

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

SEMI-CLEARANCE SALE
 Still On! Going Strong! Come in, Save Money!
The Popular Store

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

DR. J. P. LLOYD
 Elliston Building
 DENTIST

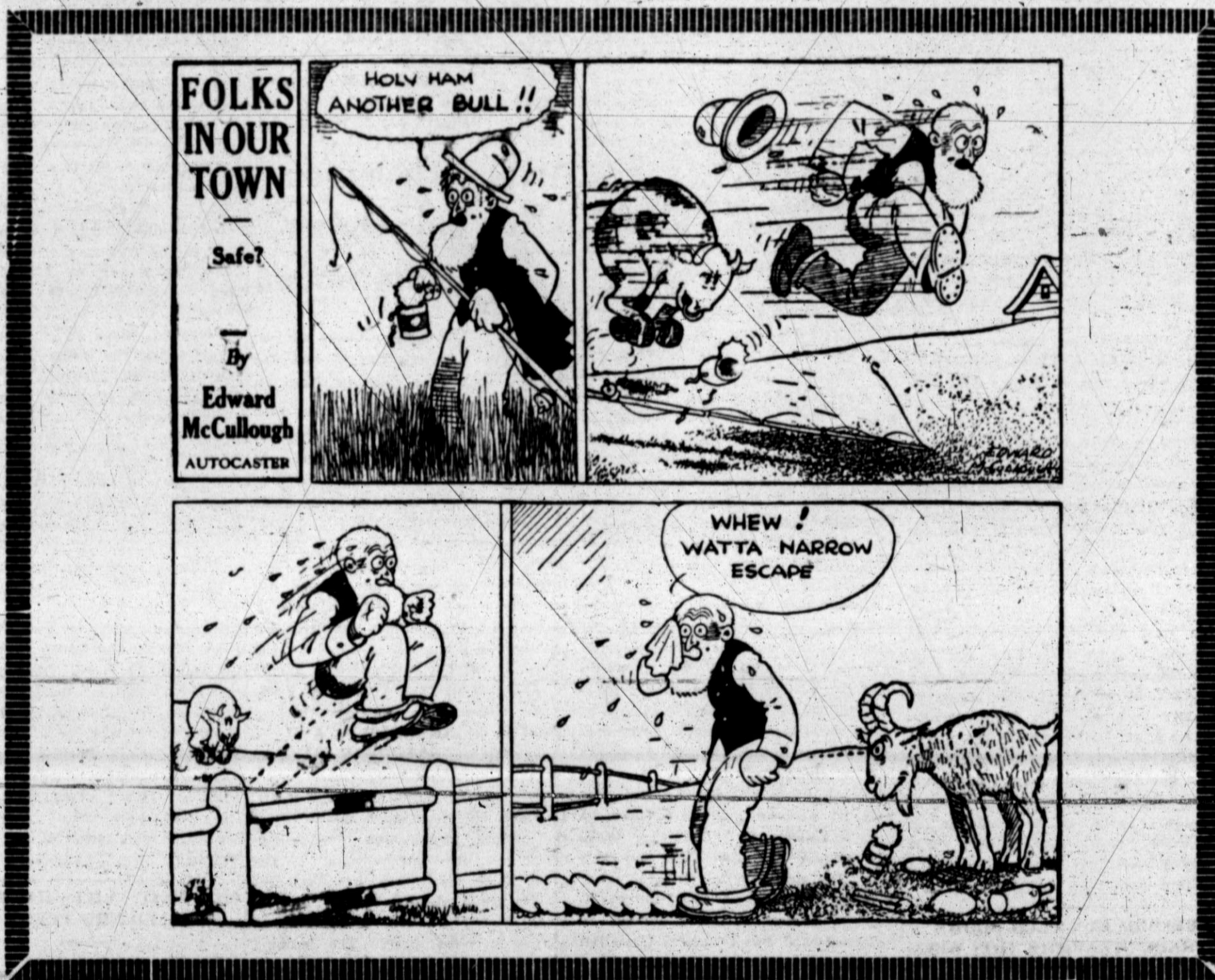
Residence Phone 170
 Office Phone 262 Clark Bldg.
Dr. W. Floyd Gabbert
 Hereford, Texas.

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.

