine! Jim Mecaskey dipped, cattle last week.

Mr. and Mrs. Myers of Archer Co., relatives of Mr. Hutchinson, who have been visiting here, returned to their home Wednesday.

Mr. and Mrs. Frank Woodard and two sons, John and Jim, visited in the J. M. Chapman home Sunday.

Mrs. John Rector left Sunday for Decatur, Texas, to visit relatives.

Miss Short of DeLeon, Texas will teach the Sims school this year.

J. H. Mecaskey was in Amarillo Wednesday on business.

Mrs. John Rector and children visited with Mrs. J. M. Chapman Saturday afternoon.

Mr. Blasingame and family of Panhandle, returned home, after several days visit with his brother, Dawson Blasingame and family.

Mrs. Omer Bartlett and two daughters, Wilma Jane and Rosalene visited with Mrs. J. M. Chapman and family Friday afternoon.

WE PLEDGE OURSELVES TO RENDER

## SERVICE

with COURTESY, PROMPTNESS and ACCURACY

and ask that you call on us when we can serve you in any way. We make both Federal Land Bank and Joint Stock Land Bank Loans, at 5 1/2 and 6% interest.

**Thompson & Ireland**  
ABSTRACTS — LOANS  
Successors to J. Frank Potts & Company

**ROCKWELL BROS. & CO.**  
LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

## Baby Chicks for the County Fair

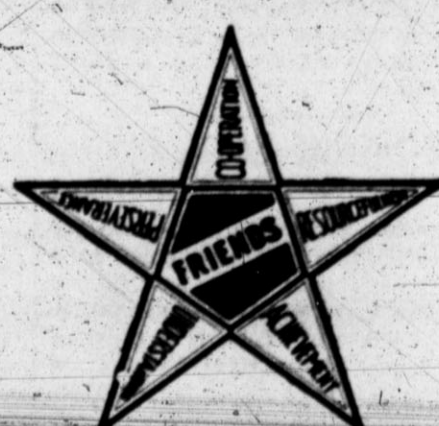
Those having fertile eggs from good flocks, any breed, will please see our Secretary, A. L. Biggs, and make contract for the sale of said eggs.

Eggs must be in our hands not later than August 26th.

WE PAY YOU A BONUS

## Golden Rule Hatchery Co.

## A Community-Wide Policy



No matter what your interests are, or what your banking needs may be, this bank maintains a helpful service to its depositors—a community-wide policy of co-operation and friendship.

Help us, through your confidence and co-operation, to make this bank an even greater power for good in this community.

## The First National Bank


MEMBER FEDERAL RESERVE SYSTEM

## Prospects Are Fine!

After these fine rains, we are so tickled over the outlook that we have ordered a splendid line of Fall Merchandise for your approval—it will be coming in now every day or so.

WATCH OUR WINDOWS

Wednesday is Double *J.N.* Stamps Day



DOUBLE STAMPS GIVEN ON ALL CASH PURCHASES EACH WEDNESDAY. ASK FOR THEM

Your's for a busy Fall.

## J. O. NEWELL

# The Hereford Brand

ISSUED EVERY THURSDAY

Walter B. Holman and Walter R. Steckman  
Holman & Steckman  
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.  
First number of the paper issued Feb. 23, 1901, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1902; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 3, 1924.

Subscription, Zone 1—per year	\$2.00
Subscription, outside Zone 1 per year	\$2.50
six months	\$1.50
three months	\$1.00

No subscription accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

## Friona Country Is Up and Doing Things these Days

Friona.—Friona is experiencing a boom now that has never before been equaled here. There are numerous reasons for the large development going on, namely, prospects for the building of the Texas Panhandle and Gulf railroad from Fort Worth to Tucuman, New Mexico, excellent crops over this region, and the big colonization scheme of the Syndicate people that will have 100 salesmen bringing home-seekers to this country by August 15.

Friona has a building record that is hard to beat. During the past few months two adobe business houses 50 by 25 feet each, a big Tumbler yard, two large adobe churches with a third one ready to build, a number of good residences, and a large number of farm homes in the trade territory, have been built, and yet there is such a shortage of both residences and business houses that a number of new ones for this fall are predicted.

One outstanding feature about the buildings that are going up in this enterprising little city is the fact that practically all of them are either adobe or brick. This evidences a substantial development that will last. Friona is free from the shackles that mark most of the "boom" towns, and J. W. White, secretary of the Friona Chamber of Commerce, says that all the residences which are being planned for this fall are to be good substantial buildings.

Present hotel facilities have proven entirely inadequate to take care of the many prospectors who are coming in rapidly, and as a result, the Friona Chamber of Commerce has already launched a drive for a big hotel to meet the conditions as they exist.

Only a short time ago a \$65,000 brick school building was completed but it will be entirely too small if the development keeps up. At least 100 new families will move into the district before the opening of school in September.

The Panhandle and Gulf railroad which is proposed by Col. Powell and Fort Worth business men is receiving the solid support of the Friona people, notwithstanding the fact that there is talk of two other roads entering this field. Both the Santa Fe and the Burlington have asked for permission to build into Castro county and there is talk that both these lines would eventually be extended on northwest, in which case Friona has a fair chance for either. However, the citizens of this little city say that the only definite proposition offered them has been made by the Texas Panhandle and Gulf road.

Friona is already on the main line of the Santa Fe and has thousands of acres of rich pasture land around there that will be colonized this fall so the development will keep up, according to White. Whether any of these roads build or not. The Syndicate people own probably the largest body of undeveloped farming land in Texas and this will all go on the market at an early date. August 15 will see around 100 expert land salesmen turned loose on this tract of land. No man will be allowed more than one section as this land is being cut into small tracts. Most of it will be sold in 160 and 320 acre tracts, and each purchaser must sign up to start developing the land at once.

Crops around Friona are in a flourishing condition as a result of good rains and it is predicted that the greatest grain crop in the history will be gathered this year. A large acreage of cotton is looking fine, and very little more moisture will be needed to

put the finishing touches on a bumper crop. Already prospectors have started coming into this fast growing little city from the drouth stricken area of Texas, but the harvesting of crops this fall is expected to start the big development.  
—T. D. MOSS.

A play "The Irish Linen Peddler" will be given at Progressive Schoolhouse, August 7, at 8:30 o'clock, for the benefit of the Progressive Canning Club. Admission prices announced are: Adults 35c, children 15c, children under five years of age free.

**Synopsis**  
"The Irish Linen Peddler" is highly amusing throughout. Pat O'Doyle is a rare combination of shrewdness, drollery, and has the ready tact of making the best of everything to the discomfort of everybody else. The frequent changes of ownership which the table linen undergoes is very laughable.

Scene I.—Pat at the farm home of Mr. Darling. The latter has planned an elopement with Mrs. Wade, his guest, which he wishes to conceal from his daughter. The daughter has planned an elopement with Flannagan. The father, daughter and Flannagan buy each a set of table cloths, but by a series of ludicrous mistakes, Mrs. Wade gets them all. Pat falls in love with Mollie, and believes Flannagan his rival. Pat gives an amusing account of their relationship in the old country.

Scene II.—Four valets packed. Pat inspects them. Is surprised, and gets them badly mixed. Is bribed to silence. Is completely mystified. At last discovers all, and persuades Mollie to elope with him.

Scene III.—At a hotel. The valets tell queer tales. Explanations. Pat proposes to economize by "lumping" the marriage ceremony.

Effective September 1 the new Texas Automobile Headlight law, regulating the kind and use of all lights on all motor vehicles in the state will go into effect, and county officials everywhere are now engaged in working out the details of its provisions, as they apply to each county, and getting ready to comply with its provisions.

Under the provisions of this act every automobile, tractor, motorcycle, bicycle, etc., must have its lights tested by official testing stations designated by the county commissioner's court, and a certificate will be issued to the owner. The fee for this service will be 25 cents. Violation of the law subjects the offender to a fine of not less than \$5.00 nor more than \$25.00 for the first offense, and not less than \$25.00 nor more than \$300.00 for the second or any subsequent offenses. The county tax collectors are instructed that before they issue a certificate of registration on any car they must demand the certificate showing that the headlights have been tested.

The local court will designate certain testing stations in Hereford, to be announced later. These stations will equip themselves with the necessary devices to test any lights submitted to them. The details of the kind of lenses, etc, and how they shall be handled are rather technical and will be explained at each testing station. The court will determine how much of the 25c fee—the test station is to keep and how much shall be returned to the court. The amount above the test station fee will furnish the necessary expense money for operating the machinery of the law.

Any person desiring detailed information now can obtain same by applying to the commissioners court. After September 1 the official test-stations will be ready to handle all inquiries.

### SPRINGLAKE TO CELEBRATE ON SATURDAY, AUGUST 8TH

An All-Day Picnic is announced for the Springlake community on Saturday, August 8. The program will include games and races for young and old, beginning at 10:30 o'clock in the morning, a basket dinner at 12:00 noon, and a speaking program at 2:00 in the afternoon. Two good baseball games are also scheduled. Dodgers advertising the event have been issued by the Springlake committee.

Little Classified Ads in the Brand are big winners. Invest "two bits" and prove it for yourself.

### FORMER HEREFORD YOUNG LADY MARRIES IN CALIFORNIA

A clipping from a San Bernardino, Calif., paper of recent date received by The Brand carries the news of the marriage there last week of Dorothea Marie Bishop and Emory Edward Kattenborn. The bride is the daughter of Mrs. T. F. Bishop, former resident of Hereford, and is a product of the Hereford public schools and well known here. The groom is an apprentice in the Santa Fe machine shops of the California city.