THE EDITOR



Dimmitt, Castro County News

DEPARTMENT OF COMMERCE— CASTRO CO. FARM CENSUS

Washington, D. C., August 12, 1925. The following statement gives some of the results of the 1925 census for Castro county, Texas, with comparative data for 1920. The figures are preliminary and subject to correction: Jan 1, 1925 1920

No. of Farms	
Total	521 365
Operated by:	
White farmers	521 365
Colored farmers	000 000
Owners	281 365
Managers	4 6
Tenants	236 116

Farm Acreage	
All land in farms	460,984 412,694
Crop land, 1924	121,506
Harvested	91,761
Crop failure	22,614
Fallow or idle	7,131
Pasture, 1924	336,236
Plowable	334,793
Woodland	1,443
Other	174
Woodland not pastured	3,068
All other land	3,068

Farm Values	
Land - buildings	\$10,552,993 \$9,338,543
Land alone	9,665,298 8,708,618
Buildings	887,785 829,925
Livestock on Farms	
Horses	3,000 2,622
Mules	2,369 1,231
Cattle, total	17,197 31,455
Beef cows*	8,915 15,936
Other beef cattle	6,022 15,053
Dairy cows*	1,356 303

Other dairy cattle	904 163
Swine, total	4,801 4,658
Breeding sows**	575 847
Principal Crops	1924 1919
Oats, Acres	6,628 3,688
Bushels	89,791 149,934
Wheat, Acres	19,469 11,137
Bushels	235,408 136,150
Hay, Acres	1,420 1,615
Tons	**26,125 1,603
Sorghum for silage, hay, or fodder, Acres	18,449 28,444
Sorghum for grain, Acres	32,507 34,328
Bushels	688,973 607,857

*** Includes a considerable quantity of hay cut from a part of the acreage reported for "Sorghum for silage, hay, or fodder."

August 11, 1925. Miss Maurine Largeant of Plainview is visiting in the home of her uncle, Perry Graham. Mr. and Mrs. Cleve Tate and daughter were dinner guests of Mrs. Etta Brashears and daughters last Saturday. Mr. and Mrs. Burnie Williams and Messrs. Ed Williams and Irvin Wright of Lamesa are visiting Mrs. Williams and Mr. Wright's parents, Mr. and Mrs. H. H. Wright. Mrs. Henry Stalcup went to Plainview last Saturday for a few days visit with her parents. Mr. Frank Dunaway of Amarillo

was a business visitor in Dimmitt last week. Messrs Claude Johnson and Mutt Cone have returned from a business trip to Foley, Texas. Mr. J. B. Brooks motored to Hereford last Thursday afternoon after his new radio. Mrs. B. B. Easter is spending a few days with her daughter, Mrs. London near Hereford.

Mr. and Mrs. M. R. Avery and family have returned from Ft. Collins, Colorado, where Mr. Avery was in school taking special work for the past six weeks. They report a very pleasant trip seeing great wonders of the west.

Mr. O. A. Shackelford, contractor, who has charge of the building of the new Baptist church at Sunnyside, fifteen miles south of here, says he will have the church ready for services next Sunday. This building was commenced on July 31. The people of Sunnyside are real proud of the progress and the construction. This is the second Protestant church in Castro county. Mr. Shackelford has only been in Dimmitt a short time but has built several buildings in that time. A new school house and teacherage are also under construction.

Walter McNabb of Chillicothe was in Dimmitt with prospectors last week. Edgar Ramey and nieces, Misses Ola and Sallie Mollie Brashears, motored to Hereford last Thursday afternoon. Mrs. Bill Burnam, who is in the

Plainview Sanitarium, is resting as well as could be expected. Jack Cowser of Lamesa was visiting home folks and attending to business matters in Dimmitt this week. J. J. Savage of Hollis, Oklahoma, visited S. P. Crawford, an old acquaintance, in Dimmitt Monday. Willis Roberts of Floydada visited his parents, Mr. and Mrs. L. M. Roberts, Monday. Geo. C. Yardley and family of Lamesa are visiting in the home of Mr. and Mrs. T. C. Evis and family. Mr. and Mrs. B. V. Ross and family of Rock Springs are visiting in the home of Mr. and Mrs. Edwin Ramey. Messrs. Ross and Ramey have been on hating trips. Miss Curtis Watson of Lamesa is here on an extended visit with friends and relatives. Kenneth Cone, who is attending school in Canyon, spent a few days with his mother last week. Mr. and Mrs. N. G. Jackson and family spent the week end with relatives in Tulla. Mrs. S. W. Reeves, Mr. O'Neal's sister, who has been seriously ill, was some better when they left Sunday afternoon. Messrs. Roy Watson and Homer Norwood left Sunday afternoon for a few days visit with Mr. Watson's parents in Lamesa. P. H. McMurry and daughter of Marlow, Okla., are visiting Mr. McMurry's daughter, Mrs. Bill Graham. The "Leaders," the young people's class of the Dimmitt Sunday School, enjoyed a very pleasant social at the home of their teacher, Mrs. L. P. White, last Friday evening. Misses Lena Green of Santa Anna, Texas, and Margaret Derrick of Clearendon have been visiting in the home of their uncle, J. R. Hastings. Last Friday afternoon while Tina Mae, 8 year old daughter of Mr. and Mrs. E. B. Wright was riding her shetland pony after the cows, the dog ran out in front of them causing the pony to stumble and fall on the little girl. Dr. Miller was called at once but was unable to tell how seriously she was injured. She was taken to the hospital at Lubbock, where an X-ray picture was taken. The last