## Blackleg of Potato Can Be Controlled

### Formaldehyde or Corrosive Sublimate Favored.

Potato blackleg, one of the most destructive of tuber diseases, can be controlled by treating the seed pieces with hot formaldehyde or corrosive sublimate, provided the seed pieces are planted immediately or are kept out of reach of a certain small fly until they are planted.

This fly lays its eggs in great abundance about the time potatoes are being planted. If it happens to lay them upon seed potatoes and such seed is planted, the eggs hatch out what is known as the seed-corn maggot, so called because when first discovered it was attacking corn seedlings. According to J. G. Leach of the division of plant pathology, Minnesota College of Agriculture, the eggs contain the blackleg organism when they are deposited. Then as the maggot bores into the seed piece it carries with it the bacteria which first rot the seed and then spread to the stem of the plant, causing it also to rot and die.

"The maggots feed upon the bacteria as well as the decaying tuber," says Doctor Leach. "The bacteria remain in the intestinal tract of the maggot until it pupates and makes its way to the surface of the ground where it develops into the adult fly. Thus the insect carries the blackleg bacteria with it at all times."

### Capacity of a Silo Is Matter of Importance

The capacity of the silo is a matter of importance. Unless one is keeping at least ten cows the cost of the silo is usually not justified. A round silo, 28 feet high, will hold the silage for about a dozen cows during the usual feeding season. A good standard size ranges from 14 to 16 feet in diameter and 30 to 32 feet high. Under ordinary conditions cows eat from 30 to 40 pounds of silage a day, according to their size and condition of lactation. A farmer can easily estimate how much capacity is needed, on the basis of this amount to be fed per head. If one has 30 cows to feed, then about 1,000 pounds a day would be required, and for a feeding season of seven months or 210 days, 220,500 pounds or 110 tons. A round silo 30 feet deep and 16 feet in diameter inside holds about 120 tons. The capacity of the silo should enable one to feed from the surface daily to a depth sufficient to prevent molding. This is usually placed at around 1 1/2 to 2 inches. In recent years some silo owners on high-priced lands, and not pasturing, feed silage every month, beginning to feed just as soon as the silo is filled, and keeping it up until next filling. Others feed the entire year excepting during the flush of pasture in May and June.

### Alfalfa Profitable Crop for Use in Any Section

While farmers are growing a good deal of alfalfa they do not grow one-tenth enough. It is by far the best noncultivated crop we can grow, and usually returns as much profit per acre as corn, wheat, or any other cultivated crop.

As a hay crop it is second to none, yielding as high as four tons to the acre in favorable years and never less than two tons. It is liked by every animal on the farm from chickens to horses, and they will leave their grain to eat good alfalfa hay, if it is within their reach. Give calves all the alfalfa hay they will eat after they are four months old and they will thrive on it. It is almost a necessity for milk cows. It doesn't matter what you feed a cow, if you leave the alfalfa out she will decrease in the flow of milk at once.

## FARM FACTS

Prevent weeds from seeding.

Blessed is a gardener who delights in spring catalogues.

A large part of every farmer's mental capital should be the experiences of others.

Plow pasture lands and improve them, draining wet spots and building up poor spots.

Kohl-rabi is an early season vegetable when at its best, or a late fall one. Put in some seed early.

It takes about six pounds of seed corn to plant an acre. This means that about sixteen ears for each acre to be planted are necessary.

Use oats as a nurse crop for sweet clover rather than barley. In either case the nurse crop should be seeded at about one-half the normal rate of planting.

Perennial vegetables and small fruits may be profitably fertilized with a good dressing of stable manure. Be liberal with the application and cultivate it into the soil early in the spring.

Running a farm garden is no longer a boy's job. It plays such an important part in keeping the cost of living down on the farm that every farmer can afford to take a few days off in the early part of the season to plow and plant the garden.

### RECEPTION GIVEN VISITING LADIES AT GABBERT HOME

Mrs. Chas. Donald and Mrs. W. F. Gabbert entertained with a reception Tuesday afternoon from four to six at the home of Mrs. Gabbert, honoring the visiting ladies in Hereford. In the receiving line were Mrs. Alice Lee of Denver, Mrs. John Williams of San Angelo, Mrs. Buell of Chicago, Mrs. Laspach of Ft. Worth, Mrs. James Sanders of Ft. Worth, Mrs. Tom Nance of Matador, Mrs. Myrtle Speelman, Mrs. Brotherton, Mrs. Mary Monday, Miss Dene Dunlap, Mrs. Ell Dunlap, Miss Hubbard, Mrs. Wiley Smith, Mrs. Dewey Lawrence, Mrs. Fletcher Rogers, Mrs. Snyder of Illinois. The house party consisted of Mrs. Bobo McLean, Mrs. John McLean, Mrs. J. E. Ferguson, Mrs. S. B. Holman, Mrs. F. T. Rosoloso, Mrs. C. C. Ferguson, Mrs. B. F. Guthrie, Mrs. Geo. Garrison, Mrs. Luther Hough, Mrs. R. N. Mounts.

A short program was rendered consisting of a reading by Mrs. Guthrie and Mrs. Wiley Smith, and musical numbers from the Edison.

The home was beautifully decorated in a mass of colors from the numerous cut flowers scattered everywhere.

A delicious course of brick cream and angel food cake was served by Misses Margrette Gilliland, Fannie Oberthier, Mary McDonald, Grace Ferguson and Emma Jeane Donald, with favors of a beautiful bouquet of sweet peas.

## DAIRY FACTS

### STERILIZED VESSELS ESSENTIAL IN DAIRY

The dairyman who does not have a well-defined idea of what each and every cow in his herd is producing is in a bad way for making the greatest possible income out of his herd.

So many men cannot yet realize the absolute necessity for use of the Babcock test for butterfat percentage determination. Year after year many a man works all day and half the night under the mistaken impression that the cow that produces the most milk is the best cow. Such is not always the case.

The cow that produces 40 pounds of milk a day that tests 2.8 per cent returns 1,120 pounds of butterfat which when sold at 40 cents a pound returns an income of 45 cents daily. The cow that produces 25 pounds of milk a day testing 5 per cent returns 1,250 pounds of butterfat which when sold at 40 cents returns 50 cents per day. In the course of a month the cow producing 15 pounds of milk less a day will return to her owner \$1.50 more and if the same relation should hold true for a year this would amount to \$18 difference, which on a herd of 20 cows would run into real money.

So it is not always the low producer that should be culled out. There are more cows giving 40 pounds of 2.8 per cent milk than most people realize and usually they are profitable cows, but so often the cow producing but 25 pounds of 5 per cent milk is regarded as an unprofitable cow when in reality she returns more than the cow making 40 pounds daily.

A butterfat test on every cow every month of every year will serve as a valuable indication of the true worth of the cows. Such a test can be obtained in almost every section of the state either through cow-testing associations, cow-testing circles, cream stations, county extension agents or Smith-Hughes schools.

A little trouble every month may save many a dollar spent for feed on an unprofitable cow.—H. R. Lascelles, Fieldman for Colorado State Dairy Commission.

### Good Intelligent Care of Sire Very Important

Too often we fail to appreciate the value of giving the sire good care. This animal should be the best we can obtain. A poor sire is a losing proposition, no matter if he is registered. If good and of the right backing we should endeavor to get as large an offspring as possible from him.

Allowing the sire to run with the herd is a wasteful practice. If he is good he should be used on more females instead of being allowed to wear himself out on a few head.

As an illustration, a good bull of mature age will serve a herd of 125 head if the breeding is done under limitation. He should be kept up in well lighted and ventilated quarters with access to a pen for exercise.

One service of the sire is sufficient and more simply tends to tear down his vitality. He should be kept in just good ordinary condition and not too fat, in order to get the best results. The feed should be good and substantial and should not be overbalanced one way or the other.

Good intelligent care of the sire will result in more efficiency in the breeding operations.

### ED PURDY'S PHOTOS

"I told Ed Billows if he was going up to the city to see the sights to be sure to call on my maiden aunt."

### YOUNG PEOPLE GO TO SANTA FE TO ATTEND THE FIESTA

Mr. and Mrs. Jim Black, Mr. and Mrs. Wallace Cox, Mr. and Mrs. W. W. Smith, Misses Carwood and Clara Bell Cleveland and Miss Mable Faulkner of Canyon and Miss Ona Hammer, Messrs. David Broadwell, Lamar Beavers and Bob Wilson left Wednesday afternoon for Santa Fe and will attend the Fiesta for one day, motoring from there to the Cimarron Canyons and Red River where they will camp for a week or ten days.

### BRAND BARGAINS

A classified Ad that "Brings Home the Bacon" for only 25 cents. Try it just once.

### DISTRICT CONVENTION TEXAS BUREAU PLAINVIEW, AUG. 20-21

Plainview, Aug. 4.—Plainview will be host to the First District Convention of the Texas Farm Bureau over held in this part of West Texas on August 20-21 when three thousand farmers from the thirty eight counties immediately surrounding Hale county are expected to come to Plainview to hear the splendid program that is now being prepared.

Col. Clarence Ousley, well known Texas citizen, and one time candidate for the United States Senate will deliver the principal address before the Convention at Plainview. The subject of Col. Ousley's address has not been announced, but on account of his wide experience and knowledge in Agriculture in Texas his address will be of interest to every farmer in West Texas. L. R. Cambell, Secretary of the State Federation, has received definite advices from Col. Ousley that he will be present on Thursday morning, the 20th.

In addition to Col. Ousley, Mr. Campbell has received advices from John T. Orr of Dallas, C. C. Moser of Dallas, W. D. Farris, President of the Texas Farm Bureau Federation and F. L. McKay of Memphis, Tenn., that they will be in Plainview and take part in the program which is now being arranged. A definite announcement of the complete program will be made as soon as all the speakers have signified their intention of being present.

### BAPTIST CHURCH

The Sunday School meets at 9:45 with A. O. Thompson the general superintendent.

Morning worship begins at 10:45. Rev. L. A. Blair will bring the message of the hour. The regular Church Conference will be held a week later, which will be the third Sunday.

The Sunbeams have their usual meeting at 10:45 with Mrs. Manjeet in charge.

Baptist Young People Unions meet at 7:30.

Evening Worship at 8:30. Rev. L. A. Blair will preach.

Visitors are cordially invited to worship with us. Come and welcome. W. R. HILL, Pastor.

### FIRST CHRISTIAN CHURCH

"A man may begin to follow the devil afar off, but the devil soon makes it easy for him to catch up."

Sunday School at 9:45 a. m.

Communion and preaching services at 11:00 a. m.

Union services at the Presbyterian church at 8:30 p. m.

Won't you help us in our Sunday

School? We are growing, but it will take us all to reach our goal for this month.

The subject of the sermon for the morning hour is "The Kingdom of God."

What is your idea of the Kingdom of Heaven?

Why does a man stop and listen when the fire bell rings and pay no attention when the church bell rings?

—T. MORGAN.

## Local Happenings

Mrs. Ed Etzel of Phoenix, Ariz., and Mrs. Elster Halle and two children of Ft. Worth, motored to Hereford one day last week for a visit with relatives and friends. They have been traveling all summer through Arizona and New Mexico and will probably spend a month here before returning to their respective homes. Mrs. Etzel is teaching in Phoenix and expects to return overland in time for school this fall.

### STORK SPECIALS

Born to Mr. and Mrs. A. M. Murphy, August 1, boy.

Mrs. Rusha Smith, night supervisor of the North West Texas hospital at Amarillo, was in Hereford Sunday visiting in the home of Dr. and Mrs. F. W. Gabbert.

The Missionary Ladies of the Christian Church meeting for Wednesday, August 5th, was postponed until next Wednesday, August 12. The meeting will still be at Mrs. Henry's.

### SHERIFF'S SALE

THE STATE OF TEXAS, County of Deaf Smith.

By virtue of a certain order of sale issued out of the Honorable District Court of Titus county, on the 30th day of July, 1925, by W. R. Whitaker, Clerk of said Court, against H. L. Thompson for the sum of One hundred thirty nine & 65/100 (\$139.65) Dollars and costs of suit, in cause No. 2541 in said court, styled J. R. Barnett versus H. L. Thompson and placed in my hands for service, I, Claude Benton as Sheriff of Deaf Smith county, Texas, did, on the third day of August, 1925 levy on certain Real Estate, situated in Deaf Smith County, described as follows, to-wit:

Lots Nos. 8-9-10-11 and 12 of block 17 of the Burks subdivision of the Mabrey addition of the town of Hereford, Texas.

and levied upon as the property of said H. L. Thompson and on Tuesday, the first day of September, 1925, at the Court House door of Deaf Smith County, in the town of Hereford, Texas, between the hours of ten a. m. and four p. m. I will sell said real estate at public vendue, for cash, to the highest bidder, as the property of said H. L. Thompson by virtue of said levy and said order of sale.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Hereford Brand, a newspaper published in Deaf Smith county.

Witness my hand, this third day of August, 1925.

CLAUDE BENTON, Sheriff Deaf Smith Co., Texas



## LOVELINESS

Dull, colorless, untidy hair, enlarged pores, and sagging muscles are the outcome of carelessness, and can be remedied by the proper treatments. There is no reason for the woman who is past her first youth to lose her charm.

Hair cutting, shampooing, facials, scalp treatments and waving. Our prices are moderate and within the reach of every woman. Let us advise you as to the treatments you need.

By appointment if desired.

Ladies Bob Shop

# Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc. RATES: Classified, first insertion, 1 1/2¢ per word; minimum 25¢; subsequent insertions, 1/2¢ per word; minimum 25¢. CASH WITH ORDER.

### FOR SALE

FOR SALE—Slightly used Tent. 29-1f GEO. V. STAMBAUGH

FOR SALE—Brand new Hudson coach, will sacrifice for cash. Only driven few miles, see or write me quick. CLAUDE HAMILTON, 29-2f Dimmitt, Texas.

FOR SALE—At a bargain, almost new 16-hole horse drawn Kentucky wheat drill. See S. G. MOORE, 29-1f

FOR SALE—Excellent home grown Turkey Red Seed Wheat. Recleaned and sacked \$2.25 per bushel or Bulk thresher run \$2.00 per bushel. Clean of Johnson Grass and Noxious weeds. F. O. B. my warehouse Umbarger, Texas. See Wm. Erdman, Umbarger, Texas—“Always on the job.” 29-1f WM. ASH.

FOR SALE—Ten good work mules, weight from 900 to 1200 pounds; See J. O. Miller, Dawn, Texas. 28-2f-pd

FOR SALE—Sunstrand Cash Register. See W. H. Warrep at Warren Grocery. 28-2f-pd

FOR SALE—About 100 White Leghorn hens. Phone 203 F 13. 28-1f ALBERT SCHUETTE.

TRADE—3320 acres 9 miles of Hereford, Improved to trade for Hereford property. 90 acres 3 miles of oil well, clear of dept, want property in or near Hereford. WALSER & BRAY LAND EX., 27-3f Rooms 7 - 9 Dunlap Bldg.

FOR SALE—Dandy 6-room well located residence, at price so attractive you can't help but buy. See 25-1f Elliston-Jones Land Co.

FOR SALE OR TRADE—We have several good well located residences, one near church, will take car on deal, and give good terms, farm loans made and V. L. Notes extended also loans made on city property. Rooms 7-8 Dunlap Building. 24-1f Walsler & Bray Land Exchange.

EXCHANGE—Good No. 9 Oliver typewriter for milk cow. 21-1f J. B. ELLISTON.

EXCHANGE—150 acres timber land right in Sipe Springs shallow oil field for land near Hereford. 21-1f ELLISTON-JONES LAND CO.

FOR SALE—A couple of good houses. Modern. Inquire at—19-1f PANHANDLE LUMBER CO.

FOR SALE—Saddle Horses, Work Mules and Milk Cows. Will trade Ford car for hogs or cattle. 74-1f J. L. FUQUA, Phone 146.

### WANTED

WANTED—at once, sod plowing, any size tract. FRED COOK, 29-4f-pd Miami, Texas.

WANT RESIDENCE IN HEREFORD—160 acres near Clovis, N. M., improved shallow water clear of dept to trade for good residence in Hereford. WALSER & BRAY LAND EX., 27-3f Hereford, Texas.

### LOST AND FOUND

BRAND BARGAINS  
A classified Ad that “Brings Home the bacon” for only 25 cents. Try it just once.

### FOR RENT

FOR RENT—120 acres adjoining Hereford for feed crop or summer tilling for wheat. 21-1f J. B. ELLISTON.

### G. M. SUGGS RECEIVES WORD OF DEATH OF ELDER BROTHER

G. M. Suggs received a wire Monday night telling of the death of his elder brother, E. L. Suggs, at Gatesville, Texas, that day. No details were given, and Mr. Suggs did not even know of his brother's illness which must have been of a very sudden nature. Funeral arrangements were made for Wednesday but Mr. Suggs was unable to make connections to reach Gatesville in time and he could not make the trip.

# POULTRY

## COMMERCIAL GRADES FOR MARKET EGGS

William H. Lapp, of the Iowa Agricultural college, in a circular gives the following description of the ordinary commercial egg grades:

**Extras**—These are eggs weighing from 24 to 28 ounces to the dozen and are uniform in size and fairly uniform in shape and color. They must be free from heat or germ development. The air cell must not be larger than the size of a dime.

**Firsts**—These are eggs weighing from 22 to 24 ounces to the dozen, uniform in size, and fairly uniform in shape and color. They must be free from heat, with an air cell not much larger than that of an extra. The shell must be sound and clean.

**Seconds**—These are made up of light stains and dirties, heated and stale eggs, also small eggs or any others not classified above but edible.

**Checks**—These are slightly broken eggs.

**Cracks**—These are generally classed with checks.

**Leakers**—Leakers are broken eggs where the liquid is escaping.

**Rejects**—These are the eggs unfit for food.

In securing eggs that will class as “extras” or “firsts,” Professor Lapp suggests that the following points be kept in mind:

1. Take pride in the eggs you sell.
2. Keep a flock of good standard bred stock. Hatch only large, select eggs.
3. Keep nests clean and plenty of them.
4. Do not keep eggs in a place above 60 degrees temperature.
5. Keep litter in house clean.
6. Separate males from flock as soon as hatching season is over.
7. Do not market small, inferior eggs. Use them at home.
8. Do not wash dirty eggs if they are intended for market.
9. Keep eggs covered when taking them to market.
10. An egg is generally good quality when it is produced. Don't help to deteriorate the quality. Market eggs often.

One difficulty in the way of the Iowa farmer in working for higher grades on eggs is that in a great many cases higher grades are not rewarded by proportionately higher prices, due to the undiscriminating attitude of some local buyers. The co-operative egg selling associations of Minnesota and Missouri have found that the quality of the eggs handled goes up very promptly after the returns for the first lots have been received. As soon as farmers are sure that they are going to get premiums for their high quality, their percentage of “extras” and “firsts” goes up markedly.