word received was that she was in a very serious condition but thought she might be able to recover without an operation. The Baptist revival is now in progress here beginning last Saturday night. Rev. Rushing of Tulla is assisting Rev. Fronabarger. Owing to the heavy rains the crowds have been small up to this writing but the Lord has blessed us with these fine rains and we believe there will be great blessings received from this revival. Messrs. Carlos Reynolds and Henry Stalcup made a business trip to Plainview Tuesday, returning Wednesday. Rev. W. U. Coughran closed a very successful revival at Jumbo last week and this week is at Lakeview with Rev. John Scott, the Baptist pastor there in another revival. The citizens of Castro county are expecting a large crowd here Saturday to attend their annual picnic.

Mr. C. H. Clifton says he came all the way from California just to attend this picnic. There will be every thing that goes with a picnic to make it a success. Mr. and Mrs. Mark Cowser and daughters Josephine and Norma, returned last Saturday from a three weeks trip over New Mexico. One of the most enjoyable sights was the Southwest Indian Exposition they attended at Santa Fe. Mrs. Cowser, who has been in ill health for some time has improved wonderfully. Jewel Tate, who has been working for the Santa Fe railroad in Oklahoma, visited home folks and friends in Dimmitt Tuesday. He will be located in Amarillo hereafter. Brooks Woodlee had another sore arm a few days last week, caused by a mosquito bite getting infected. Mrs. W. U. Coughran was hostess

(Continued on Page 8)

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

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.

New Arrivals In FALL FOOTWEAR

for the Ladies, the Men, and the School Children

Including the latest Creations in Fall and Winter Footwear, and Strong, Sturdy, economical RED GOOSE School Shoes for the Kiddies.

Wednesday is Double J.N. Stamps Day



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

We Invite Your Inspection

J. O. NEWELL

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



This Week



By Arthur Brisbane

**HORRIBLE, BUT WELCOME.
ONE MINUTE AFTER I DIED.
THE POWER OF MOTHERS.
QUALITY, PLUS ADVERTISING.**

Our navy will make experiments with what is called the "death stroke," an interesting invention guaranteed to destroy all life with which it comes in contact within a radius of twenty miles.

It is horrible but WELCOME. Make war dangerous ENOUGH and war will stop. Don't believe the ignorant millions who think that a thing always will be, because it always HAS been.

Two men pointing automatic pistols at each other's hearts don't shoot. That only happens when one of them gets the drop.

Mr. Aldrich, prosperous lawyer, is sued for divorce. His wife alleges cruelty. He replies, "My only cruelty was almost stoning her to death with jewelry." He spent \$175,000 on jewelry, gave the lady a \$65,000 sable coat, a chinchilla coat costing \$5,000, and securities worth \$100,000.

The lady replies that not sables, not jewels, not securities, not even the fur of the chinchilla, most interesting little animal, can give real happiness.

She's right. But in this world we measure everything with money. The lady's lawyer, George Gordon Battle, demands for her alimony of \$75,000 a year. The Court can give her that; it cannot give her love and affection.

WILLIAM JENNINGS BRYAN made many speeches Bryan hearing, and the world applauded.

What would the world give if he could come back and make another speech of thirty seconds on "What I Saw, What I Felt, What I Knew, Where I Went, the Minute After I Died?"

The British Government, to fight depression in British trade, will undertake international world advertising on a gigantic scale. This proves again what everybody knows, that Great Britain has statesmen working for her.

Five billion dollars will be appropriated at first to boom colonial goods. The idea of the British Empire, solid and sound as a steel bullet, is that QUALITY, PLUS ADVERTISING, can overcome any trade depression.

Anybody can stand poverty, because almost everybody is compelled to stand it. We have plenty of practice. Few can stand prosperity.

Farm lands on the edge of Detroit have boomed, and farmers have sold out at prices never dreamed of. Now fifteen of the suddenly rich according to doctors, are nervously unbalanced. The shock was too much for them. In poverty they could have kept their balance indefinitely.

Two young roughs, each a gang leader, engaged in a fist fight, and a blow on the head stretched Anthony de Luca, seventeen, dead on the sidewalk.

The police will do something about this, because it wasn't a "regular fight," with ropes around the fighters, ruffians watching and gate receipts that make it profitable to violate the law. How long will the States disgrace themselves by licensing brutality?

The marriage of a young girl in the Vanderbilt family has caused newspaper discussion. A Protestant Bishop performed the ceremony, although the mother is a Catholic and her daughters were brought up in the Catholic faith.

All that is the business of the family and of those immediately concerned. But in one statement made by the family you observe the ancient wisdom of the Catholic Church.