### Necessary to Have Eggs Clean in Fowls' Nests

It is necessary to have the eggs clean in the nests, because washing eggs takes time and also removes the natural bloom. One common cause of dirty eggs is the habit of pullets roosting in the nests. This can soon be broken up by going through the houses just after roosting time and removing such birds to the roosts. Spending a few minutes in the houses just at sundown to frighten the pullets from the nests will teach them to select another roosting place themselves. Then they are most apt to go back to the regular roosts each night.

Walking on dirty dropping boards is another cause of dirty eggs. Some poultrymen nail strips of two-inch mesh wire under each roosting section. This permits the droppings to fall through to the boards but keeps the hens from walking on the boards. They have to hop from perch to perch and then down into the litter and will have cleaner feet when going on the nests in the morning. The mesh of the wire may be fine enough to catch any eggs laid during the night and save them from breaking.

### Poultry Facts

Provide plenty of oyster shell in addition to grit.

Sunshine keeps chicks growing rapidly. Give them plenty.

A chicken doesn't drink very much at a time, but that's no sign that it doesn't need any water.

Tuberculosis in poultry causes an unthrifty condition, especially in the older birds. They get poor and thin, lose flesh rapidly in most cages, and many of them get lame.

If one is not careful on mash feeding, there is danger of getting the chicks off feed by giving too much.

The first six weeks of a chick's life is the most critical period. The largest per cent of losses occurs during this time.

Plenty of shade should be provided for growing chicks. When allowed to range in an orchard or cornfield, they will not only find ample shade and green feed, but will benefit the trees or corn by destroying bugs and worms.

### Add Milk to Ration of Young Chickens

#### Adds Greatly to Increased Rate of Growth.

(Prepared by the United States Department of Agriculture.)

That the addition of milk to the regular grain ration of growing chicks leads to a greatly increased rate of growth is a conclusion reached by federal poultry specialists who have studied the matter experimentally. The experiments are still in progress. The conclusion agrees with the experience of commercial poultrymen who have included milk in the rations of young chickens.

Another experiment conducted by the United States Department of Agriculture which promises to be of practical importance is on the relative efficiency of mash rations containing vegetable proteins. The results thus far bear out those of previous years' work to the effect that the addition of certain mineral salts to vegetable proteins makes them compare favorably with animal proteins as a protein supplement for poultry. Unless the minerals are used the protein of animal origin is more efficient.

These experiments are conducted at the bureau of animal industry farm, located at Beltsville, Md., near Washington. Last year the government poultry specialists hatched about 7,500 chicks with good results. The fowls are used for a great variety of studies in breeding, feeding, and management.

### Best Kernels to Select as Seed for Corn Crop

Whether to select smooth or rough corn for seed is a subject of general interest. Many farmers believe that smooth, flinty kernels indicate deterioration in quality and lower yields, while others maintain that they secure their highest yields from such seed. General observation and experiments conducted in many states for a number of years show rather conclusively that smoothness of the kernels is not a sign of deterioration in quality, but usually indicates that conditions under which it is grown do not favor a rough deep-kerneled variety.

It is now known that rough kernels are usually deep kernels which require a rich soil and long-growing season to mature.

Smooth kernels, on the other hand, tend to be shallow. They mature early. On thin upland soil or in the drier parts it will be better to select rather shallow kerneled, smooth ears for seed, and somewhat deeper kernels and rougher ears for rich bottom lands.

### Find Alfalfa Cheapest Hay Produced on Farm

Cost records kept by southwestern Minnesota farmers show that alfalfa is not only the most valuable to feed but is also the cheapest to produce. The records, kept under the supervision of the farm management division of the Minnesota College of Agriculture, gave \$12.51 as the cost of an acre of alfalfa. Since the average yield was 2.2 tons per acre the cost per ton was \$5.70.

Man labor, 11.2 hours at \$1.00	\$11.20
Horse labor, 13.2 hours at 1.00	13.20
Machinery	1.60
Rent	4.90
Seed (one-fourth of total cost)	1.25
<b>Total 2.2 tons</b>	<b>\$12.51</b>
<b>Cost per ton</b>	<b>\$5.70</b>

In addition to the hay, some farms obtained hog pasture from the alfalfa so that the actual net cost was somewhat less than the figure given. Corresponding figures for clover and timothy on the same farms show an average yield of 1.1 tons and a cost of \$8.36 per ton.

### Farm Hints

Use clean seed.

Grind screenings before feeding them to stock.

Treat potato seed with formaldehyde or corrosive sublimate.

Clean up around edges of fields and other places where needed.

Plan to grow three and one-half tons of silage and one to two of legume hay per cow.

Get a good fertilizer for the garden. An 8-4-4 will give good results for all kinds of vegetables.

Buy legume seed and prepare to plant several acres per plow to turn under for soil improvement.

Put in a few plants of the red and yellow cherry tomatoes for the children. These baby tomatoes make a big hit with the kids.

When grass is included in a rotation, it should be accompanied by a legume, and, for its best production, should remain down longer than one year.

Soy bean seed is frequently destroyed by a pest known as the common bean weevil. Almost complete control of this insect can be secured by exposing the seed to sub-zero temperatures. Place the beans outdoors in a sack on a cold day and leave them from 36 to 48 hours.

# Get Your Money Out of It

On every farm, almost in every house, there can be found any number of things, still useful to someone else but not now needed by the owners.

## Someone Else Could Use Them!

and would gladly PAY YOU FOR THEM if they knew you had 'em.

### THRIFTY

people get their money out of property they no longer have any use for; Are you thrifty?

## Classified Ads

in The Brand are the cheapest form of advertising you can buy, and one of the Best; Classified ads get quick results; the Classified Column in The Brand is constantly turning out sales and bringing buyer and seller together.

### The Price?

only one and one half cents per word for the first insertion; three fourths of a cent per word for subsequent insertions. Our Minimum charge is 25c for each insertion.

Consider the Little Classified Ad—  
It's a Winner!

# The Hereford Brand

# COMMUNITY NEWS FROM THE NEIGHBORING TOWNS

## FRIONA

Another light but refreshing shower Monday night. Keeps the crops in good humor and growing fine. No country to equal the Panhandle.

Reuben Gischler, who has been in Los Angeles, California for the past month, returned Saturday morning to take up his work in the Gischler-Meade elevator. Reuben says California is all right, but so far as we have heard him express himself he does not think it is the only country on earth.

County Commissioner Overton now has a force of men busy on the county highways in this end of the country. Nat Jones is grading the stretch of road from the corner east of Mr. Euler's farm south to its intersection with the O. T. highway between Dimmitt and Bovina and Mr. Head of Bovina is grading that portion of the same route from the corner at the Goodwine farm, east to the place where Mr. Jones is working. Mr. Head is also regrading the road from the south side of town south to the place where that road intersects the O. T. He will also repair the road west from Friona to the state line.

Several real-estate transfers have been reported during the past week. Two tracts northeast of town exchanged hands last week; one of 50 acres to Massie Brothers and one of 320 acres to Mr. Fred Baker of Merkle, Texas. Others are reported for this week but nothing definite as yet.

The school board committee appointed to attend to securing another truck for the school, met Friday afternoon with representatives of the International Harvester Co., and after considerable consultation decided in favor of another new International truck, to be delivered not later than Sept. 13. The new truck will be the same model and color design with the same equipment as the other trucks. The three original trucks have now gone through three years of efficient service with an expense account other than tires, oil and gas, of perhaps not over \$20.00 per truck. Some of the same casings that were on the trucks when purchased three years ago and still doing service and these

trucks have carried loads of from 15 to 30 children of all ages from seven to twenty years of age and making an average trip of 25 miles twice each day. The committee thought that record hard to beat so decided to continue in the same kind of service.

The revival service now being held by Rev. Dickey at the Congregational church are growing in interest and meeting approval of the citizens who attend. Every body is welcome and all should avail themselves of the opportunity of hearing the Gospel truths so well presented.

Messrs. Seth B. Holman of The Hereford Brand and T. D. Moss, the enterprising secretary of the Hereford Chamber of Commerce, were visitors in Friona last Friday. Both of these gentlemen are progressive spirits in their line of work and know a good thing when they see it; and thus were greatly impressed with the visible evidence of the spirit of progress now operating in Friona. The new Warren-Wier store building now completed and ready for occupancy, which is of adobe and brick construction, the two adobe church buildings and the beautiful adobe residence buildings attracted their interest and evoked many complimentary remarks from the visitors. We are truly glad to have such men as Holman and Moss visit our town and bid them welcome.

## FRIO-EASTER ITEMS

We had a good attendance at Sunday school Sunday morning. We had very good singing Sunday night and a large crowd. Some of the Summerfield people attended singing at Frio Sunday night. We were very glad to have them. Come again. The young people of this community

HEREFORD INSURANCE AGENCY  
Ralph Barnett, Mgr.

Phone 273

enjoyed a party at Mr. and Mrs. Joe Greers Friday night. Those who attended were: Misses Grace Ragsdale, Rebecca Sowell, Steele, Eva, Zelma and Maurine Sullenger, Nettie Lee Green, Ima Sullivan, Messrs. Benny Fulkerson, Kenneth Razor, John Knox, Jess Laughlin, Bob and Lynn Axe, Clayton Woolery, also Mr. and Mrs. Albert Springer and Mr. and Mrs. Bob Knox.

Messrs. Carl Frye and R. T. Green motored to Amarillo Friday.

Mr. and Mrs. Roy Kincaide gave a 42 party last Tuesday night. All reported a nice time.

Miss Major of Itasca, Texas, is visiting her uncle, Mr. Harlin.

Mr. and Mrs. Allman and Mr. and Mrs. Knox visited in the home of E. V. Sullivan Sunday afternoon.

M. W. Fields and family are attending the meeting at Jumbo.

Misses Huckert and Story, Messrs. Huckert and Flowers, also W. J. Sullivan and family spent Sunday afternoon in the L. R. Sullenger home.

Bob Axe spent Sunday with Clayton Woolery.

Miss Della Stagner is visiting her sister, Mrs. Owens, of West-Way.

We are going to meet at Frio Saturday night, August 8, to organize Literary again. Come and help us.

## BRAND BARGAINS

A classified Ad that "Brings Home the bacon" for only 25 cents. Try it just once.

## WYCHE ITEMS

Mr. and Mrs. John Decker and children visited in Amarillo last Sunday.

Mr. and Mrs. L. M. Applegate have moved to the Bridges place southwest of the school house.

Miss Jewell Applegate visited in the C. C. Cook home last Saturday night.

Miss Curtis, Iona and Hazel McKinney visited in the Dugan home last Saturday afternoon.

Mr. and Mrs. Odom have moved to Oklahoma. We wish them good luck in their new home.

J. W. Dugan and family and Miss Callie McKinney and Mr. Miles and two children visited in the Jack Miles home last Sunday.

Mr. and Mrs. Wolfe and son, Ralph, visited Mr. and Mrs. R. W. Hough Sunday.

Miss Ruth Wolfe, Mr. and Mrs. Jacobson visited Mr. and Mrs. J. C. Williams last Sunday.

Mr. and Mrs. Hough and Mr. and Mrs. Wolfe visited also in the Williams home in the afternoon.

J. W. Dugan came in from Arkansas last Wednesday night.

Next Saturday night is 42 night.

Mr. and Mrs. Clement were Hereford visitors last Friday afternoon.

Mrs. W. D. McKinney went to Snyder, Texas, last Sunday on business. Miss Callie McKinney visited Miss

Ida Edwards last Wednesday afternoon.

Mr. and Mrs. Clayton visited Mr. and Mrs. Johnson last Sunday.

Faye Paddock visited Ed Lomas last Saturday night.

## SIMS COMMUNITY

Mr. Berry Lynch and wife and little son, Pat, transacted business in Adrian one day this week.

Mr. Dawson Blasengame and Miss Ella Whitten made a business trip to Adrian last Saturday afternoon.

Mrs. J. P. Collier of Adrian has been enjoying a visit from her sister Mrs. Little and children of Big Springs, Texas, for the last two weeks. They left for their home Saturday morning.

Mr. Allen Bell of Hereford was in Adrian last Saturday afternoon.

Miss Nina Hutchison visited last Sunday and Sunday night with Mrs. Berry Lynch.

Rall H-Branded cattle last Sunday.

Mrs. C. Glascock and daughter, Pearl, are visiting relatives in Iowa. John Skeggs transacted business in Adrian Saturday afternoon of last week.

Rain, Yes, we have been having plenty of rain this week. Precipitation was about three inches or more in this part of the country. Farmers are expecting a bountiful yield this Fall if these rains continue to come as they are needed during the summer.

Omer Bartlett transacted business in Adrian Saturday morning.

Remington Portables are The Best and Easy to Buy. —THE BRAND.

At night after the evening meal is the "Wright hour". Then read aloud to the family

**Harold Bell Wright's**

latest and best story, "A Son of His Father". Several hundred thousand families are doing this within a week after publication. Be one of them. \$2.50 a copy at all bookstores. D. Appleton & Company, Publishers, 35 West 57th Street, New York.

6% FARM AND RANCH LOANS 6%  
AMORTIZED PLAN  
INTEREST RATE AND TERMS FIXED BY LAW  
Prepayment in part or in full can be made at any interest bearing period after five years  
PROMPT INSPECTIONS AND QUICK SERVICE

**San Antonio Joint Stock Land Bank**

HENRY WILKINSON, Agent  
Hereford, Texas

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GROCERIES  
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Groceries and Service

Always found at Carlyle's

L. W. CARLYLE  
GROCERYMAN  
Phone 164

# TWO YEARS TO PAY!

From now on until August 27, 1925, when this offer will be withdrawn, the Ryan Equipment Company is offering the farmers of this territory an unusual and rare opportunity of acquiring power equipment peculiarly adapted to farming on the Plains, on terms that any man with energy and vision can easily meet. Only a small payment down, with the balance divided into two annual payments, due after harvest is in.

Mr. Farmer, here is YOUR chance to make the most of the splendid season now in the ground—your opportunity to make the most out of your place this year of all years, without cramping your current resources to the point where you will be embarrassed. COME IN AND TALK OVER THE PROPOSITION WITH US!





**Prices Under This Plan:**  
Fordson Plow and Tandem Harrow \$840.00 f.o.b. factory  
Racine Thresher and Tractor \$1650.00 f.o.b. factory

**DON'T FORGET THE DATE**



**Your Choice!**

of a Fordson Tractor, and any two Oliver implements you desire on terms of one fourth down, balance divided into two payments, one due this fall, the other due next fall.

**Your Choice!**

of a Fordson Tractor, and a Racine Separator on terms of one fourth down, balance divided into two payments, one due this fall, the other due next fall.

THIS NEW SPECIAL OFFER WILL BE WITHDRAWN ON AUGUST 27, 1925

**HEREFORD MOTOR COMPANY**  
Fords - Lincolns - Fordson Tractors  
Hereford, Texas



**WHAT'S DOING IN WEST TEXAS**

Furnished by West Texas Chamber of Commerce

**Crowell**—Announcement is made here that following the address of R. Q. Lee, president of the West Texas Chamber of Commerce at Qanah, at which a number of Crowellites were present, that an annual poultry show shall be held in Crowell. The date is the first week in December.

**Munday**—Work paving the streets of Munday has started. The contract was awarded to the Plains Paving Co., Amarillo and Wichita Falls.

**Amarillo**—Large rains thru-out the Panhandle indicate that the largest sorghum grain crops raised in years will be harvested in the Panhandle this Fall.

**Lubbock**—A new West Texas Inter-scholastic League is planned under the management of the officers of Texas Tech in case the "one year residence" rule of the Texas Inter-scholastic League is provided for.

**Mineral Wells**—Dallas parties have conferred here with the Mineral Wells Chamber of Commerce incident to the construction of a \$1,000,000 hotel in Mineral Wells.

**Cisco**—A paved highway is to be built from Cisco to Lake Cisco, where the average daily attendance of bathing visitors is now past the 500 mark.

**Coleman**—Plans are under way here for the employment of a full time commercial secretary.

**MARGARET**—Contract has been let for a \$16,000 school building here and for a \$8,000 school building at Rayland.

**Canadian**—The Canadian Fall Fair will be held here the week following September 19th.

**Sonora**—Ray Legman, Southwest Manager will represent the West Texas Chamber of Commerce at the Ranchmen's Round-up at the Ranch Experiment Station near Sonora, August 11-12. The San Antonio Light will be delivered at the Ranch by airplanes. Mr. Leeman will go to the Convention in one of the airplanes from San Antonio.

**Alamogordo, N. M.**—The West Texas Chamber of Commerce will hold the Trans-Pecos District Convention here on Wednesday, August 19th. Many towns and cities of the Trans-Pecos region in Texas and New Mexico will have delegations here at that time.

**Clyde**—At a recent meeting here Clyde citizens put over a local band proposition and now Clyde will get into the musical contests with a good band and probably win a prize at the 8th annual West Texas Chamber of Commerce Convention at Amarillo in May, 1926.

**Mertson**—This city will have one of the largest crowds that has assembled here on August 12th when a big picnic and rodeo will be staged. Some of the features will be a barbecue and dance.

**Carbon**—The Post Oak Timbers report the best crops in years and sufficient moisture to mature same.

**Levelland**—More than 150 tracts of 177 acres each been sold in Hockley county by Crosby and Posey agents for the C. W. Post interests.

**Sweetwater**—The Fair Committee to sell stock for the Nolan County Fair is slowly but surely approaching the goal for a permanent fair. They soon will have sold sufficient stock to guarantee immediate work on grounds and buildings.

**Midland**—The Chamber of Commerce of Midland county joined by the untiring efforts of County Agent J. B. Snider are working together to put over a real farm building program and are offering actual farmers tracts of land for stock farming. This will mean chickens, hogs, dairy cows, maize, cotton and enough truck farming to take care of the home use including plenty of good fruit.

**METHODIST GIRLS TO HOLD ENCAMPMENT NEAR CANYON**

**CANYON**—The annual girl's camp of the Northwest Texas conference of the Methodist Church will take place the Baptist Encampment grounds 18 miles southeast of Canyon, August 15 to 24, with Mrs. Tom C. Delaney, of Memphis as general manager. Mrs. Delaney stated that there would be about two hundred fifty girls in the camp. The ten days outing will be used for serious pursuits as well as recreational. Mrs. Eldridge of Tahoka will conduct classes each day in mission study. Mrs. Louis Stuckey of Abilene will give lessons in story telling and act as platform manager.

Mrs. George W. Truitt, assisted by Miss Gwendolyn Price of Hereford, and Eula Hancock of Canyon, will have charge of Physical activities. The Y. M. C. A. and the Band of the West Texas State Teachers College will furnish special programs. L. F. Sheffy, superintendent of the Canyon Methodist Sunday School, will give a lecture on the subject: "Why I Like Young People."