When young Mr. Vanderbilt, a Protestant, married Miss Fair, a Catholic, it was stipulated on the mother's behalf that all daughters born of the union should be brought up in the Catholic Church. There is wisdom. Daughters become mothers, influence the children and the men about them, and form the next generation.

The church that has the mothers on its side is the church that will survive, for mothers create and guide the children and influence the men.

BETTY COMPTON IN "PATHS TO PARADISE" AT STAR, AUG. 21-22

"Paths to Paradise," featuring Betty Compton and Raymond Griffith, at the Star Theatre, Friday and Saturday, August 21-22, opens in the scene of a guide showing a group of sightseers through San Francisco's Chinatown. In an underground dance hall we come across Betty Compton as a flirtatious queen of a gang of counterfeiters. She is in the act of "taking over" Ray Griffith, a likely

looking sap, according to her pals. Ray calls in a friend, after they have relieved him of several hundred dollars by a couple of clever tricks; the two of them flash stars and declare the place under arrest.

Next we find Griffith across the street with his partner dividing the money and jewelry handed over as a bribe. Ray's badge, purposely left behind in the dive, tags him as a "San Francisco Gas Meter Inspector," but he's a clever high-hat crook who doesn't put any stock in the saying that there is honor among thieves.

The scene shifts to a fashionable wedding reception. Griffith, posing as a detective, has managed to get himself installed as guardian of a priceless necklace to be presented to the bride by her father. Betty is also in the house as a maid. The two meet, and there's fireworks. The real detectives arrive, get wise that there is something funny going on and chase Ray and Betty all the way to the Mexican border and back again when they escape with the necklace, undergo a change of heart and return them to the safe a second before the presentation is made.

"Paths to Paradise" is a fast and furious comedy, decidedly off the beaten track for fun films. Ray's twice as funny as he was in either "Forty Winks" or "The Night Club," and Betty never was more delightfully charming.

Here's one you'll eat up!

DEPARTMENT OF PHYSICAL EDUCATION MEETING APPROVAL

CANYON.—That the re-organization of the departments of physical education of the Teachers Colleges of Texas is meeting with approval and endorsement from all over the country, is evidenced by the fact that such men as Ben Lindsey, juvenile and family judge of Denver, Colorado, has written a letter endorsing the move. He states that he expects a great deal of good to come from the organization.

It is the plan of the organization to prepare teachers, who go out from these institutions, for social as well as for classroom work. Courses will be organized in scout-craft and playground supervision, both of which are more or less modern ideas. Boys and girls when properly directed by these leaders, who have been trained in this work, will come into a realization of the joy of play. Their minds will be employed with wholesome thoughts, and their recreation will be to them a time of inexhaustible pleasure. In organized play the rights and privileges of others are taught, and thus an important lesson in life is taught.

The work of the Boy Scouts of America has become well known to everyone who keeps at all abreast of the times. Anyone who has become at all conversant with its principles and work is a scout enthusiast. It is the plan of this Physical Directors

FOR OVER 200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.



correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.

Organization to prepare men and women for scoutmasters and scout workers and thereby render a service to the State and Nation.

In the boys training school at Gatesville, there are 627 boys. Twenty percent of this number have had good school advantages; but only 3% attended school where playground supervision was fostered, and only 3% of these boys have been members of boy scout organizations. That means that for some reason or other the other 80% of these boys, who are classed as delinquents were deprived of the opportunities of life that may have meant a far different course for them. It is hoped that by sending out teachers who are trained in this field of work that school life may be made more attractive to the boys and girls of the country; and that the influence of the school and the unselfish principles taught by scout-craft and organized play may in the end give us a happier and a better citizenship.

MORNING BRIDGE PARTY HONORING MISS MARY WILKINSON

A morning bridge party was given by Miss Grace Ferguson Friday morning at nine thirty at the home of her parents, Mr. and Mrs. C. C. Ferguson, honoring her guest, Miss Mary Wilkinson, of Amarillo.

Pot plants and garden cut flowers fresh with the morning dew adorned the reception room where four hands of bridge was played by the three tables of guests. After which delightful cream and angle food cake was served.

Miss Deane Dunlap of Dallas, who is spending the summer in Hereford, won the high score, while Miss Emma Jeanne Donald was awarded the booby prize and Miss Mary Wilkinson the guest favor.

The Boy's Right

Decker:—"Being on the Ark was no picnic."

Sampson:—"What do you know about it?"

Decker:—"With just two ants, there?"

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.

Supreme Quality

When buying groceries, quality rather than price should be the prime consideration. When you can get quality at the low price we are now quoting, it's a good time to stock up.

GYLES GROCERY
Phones 81 and 271

BREAKING INTO THE BIG LEAGUE

By A. B. CHAPIN



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

Hereford Has One---

Maize Head Dealer who buys every week day in the year. Never turns anything down.

E. W. Harrison



WYCHE ITEMS

Mr. and Mrs. C. C. Cook and daughter, Montie, visited Mr. and Mrs. Ed Cox and children Sunday afternoon. Mr. and Mrs. J. C. Williams and daughter, Mattie Ruth, went to Vernon to visit relatives and friends. J. W. Dugan and family visited Mr. and Mrs. Gordon Gold last Sunday afternoon. Miss Ruth and Ruby Dugan visited Miss Caille McKinney last Friday afternoon. Mrs. Ed Cox called on Mrs. Gordon Gold last Thursday afternoon. Misses Iona and Hazel McKinney visited Mrs. J. S. Wyche last Sunday afternoon. Miss Alberta Dugan visited Mrs. Ed Cox last Friday afternoon. Gladys and Jarvis Applegate visited Montie Cook last Friday. Raleigh Hough visited Faye Paddock last Sunday afternoon. W. D. McKinney, Gordon Gold and Warren Hough and Erwin Elliston called on J. W. Dugan and son James last Wednesday afternoon. W. D. McKinney and son called on Mr. Norton Sunday afternoon. Mr. and Mrs. Ellison, after visiting their aunt and uncle for about two weeks, returned to their home.

NORTH EAST CORNER (Fairview-Union Schools)

Well, who said it couldn't rain anymore? It seems there is an abundance of it now and both crops and weeds are doing good. Up to this writing we have had a little over four inches in the last ten days.

The lightning was very severe one day last week and there were a few cattle killed, and Cecil Allred had one of his horses knocked down while hitched to the plow on which he was riding. He says it was just a little too close to be comfortable but that a miss is as good as a mile.

Mrs. J. H. McClain of Itasca returned to her home last Wednesday after visiting some time with relatives here.

Mrs. C. O. Phillips and little daughter visited in Hereford one day last week.

Since there has been rain enough to keep the farmers out of the fields there has been quite a bit of fishing at the creek with fairly good results.

Mrs. Jim LeGrand and children visited in the neighborhood one day last week.

Mr. and Mrs. R. L. Campbell and Cecil, Saddle and Mamine Allred met in the home of Mr. John Davis on Friday night to practice some special songs for the B. Y. P. U. services.

Our roads are in worse shape now than they have been for a long time, owing to the continued rains. There is much more travel in bad weather now since the Amarillo road has been hard surfaced to within two miles of Widorado, therefore throwing the traffic through here instead of on the road to Canyon.

G. F. McLean of Hereford has been visiting in the community the past week.

The last reports from Grandpa Allred at Chillicothe is that he is still doing well as could be expected and is much better than he was doing here.

Owing to the rain last Sunday there was no Sunday School and B. Y. P. U. at Palo Duro but all are invited to be present at the regular time next Sunday.

FRIE-EASTER ITEMS

This community was visited by another rain this week—we are sure of a good crop.

Mrs. R. T. Green visited her mother

SIMS COMMUNITY

Berry Lynch, and wife of Rail H. Ranch transacted business in Adrian Thursday afternoon.

J. A. Reed and wife made a business trip to Adrian Friday morning.

Ewing Landers made a trip to Amarillo Friday for C. Glascock.

J. P. Collier Ranch branded their calves this week.

Jack Chapman of Ft. Worth is visiting friends and relatives in Adrian at present.

Mr. Moore and wife of Collier's ranch motored to Adrian Friday and transacted business.

Mrs. Glascock of Cordell, Okla., is visiting her son, C. Glascock, of Adrian, and helping him while his wife is visiting relatives in Iowa.

John Rector of John Scott Ranch, had a man working for him that was bold enough to borrow his Ford car last Tuesday afternoon and make his escape. Had not found the man or his car at last report.

Mrs. Berry Lynch and little son, Pat, visited Friday afternoon in the Reed home.

We have received the news that Prof. Fred Jackson has been employed to teach our school this year.

We hope to have a good school under his management.

Rain, rain, rain, see plenty of it; we are anxious to see some sunshine now as we were to see the rain before it came.

Sunday night we had a real down pour, amounting to three and three fourths inches, making about six inches rain this week.

Last week little Lois Linke, four year old daughter of Mr. and Mrs. Victor Linke, living near Adrian, was riding a horse and accidentally fell off hurting her appendix and was operated on at Amarillo, but died in a few hours as the appendix had already burst before the operation. We extend our tenderest sympathy to the bereaved ones in this sad hour.

FIRST CHRISTIAN CHURCH

A cold Church like cold butter never spreads well.

9:45 a. m. Sunday School. Remember our goal for August. We are expecting help from you.

11:00 a. m. Communion and preaching services. Due to the rain the subject will be the one announced for last Sunday. "The Kingdom of Heaven."

8:30 p. m. Union services at the Methodist Church.