Official chaperons of the camp will be Mrs. J. Frank Potts, of Abilene; Mrs. Garvin, of Dalhart; Mrs. Stocking, of Plainview; Mrs. Clements, of Shamrock. Groups of girls from any other denomination are invited to join the Methodist group if they are properly chaperoned. Several scout groups and Sunday School classes from denominations other than the Methodist expect to attend the camp. Happy Texas will be the camp post office and Miss Corinno McReynolds, of Canyon, will be the official post-mistress for the camp. A small store will be maintained on the grounds for the accommodation of the campers who are instructed to bring their own cots, tents, bedding, and food.

**FREE BOOKS FOR CHILDREN**

Any child attending the public schools many have for his library a copy of the following books by calling on County School Superintendent/Earl E. Wilson and asking for same. Child's World Reader Book 4. Child's World Reader Book 5. First Book of Health. The Human Body and Its Enemies. Oral and Written English, 3d grade. Oral and Written English, 4th grade. Oral and Written English, 5th grade. Oral and Written English, 6th grade. Oral and Written English, 7th grade. Early European Civilization. Modern European Civilization. Composition and Rhetoric. Elements of Algebra. Oral English and Public Speaking.

**The Boy Was Right**

Mrs. Fiske:—"My, my—such wonderful clothes that tall woman over there is wearing. I wonder where she lives?"  
Mr. Cynic:—"My guess would be just beyond her husband's income."

**USED CARS**

- Ford Coupe 1921 m
- Ford Touring 1922 m
- Essex Coach 1923 m
- Essex Roadster 1920 m
- 1918 Hudson Touring

Terms if Desired

**Beavers Brothers**  
Phone 383



**Away From The Crowds**

America is still undiscovered, still waiting to be discovered—by you! Away from the paved highways, deep in the hidden solitudes—are shady groves fragrant with the scent of flowers—sun-drenched valleys—lazy streams—or hurrying brooks as beat your mood. Waiting to please you with their untouched charms. Take your Ford and venture forth

into the delights of the unknown. Leave the beaten path to others. Go where you will—whether the road is paved or not.

It is the car of the true adventurer; the car that no going—be it sand, dirt or rocky road—can halt; the car that will take you safely, certainly and happily to where nature hides her true loveliness.



Runabout - \$260    Tudor Sedan - \$560  
Touring Car - 290    Fordor Sedan - 660

On open cars demountable rims and starter are \$85 extra. Full size balloons tires \$25 extra. All prices f. o. b. Detroit

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Coupe  
**\$520**  
F. O. B. Detroit

Please tell me how I can secure a Ford Car on easy payments:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Mail this coupon to **Ford Motor Company**  
Detroit

**A Semi Clearance Sale**

**The Popular Store, Hereford**

We Must Make Room for Fall Merchandise! Read Every Price Carefully--and Save Money!

**THE EARLIER YOU BUY THE GREATER YOUR ADVANTAGE**

The Sale You Have Been Waiting For **Starts Friday August 7, Will last a few weeks**

**SAVE MONEY**

Buy Coal in the **SUMMER**

You get fresh-mined coal direct from the railroad cars to your bin. That means less breakage in handling your coal.

Let me use **YOUR** bin to store a few tons of

**LABELED COAL—2 Cars on Track**  
I Will Pass the Money I Save Right On to You

All kinds of Cow Feeds, Chicken Feeds, and everything

**We Pay Cash For**

Poultry, Eggs, Cream and Hides

We strive to do the impossible—Please Everybody

**GOLDEN RULE PRODUCE CO.**

We Deliver

Phone 108

**OVERALLS**

Regular \$1.75 value  
**\$1.29**

**SOX**

One lot Cotton Work Sox  
**9c**

**UNDERWEAR**

Regular 75c value. Sale price **49c**

**Blue Work Shirts**

One lot Sale price  
**45c**

**Light Underwear**

\$1.50 values. Sale price  
**89c**

**BATHING SUITS**

All sizes and colors, all at **COST**

**STRAW HATS**

**1-3 OFF**

Ladies House Shoes **69c**

**Men's Suits**

Light Weight, Including New Fall Suits

- \$12.50 Suits, Sale price... **\$ 9.35**
- \$18.75 Suits, Sale price... **\$13.95**
- \$25.00 Suits, Sale price... **\$18.75**
- \$30.00 Suits, Sale price... **\$22.50**
- \$35.00 Suits, Sale price... **\$26.25**
- \$40.00 Suits, Sale price... **\$30.00**
- \$65.00 Suits, Sale price... **\$30.00**

**Men's Extra Trousers**

- 25%** Discount on all summer weight trousers.
- 30%** Discount on all other woolen trousers.

**Boys' Clothing Reduced**

Mothers here is an opportunity to clothe the Boy for school at a real Saving

- 35%** Discount on all Boys' Knickerbocker Suits and Pants

**DON'T FORGET THE PLACE AND THE DATE**

**THE POPULAR STORE**

**MEN'S SHOES and OXFORDS**

One lot of Men's Shoes and Oxfords, value \$6.50

Sale price **\$3.95**

All the latest styles and shades

One lot of Oxfords, Regular \$10.00 value

**\$6.45**

**WORK SHOES**

Well Reduced, all sizes and styles

**20% OFF** on all Luggage

**20% OFF** on all Pajamas

**DRESS SHIRTS**

A special lot, value \$2.50, Sale price **\$1.65**

**LADIES' HOSE**

\$1.50 Silk Hose, all colors  
**89c**

# BUY IT IN HEREFORD

It Pleases Us to Please You.  
 "Your Satisfaction Our First Consideration"  
 Phone 249.

**Reed Cash Grocery**

**Williams Bros.**

The Oldest Grocery House in Hereford.  
 Where You Get a Square Deal for a Round Dollar.

Let us figure with you on the latest STEEL STAR  
 WINDMILL. Every mill guaranteed for  
 one year. All gears drive in Oil.

**Garrison Brothers**

ELECTRICAL SUPPLIES  
 Wiring for the house, garage, outbuildings—We are  
 your "Electrical Servants"

**Texas Utilities Company**

The merchants of Hereford carry as complete  
 stocks as can be found in any town of like size.  
 The prices are on a par with general price levels  
 the country over

Hereford merchants want your trade. They  
 are resolved to leave nothing undone that will give  
 their patrons What They Want, When They Want  
 It, with complete satisfaction and service thrown  
 in as a matter of course.

The Hereford market is yours. It cannot exist  
 without you. Therefore it's sound common sense  
 for the merchants who are advertising their goods  
 in The Brand to see to it that their customers are  
 SATISFIED in all things, at all times.

Read the advertisements on this page and in  
 this paper and then test out the statements made  
 herein.

**Merchants Bureau**  
**Hereford Chamber of**  
**Commerce**

**TIRES**

Regardless of slight price advances we are still  
 below competition.

**H. L. Rice**

**Service-U-Like Filling Station**

MOTOPOWER, The Gasoline that Lubricates.

We Need Your Business and Will Save You  
 Money on every Purchase

**Skelton's Variety Store**

Read the Big Ad we are running on another  
 page of this paper. It will save you money.

**The Popular Store**

**WE CHALLENGE PRICE COMPARISON WITH OTHER CITIES!—WE WILL MEET ANY  
 LEGITIMATE COMPETITION**

**DR. J. P. LLOYD**

Elliston Building

DENTIST

Residence Phone 170  
 Office Phone 262 Clark Bldg.

**Dr. W. Floyd Gabbert**  
 Hereford, Texas.

**G. F. LeGrand, M. D.**

Office Upstairs in  
 Dameron Bldg.

**J. W. Hicks, M. D.**

Office in Dameron Bldg.

**Dr. John W. Overton**

Physician, Surgeon and Oculist  
 Office Upstairs Dameron  
 Bldg.

Bring Your Hogs on Fridays  
 and Receive Premium.

**G. W. Brumley**  
 Hog Buyer



Elliston - Jones Land  
 Company

Cheap Lands

Established 1902

"We Sell or Trade"

Call For

**Sunshine Bread**

Baked Fresh Daily

"Patronize a Home  
 Product"

We Believe in the Buy  
 it in Hereford  
 campaign.

**SUNSHINE  
 BAKERY**

**Hereford Produce**

Established 1916

Highest Cash Price Paid for All Produce.

**HARRISON**

**The Grain Buyer!**

When in Town Eat at the Old Reliable  
**Stockman's Cafe**  
 The Best Place to Sleep and Eat.

**WILLARD STORAGE BATTERIES** The Best  
 Battery Made

Try Our Cheap Batteries, They are Guaranteed

**Electric Service Company**

\$1.00 Stationary for August

**75c**

**Corner Drug Store**

**Orr's Tailor Shop**

CLEANING — PRESSING — TAILORING

Prompt Service by Mail

**TEXACO**

The Volatile Gas

Costs no more than ordinary gasoline.

**Service Garage**

Phone 334. Deliveries Anywhere Call Us.

**SUMMER HATS**

at a Big Reduction for the Next 10 Days

**Mrs. N. C. Vogele**

**Baskin Abstract & Title Co.**

Abstracts of Title Covering any piece of property  
 in Hereford or Deaf Smith County.



FORD

August 3.  
Sunday School Sunday afternoon at the usual hour with an attendance of 65.  
The rains of the past week have been of untold benefit to the farmers. Every one feels very much encouraged and are busy plowing, hoeing etc. The farmers are wearing smiles such as have not been seen the past few months.