The Church is not a hospital, though it ministers to spiritually sick and

morally aemic. The Church is not primarily a factory for the making of ethical implements. The Church is not a club to occupy our spare time. The Church is an inspiration point to workers. The Church exists to help people to live. It must not live for

itself but must lose its life and serve the community. active, friendly, evangelistic, ardent, enthusiastic and persistent. Must represent the spirit of Master. WILL YOU HELP?

SEED WHEAT

We have just unloaded a car of

TURKEY RED SEED WHEAT

this wheat is re-cleaned and sacked and is the best seed that we could find, if you are going to plant wheat see us and get the best.

BETTER SEED—BETTER CROPS

Jones & McLean COAL AND GRAIN

INTERNATIONAL SYSTEM



For Tallest Concrete Building in the World

In the construction of the tallest reinforced concrete building in the world—the Medical Arts Building in Dallas—LONE STAR Cement was used. Every barrel of LONE STAR Cement used on this job was tested and retested.

This is just one of the very many large engineering developments in Texas built with LONE STAR Cement.

The Galveston Causeway and the new \$5,000,000 Santa Fe Building and Terminal development in Dallas are but two of the many well known projects into which LONE STAR Cement entered. During the past five years over 1,000,000 barrels of LONE STAR Cement have gone into Texas highways and another 1,000,000 barrels into Texas street paving.

That discriminating architects, engineers and contractors specify LONE STAR Cement for their jobs is not surprising, for this cement exceeds U. S. Standard Specifications by over 50%.

20 years' experience in cement making, combined with many years of painstaking research, has resulted in the perfection of the International Wet Blending Process. Under this system, the chemist and superintendent can always come within 1/10 of 1% of the quality at which they aim.

Yet LONE STAR costs no more. It has our unqualified endorsement.



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.

Geo. A. Stambaugh
HEREFORD, TEXAS
THE STORE FOR SAFE BUYING

Dry Goods—Groceries

HEY!

Say, Have You Seen Our New Pump Ain't she a Dinger!

She Measures Just Right, and That Gasoline—What a Kick!

We also have a First Class Mechanic Specializing on Chevrolets But He Can Handle and We Guarantee any Job

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

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!

Semi Clearance Sale Still On! Going Strong!

Hundreds Have Already Purchased! Come and See if What You Need is Here!

TAKE A LOOK! AS IT MAY SAVE YOU SOME REAL MONEY!

The Popular Store, Hereford

Hereford Brand

SUBSCRIBED EVERY THURSDAY

Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the office at Hereford, Texas, under No. 1001, as the Hereford Report (weekly); first number of the issue (weekly) issued March 21, 1902; number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand published July 3, 1924.

Description, Zone 1—per year \$2.00
Description, outside Zone 1 per year \$2.50
3 months \$1.50
6 months \$1.00
Subscription accepted for less than 3 months.

SUBSCRIPTIONS STRICTLY IN ADVANCE

MUSIC STUDY CLUB LOOK FORWARD TO PROFITABLE YEAR

The Music Study Club of Hereford has just issued its annual Year Book, a artistic creation which contains some of the most varied and complete arrangements ever arranged here.

The study for the year will be fundamentals of Music and Modern Music.

The year book committee is composed of Mesdames H. L. Broadwell, C. H. Dyar, Homer K. Fox, Mountz and Glenn Snyder.

The members are looking forward to a profitable and enjoyable year's work.

Ermer Moore is Strong Believer in Diversification

Ermer Moore, Secretary Hereford (Member of Commerce) at farming on a large scale may be right, but L. C. Moore, who lived it in Deaf Smith county ten years says that the cow, sow hen, along with diversification is a much safer bet and has proven to be the best money maker for him.

Moore started farming near Colorado eleven years ago and for the next ten annuums was classed as one of Deaf Smith county's biggest farmers. He says that he has not done better. Last year he started diversifying, plan of raising some corn, grain sorghum for feed, a few acres of cotton, and a patch of sudan grazing. He cut his acreage to 500 before this he had always farmed from 500 to 1000 acres, and still used to use the summer fallow system.

He also, secured a number of milch cows and started selling them. Enough hogs were raised for home consumption. And poultry? He had always had some chickens and the barnyard to take care of waste, but under the new plan started raising them on a larger scale and started paying attention to

Renew Your Health by Purification

Any physician will tell you that perfect Purification of the System is Nature's foundation of feet Health. Why not rid yourself of chronic ailments that undermine your vitality? Rify 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 laxative purifiers. Get a family supply, containing full directions—35 cts.; trial package, 10 cts. drug store. (Adv.)

egg production, with accurate records being kept.

Last year Mr. Moore made a good crop, sold cream most of the year, and from October 1 to July 1 of this year he sold \$1350 worth of poultry and eggs, and today has 1200 of the finest chickens to be found in this section. During the month of January of this year, when most of the hens in this county were "loafing on the job," 180 hens laid 170 eggs on the Moore farm, which netted the owner \$80.

Mr. Moore is making a test of three breeds of chickens to determine which kind is the best for this section. Accurate records are being kept on White Leghorns, Black Giants and the old reliable, Barred Rocks. The Black Giant is a new breed for Deaf Smith county, and judging from the record of one of his prize hens, the other two kinds will have to hurry. One of his high-grade hens laid 77 eggs in 81 days and she is still laying at about the same rate. He has some 750 pure bred White Leghorn pullets that started laying four months and three days old.

The story of this man's success would be incomplete without telling the part the wife plays in the scheme of things. Mrs. Moore keeps the records of the chickens, takes care of the cream and has nearly an acre planted to garden. She boasts of one of the best truck patches in this section. She has plenty of fresh vegetables from early spring until frost, and is canning up a large amount of stuff for winter use.

The Moores claim to be the champion beet raisers of Deaf Smith county. Last year they produced beets that weighed 25 pounds each. This year about a half acre is planted to the Giant Mastadon variety, and the Moores promise to have beets for the Fair this fall that will weigh upwards of twenty-five pounds.

Just such farmers as the Moores are destined to help center the agricultural eyes of Texas on the Panhandle and Deaf Smith county.

"THE IRISH LINEN PEDDLER" WAS A GLORIOUS SUCCESS

"The Irish Linen Peddler" the play given by the Progressive Canning Club under the direction of Mrs. H. D. Reed Friday night, August 7, was a grand and glorious success financially, as well as in the splendid rendering of the humorous three acts. All the expenses of the club so far has been paid and there is some left over. Ice

cream cones were sold and brought something over \$14.00. The prospects for the future of the club are bright and the members are very busy two days out of the week canning beeves, vegetables and fruits.

CAFETERIA DINNER AT HOME MR. AND MRS. DYAR TUESDAY

Among the entertainments of the week one of the most charming was a cafeteria dinner given at the home of Mr. and Mrs. C. H. Dyar with Misses Ina and Laura Gregg and Mrs. Elmer Dameron as assistant hostesses. The dinner was in honor of T. E. Shirley and his two daughters, Mrs. Elster Halle and two children, of Ft. Worth, and Mrs. Ed Etzel of Phoenix, Ariz., visitors of Mrs. Karl Shirley in Hereford, and Misses Frances and Bertha Dameron of Washington, D.C., who are visiting their parents here during their vacation.

The home was beautifully decorated in mammoth red and yellow dahlias from the host's own garden, and small tables were found on the spacious porch as well as in the cool dimly lighted living room.

The thirty four guests consisted of just relatives and close friends of the Shirleys and Dameron, and Miss Dene Dunlap of Dallas, who is visiting relatives in Hereford for a few weeks during the summer.

SPECIAL MEETING PRESBYTERIAN CHURCH SUNDAY MORNING

Before leaving on his vacation last week Mayor E. S. Ireland, who is clerk of the Sessions of the Presbyterian church, announced a special congregational meeting at the church next Sunday morning for the special purpose of electing trustees for the church, and for other pressing business. The new pastor will be in charge soon and it is necessary to fill the various offices in the church and to get ready for regular services.

PORTER ROBERTS, CLOVIS, MARRIES AMARILLO GIRL HERE

Mr. Porter Roberts, of Clovis, and Miss Gladys Hobdy, of Amarillo, were quietly married at the Baptist parsonage on Wednesday afternoon. Rev. W. R. Hill, of the Baptist Church, performed the marriage ceremony on license issued at Farwell. They will, after visiting in Amarillo and other points farther east in the state, make their home in Clovis.

REAL ESTATE FIRM TAKES ON MORE OFFICE ROOM

Two business offices over the First National Bank are being shifted this week. Judge W. H. Russell is moving into the offices formerly occupied by the late Mayor W. M. Knight, in the northeast corner of the building, while the real estate firm of Ashbrook & Williams are expanding, occupying old room as well as the one vacated by Judge Russell.

BRAND BARGAINS

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

THE MISSES HICKS ENTERTAIN WITH BRIDGE PARTY WEDNES.

Misses Gladys, Mary and Lucille Hicks entertained Wednesday afternoon with a bridge party for Mrs. Barnard Hicks, their new cousin, and Miss Dorothy Sparkman of Waco, a visitor in Hereford.

About twenty-five young people were present and Miss Lucille Gillebreath won high score while Miss Mozelle Hill, Mrs. Barnard Hicks and Miss Dorothy Sparkman won the booby and the guest prizes. A delicious salad course was served closing the very enjoyable afternoon.

MRS. KARL SHIRLEY ENTERTAINS WITH A TEA FRIDAY

On Friday, August 7, Mrs. Karl Shirley entertained with a tea, honoring her guests, Mesdames E. M. Halle and E. T. Etzel.