The people of the Ford community are all invited to the Barbecue and Round-up at the J. E. Hill Ranch Wednesday, the 5th. Mr. Hill gives something like this every year. His generous hospitality is enjoyed by all who attend.

A. A. Walker has sold his farm south of the Ford school house, and will move to Canyon the first of September. Mr. Walker has lived here five years and we regret they are moving from our community.

Rev. Hill will begin a revival meeting at Vega, which will last two weeks. Next Sunday he will fill his regular appointment at Ford.

Mrs. T. E. Majors and Mrs. Boland have been sick the past few days. Miss Hazel Smith returned home Sunday morning from Vega, where she had been visiting the last week.

Mr. and Mrs. Joe Bassett ate Sunday dinner with Mr. and Mrs. Jess Ford. Jess Ford is an old resident of this community. Ford school being named after his father. He has lived at different places the last few years, but invariably returns here, says he is not satisfied any where else.

Mr. and Mrs. J. F. Hill of Palacios visited their son, Winston Hill, Sunday afternoon. They will visit some time with their son, J. E. Hill, at Hereford.

Mr. and Mrs. John Lenox and children spent Wednesday with Mr. and Mrs. Fielding Johnson.

George and Floyd Benson made a business trip to Clarendon Thursday.

Mr. and Mrs. Jess McGowan and Mr. and Mrs. H. L. Hight were Amarillo shoppers Saturday.

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Mrs. Velma McKinnian was transacting business in Happy Monday.

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Mrs. Marion Davis visited her parents, Mr. and Mrs. Lee Hutson, one day last week.

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Mr. and Mrs. Jim Graham and family motored to Hereford one day last week to transact business.

Mr. and Mrs. A. W. Fortner and family of Foard City, Texas, spent a few days in the home of his son, Mr. and Mrs. Floyd W. Fortner, and returned to their home Sunday.

Mrs. Holland and daughter, Veneta Bell of McAllen, Texas, spent last

week visiting Mrs. Hollan's aunt and uncle, Mr. and Mrs. J. E. Davis.

Mrs. J. E. Boyd spent Monday afternoon with Mrs. Floyd W. Fortner.

Mr. Homer Jr. Ferguson visited his sister, Mrs. Lanson of Dallas and other relatives and friends last week.

Mr. and Mrs. Lee Edmondson and family of Amarillo are spending the week end with Mrs. Edmondson's parents, Mr. and Mrs. C. H. Cox.

Mrs. and Mrs. Durham and Mr. and Mrs. Jim Graham, Mrs. J. H. Cook and Mrs. J. E. Boyd and families visited in the home of Mr. and Mrs. Floyd W. Fortner last Sunday afternoon.

Last Saturday night a very large crowd gathered at the home of Mr. and Mrs. C. E. Burks for an ice cream supper. We believe we are safe in saying every one present enjoyed them selves to the height of enjoyment.

Miss Lora Hutson, daughter of Mr. and Mrs. Lee Hutson, is visiting her sister, Mrs. Perkil, also her cousins, the Misses Brooks, of Amarillo this week.

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Mrs. C. L. Goad visited Mrs. J. E. Davis last Saturday evening.

Lyle Cook, who has been visiting

relatives and friends at Chillicothe, Vernon and Childress for the past few weeks returned home last Sunday afternoon.

Wife: "I understand that new man across the street is a great physician."

Hubby: "Whatdaya mean—physician?"

Wife: "He's a hip specialist."

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Miss Loraine Daniel visited with her friend Elizabeth Sunday.

Fred Harlan and his cousin, Miss Tressie Majors, of Itasca are visiting relatives near Hereford and also a lady friend in this community. It seems he spends a little of his time with relatives and a whole lot of his time with the friend.

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**Geo. A. Stambaugh**  
HEREFORD, TEXAS  
**THE STORE FOR SAFE BUYING**  
Dry Goods—Groceries

**WHERE IS THE POWER?**



After all, POWER is the thing every driver of motor cars likes to feel—and the pedal foot soon, becomes very sensitive as to what is there.

The moment you "feel" a loss of power in your automobile engine—that is the time to bring it to us. We can soon locate the trouble and have you spinning along at the merry old clip.

In the majority of cases such overhauling, repairing or adjusting does not involve any great expense. It may be carbon, loose rings or pistons—or in the ignition and tuning.

Drive by one day this week. Let us "listen in" for a moment. We are experts on motor work.

**Southwest Trail Garage**  
(Formerly Thompson Garage)  
LOUIE OLSON, Prop.

**MEAT!**

From this shop always looks appetizing. We buy the best meat we can, cut and trim it carefully and sell it to you in spotlessly clean wrappings. Every sanitary precaution is used for your protection.

**YOU GET THE BEST HERE**

**TEXAS MEAT MARKET**  
Cloyd & Son

**STOLEN!**

Your home may be stolen by fire, lightning or wind storm

Make it safe from financial loss with

**INSURANCE**

**HEREFORD INSURANCE AGENCY**  
Ralph Barnett, Mgr. Phone 273



**More Milk**

**HALF a gallon more milk from each cow every day, will more than pay your feed bill.**

Nearly every cow owner gets that increase with Purina Cow Chow.

It costs about a dollar a month more to feed Cow Chow, but that difference is more than made up in the first week. The rest of the month you get your extra milk for nothing. Feed out of the Checkerboard Bag and you will get more milk.



**24% PROTEIN**  
**COW CHOW FEED**


**Index & McLean**  
COAL AND GRAIN



**INDEX & MCLEAN**

**INTERNATIONAL SYSTEM**

**LONE STAR**



**PORTLAND CEMENT**



**A Super-Grade Cement**  
**—It Even Looks Different**

Take a handful of LONE STAR Cement out of a sack—feel it—look at it. It even looks different than ordinary cement.


20 years' experience in cement making, combined with years of painstaking research has resulted in the perfection of the International Wet-Blending Process, now used in the manufacture of LONE STAR Cement.

Cement manufacture, as carried on in the mills of the Texas Portland Cement Company at Dallas and Houston, is an exact science.

With the International Wet-Blending Process of manufacture, the chief chemist and mill superintendent can always come within 1/10 of 1% of the quality at which they aim. Guesswork has been eliminated.

The International Wet-Blending Process, regarded as the last word in cement production efficiency, results in a quality 50% above the requirements of the U. S. Standard Specifications.

Yet this super-grade cement costs no more. It has our unqualified endorsement.



**QUALITY RECORD**  
Standard Lone Star Quality Cement

**Rockwell Bros. & Co.**  
Hereford

**LONE STAR Cement Lumber Plaster**  
**Paint Lime Brick Roofing**

Ask us for cost figures and other facts on repairs, improvements and construction of any kind. Valuable information supplied without obligation.

**NORTH EAST CORNER**  
(Fairview-Union Schools)

After all of our dry weather and showers we have had a real good

Allowing 5 persons to the average family, a Brand Want Ad will deliver a message to 10,000 people at a very small cost. Use one today!

# TOWN & COUNTY

## Personalographs

Col. Fred A. Phillips returned this week from an extended tour in Kansas where he visited his parents.

Closing Out Refrigerators.  
E. B. BLACK CO.

Mr. and Mrs. M. L. Steele spent several days in Amarillo last week visiting friends and looking after business.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. Gaston Baer and little daughter returned Wednesday morning from their ranch near Ft. Sumner, N. M., where they had been for a few days.

Have you tried Jack Spratt's Santos Peaberry Coffee.—Hereford Produce.

Miss Dollie Ward spent last week in Bovina visiting Miss Ella Tidenburg and other friends.

We will save you "Greenbacks" on your furniture bill. E. B. Black Co.

Miss Dorothy Boardman, after spending a few weeks at home left the last of the week for Waxahachie, Texas, where she joined a party of friends for a month of sightseeing and recreation in the Ozarks in North Western Arkansas, after which she will return to Ferris, Texas, to take up her work again as the instructor in history in the high school.

Notice of Transfer of Scholastics  
All transfers of scholastics from one district to another must be done by August 1st.

—COUNTY SUPT.

Miss Irene Williams left Monday for Snyder, Okla., where she will visit relatives.

Now is the time to place your order for Baby Chicks.

—Golden Rule Hatchery Co.

Mrs. J. O. Sanders and two children, who have been visiting Mrs. Seth B. Holman for the past three weeks, departed for her home in Fort Worth Thursday morning. Mrs. Holman accompanied the party as far as Amarillo.

Little Classified Ads in the Brand are big winners. Invest "two bits" and prove it for yourself.

Miss Lenis Anthony has accepted a position as stenographer in the Baskin Land & Abstract office and is now at work. Miss Anthony only recently returned from Amarillo, where she had been employed.

\$100.00 Talking Machines with 10 records for \$60.00, with \$10.00 cash payment—on terms.  
E. B. BLACK CO.

Polly Steele is spending the summer at Canyon with her sister, Dessie Mae, who was piano instructor at the W. T. S. T. C. the past winter.

Pattern size, transfer paper, in all colors. CORNER DRUG STORE, 11

Miss Olive Perkins, who has been attending the University of Chicago, reached Hereford Saturday to spend a few weeks with her parents. Mr. and Mrs. F. D. Perkins.

BRAND BARGAINS  
A classified Ad that "Brings Home the Bacon" for only 25 cents. Try it just once.

W. F. Orr and family, accompanied by Mrs. Lawrence Johnson of Sumnerfield, and Omer Baker and family, spent Sunday in New Mexico visiting the old claim of Mr. and Mrs. Orr, having lunch in the same old ranch house that they occupied sixteen years ago.

Help us make our County Fair a success—must have eggs to produce chicks. See A. L. Biggs. See'y.  
—Golden Rule Hatchery Co.

Mrs. Arthur Davis and children left Sunday for Hillsboro, where they will make their home. Mr. Davis will join them in a few days after business matters are settled in Hereford.

Wall Paper. —E. B. BLACK CO.

Miss Pearl Phillips and her friends, Miss Dolly Engleman and LeRoy Sprangler and Ernest Fowler of Amarillo, spent Sunday in Hereford visiting Mrs. Albert Murphy.

See us for sewing machines, on terms to suit you. E. B. BLACK CO.

If you have eggs to sell, see A. L. Biggs and get the bonus.  
—Golden Rule Hatchery Co.

Mrs. J. J. Hines, mother of Mrs. Steele, is visiting again in the M. L. Steele home, but will return to Ft. Worth about the 15th of August. Mrs. Steele will accompany her and visit for a few weeks.

I will open a class in all band and orchestra instruments in the High School at the opening of school. Any one wanting private instructions see me or phone 154.

RALPH SMITH.

Harold Spratt was in Amarillo on business Tuesday.

Little Classified Ads in the Brand are big winners. Invest "two bits" and prove it for yourself.

Miss Maurine Beyer has as her guest this week, Miss Dorothy Sparkman of Waco. The two girls were college chums this past winter.

See our secretary about prices on baby chicks. First hatch Sept 18.  
—Golden Rule Hatchery Co.

S. D. Steele returned home from Wichita Falls Saturday of last week, where he had been working as general sales manager and book keeper of the Sales Service Co. there.

BRAND BARGAINS  
A classified Ad that "Brings Home the Bacon" for only 25 cents. Try it just once.

Mrs. I. H. Spratt and young son, Carl, left last week for Sturgeon, Mo., where they will visit Mrs. Spratt's parents. On going through Kansas City they visited in the home of Mrs. H. E. Yantis and saw Mrs. J. B. Jones and her daughter of Hereford.

Hoosier Kitchen Cabinets, the best ever. \$5.00 will deliver one to your house—easy payments. E. B. Black Co.

J. B. Jones left Tuesday morning for Kansas City where he will join his wife and daughter who have been visiting there for the past month, returning with them overland.

Any High School student wishing to join the high school band or orchestra please see me so I will know what instrumentation I will have. I would like to have a thirty piece band and orchestra in the school.  
RALPH SMITH.

S. B. Lance of Chillicothe arrived Monday and is visiting in the home of Cleve Meharg.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. L. S. Speaks left Friday morning for Shannon where she will visit her mother, after an extended visit with her son in Dimmitt and friends in Hereford.

BABY BEEF—Try our tender steak and roast.—Hereford Produce, I. H. Spratt.

C. W. Humble left overland Saturday with his sister, Mrs. Pate Hardy, of Shallowater, for Albuquerque and other points in New Mexico for a two weeks vacation trip. Mr. Humble will return by Austin where he will attend the conference of Agriculture teachers from August 17 to 21.

Victrolas at special prices for next week.  
E. B. BLACK CO.

# STAR

Friday, August 7

Matinee and Night  
BUCK JONES in  
TRAIL RIDERS

Saturday, August 8

Matinee and Night  
HARRY CAREY in  
NIGHT HAWK

Monday and Tuesday, Aug. 10-11

ONE NIGHT IN  
ROME

Wednesday and Thursday  
August 12-13

THE SPANIARD

Friday and Saturday, Aug. 14-15

Matinee-Saturday  
RICHARD DIX in  
THE SHOCK PUNCH

J. W. Knorp, a banker of Groom, Texas, is in Hereford this week fishing at Sulphur Park.

Send your cleaning and pressing to Orr's Tailor Shop and get Double Green Stamps.

Mr. and Mrs. Wes Anthony were in Amarillo the first of the week on business.

SULPHUR PARK  
Fishing Privilege Fifty Cents Per Day Each Person  
Rates for Picnics. Apply to N. J. Lenox at the Park. Phone 75-F. 11.

Mr. and Mrs. Roscoe Davidson and children of Clovis spent the week end in Hereford with Mrs. Davidson's parents, Mr. and Mrs. W. B. Anthony. Mr. Davidson returned Sunday evening while Mrs. Davidson and the children remained until the middle of the week.

Harold Stovall of Lawn, Texas, arrived Sunday and is visiting in the home of Mr. and Mrs. W. M. Stovall. Also Mrs. I. R. Powell of Crosbyton is visiting in the Stovall home this week, arriving Tuesday night.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. Dewey Lawrence and son, returned to their home in Paris, Texas, Wednesday morning. Mrs. Lawrence has been visiting her parents, Mr. and Mrs. F. H. Oberthler, and accompanied them on their trip into Colorado.

Double Green Stamps will only be given on cleaning that is paid for at time of delivery.—Orr's Tailor Shop.

M. G. Prewitt left Wednesday morning for his new home in Wichita Falls, Texas. Mrs. Prewitt will follow in a few days overland.

Try our Lice Killer. You will get more eggs. It's a sure shot.

GOLDEN RULE PRODUCE.

Keith Guthrie and Oliver Ray, were in Amarillo Wednesday.

Bring your chickens, eggs and cream to Hereford Produce if you want the best price.—I. H. Spratt.

E. D. Fox left Saturday for St. Louis, Mo., for market.

The Baptist Ladies will hold a Bake Sale Saturday, August 8th, at Carlyles Grocery. 29-1t

Miss Maurine Killough and her brother, Joe, returned to their home in Amarillo Wednesday morning after a short visit in the home of their cousin, Mrs. Ed. Johnson.

Bring your Kodak Films to City Drug Store. All work guaranteed. One day service. 28-1t

Miss Margaret Williams of Amarillo spent the first of the week visiting Miss Ethel Fuqua, returning to her home Wednesday evening.

Mrs. Jessie Groner returned last week from Plainview where she has been attending school, on account of her mother, Mrs. J. H. Head, being ill.

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Mrs. B. F. Franks and her son, Emmett Alban, and Mr. and Mrs. Jim Robinson, arrived this week overland from California to visit relatives and friends in Hereford.

Mr. and Mrs. Nester Gass left Sunday for St. Louis, Mo., for market. Miss Mable Gass is here from Ft. Worth in charge of the store during their absence.

JUMBO

The weather is fine, crops are growing and farmers generally are through farming. Grass and crops are in better condition than they have been for several years. In fact, we are told by tourists that we have the best crops in the state.

The Jumbo revival meeting conducted by the Rev. Coughran from Dimmitt, and Pertle of Amarillo, closed Sunday night. There were several conversions and thirteen members added to the church. We feel that this meeting was a grand success.

The construction of the new school building will begin soon. The house will occupy the same lot on which the old building stands, only a few feet to the southwest.

Mrs. Smith, sister of W. C. Hunter, and her son-in-law, Mr. Battles, and family returned to Batesville, Ark., Wednesday. Mrs. Smith is a remarkable woman, being the mother of fourteen children, who are all living. Mr. Battles has been postmaster at Batesville sixteen years.

Pate Hardy and family of Shallowater, spent Friday night and Saturday with the M. L. Hardy family. Mrs. M. L. Hardy and girls returned with them for a few days stay.

W. L. Howard of Cleste, Hunt county, Texas, are visiting with Mrs. Howard's parents, Mr. and Mrs. Paris. Mr. Howard expressed surprise to find real gardens and crops in Castro county. It is now very dry in Hunt county.

CASTRO COUNTY'S BABY TOWN TO HAVE LUMBER YARD

Flagg.—Construction has already started on the first lumber yard for Castro County's baby town, Flagg, and a large number of cars of lumber have already been ordered. The sheds and office buildings are well under way, and the new yard has already opened for business under the management of E. F. Harman. It is being built by the Panhandle Lumber Company and lumber that is now being sold by the new yard is being furnished by the Hereford and Dimmitt yards of the same company.

Houses are being built in all directions from Flagg, and a big brick business house is now under construction. Record land sales have been made during the past few weeks and a substantial development is in evidence at this time. Flagg is located in the center of the 35,000 acre pasture, known as the Flagg ranch and was placed on the market for settlers a few months ago.

Remington Portables are The Best and Easy to Buy. —THE BRAND.

# Opportunity--

The splendid rains have insured good crops of feed and cotton.

Good times will be here in ninety days—With four railroads fighting for privilege of building lines through this rich plains territory—Land will advance in price rapidly.—

Get You a Home Now and Open an Account With

THE WESTERN NATIONAL BANK of Hereford

## New Furniture For the Fall Trade

We are pleased to announce that we have two car loads of the LATEST THINGS in NEW FURNITURE for the FALL TRADE now in transit. These selections were made while in the markets early in July.

Every department of our Big Store will be brimming full of good things for you to select from.

It will be our policy this fall to serve you even better than before and to save the trade every dollar possible on every article you buy at our store.

We shall continue to scale prices down for the summer sale of practically every article in our house. You will do well to let your wants be known and come pay us a visit at any time.

E. B. Black Co.

**SPECIAL!**  
Friday, Saturday and Sunday  
**STEFFEN'S HONEY-DEW ICE CREAM**  
THE TREAT OF A LIFETIME  
You have heard about all kinds of Honeys, but this is the Honey of all Honeys  
**IT'S A KNOCK OUT**  
**Corner Drug Store**  
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