The home was beautiful in garden flowers and a short musical program was given including a song by Mrs. Karl Mountz and piano numbers by Mrs. C. H. Dyar and Miss Ina Gregg.

The house party consisted of Mesdames E. M. Halle of Ft. Worth, E. T. Etzel of Phoenix, Ariz., Grady Ryan, Piner Selz and Garland Seitz of Pilot Point, Texas, and Mesdames Cowan, J. W. Alexander, Eli Dunlap, Mary Monday, John McLean, Bobo McLean, D. L. McDonald, C. H. Dyar, Earl Wilson, F. H. Oberthier, Karl Mountz, and Misses Bertha and Frances Dameron, Dene Dunlap, Ina Gregg, Grace Skelton, Mary McDonald and Frances Oberthier of Hereford.

MISS BEYER ENTERTAINS WITH A BRIDGE LUNCHEON

Miss Maurine Beyer entertained Monday noon with a bridge luncheon in honor of her guest, Miss Dorothy Sparkman of Waco, and her cousin, Mrs. Evelyn Brued of Sterling, Kansas, and Miss Winnie Barnes of Arlington.

A two course dinner was served

to six tables of Miss Beyer's friends including: Misses Mary Wilkinson and Frances Hall of Amarillo, Emma Jeane, Donald, Eloise Pitman, Legis Anthony, Fannie Oberthier, Mary McDonald, Lura Gregg, Kathline Hawkins, Katherine and Victoria Wilson, Grace Ferguson, Gladys, Mary and Lucille Hicks, Sena Mae Mounts and Mrs. Barnard Hicks.

"POOR FATHER"

On Saturday night, August 22, at 9 o'clock, the Easter B. Y. P. U. will play at Jumbo the comedy farce, "Poor Father." Admission—general collection.

If you have a laugh in your system that you would like to get out, see "Poor Father" with his family, together with Marie, the French maid; Vivian, an actress; Mr. Dumbbell, a forgetful friend; Harold, a political friend and would be son-in-law; a police sergeant; and George Washington Brown, the butler.

MRS. E. M. ALLEN,
Sec. B. Y. P. U.

FRANK BARBER
Southwestern Life Insurance Co.
Representative
Life Insurance and Land Loans
Hereford, Texas

The Pride of Possession in
YOUR OWN HOME

SOMETHING that is yours, a spot that's sacred to all those endearments and joys of life together with those you love. The shrine of those precious, inner things all men hold dear—that is HOME.

Let us aid you in building your home. We are at your service.

PANHANDLE LUMBER CO.
Phone 65

ANNOUNCING!

THE EARLY ARRIVAL OF COMPLETE LINES OF MERCHANDISE FOR LADIES AND MISSES, MEN AND BOYS IN

THE LATEST FALL FASHIONS

and fabrics. Our buyer has just returned from the markets and has purchased the very latest things in DRESSES, COATS, WRAPS, SHOES and Accessories for the feminine patrons of our store, and Men and Boys' Suits, Overcoats, Shoes and all other wearing apparel.

These new purchases will be arriving by the end of this week and will continue to arrive for some time.

Wait For Our New Displays -- They Will Interest You

D. R. GASS & SON

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

News From Our Correspondents In the Rural Districts

CAMERON, N. M.

It still rains, and how the grass and weeds do grow! Mr. and Mrs. Burnett and family and Jesse and family left in their cars to go to a family reunion at their old home in Kansas. The family of C. W. Dean of Jordan, N. M., were visiting Mrs. Dean's parents and sisters, the Forsythers, at home.

John Bryan's have moved to the new place two miles north of Grady. Mr. and Mrs. Halla Leach are running their tractor day and night. They disc one hundred acres in thirty hours.

J. A. Patterson is batching at the B. Burnett home and caring for their things in their absence.

A. C. Johnston took his sister, Mrs. Anna McBee, to Clovis, where she took the train Thursday for her return to her home at Altus, Okla., after a visit here with her mother.

The Misses Lizzie and Alice Crecellus, Mrs. Josie Crecellus, Mrs. Florence Isler, Miss Ruby Harbour, and J. C. Isler visited Mr. and Mrs. J. Z. Isler Saturday afternoon.

Henry Stovall and family spent from Friday to Sunday with Mrs. Stovall's brother, Ruell Meredith, at Canyon. He works at the power plant there.

Jesse Leach is managing Boney's store at the Curve, while Jesse Burnett is away on a visit to Kansas.

The Wheatland community entertained the "Co-Honest" Club of Tucuman Thursday—or rather they entertained Wheatland. Anyway it was a merry crowd and the day, including the dinner, was very much enjoyed by all present.

Mr. and Mrs. J. C. Woods and Leo were shopping in Clovis Thursday.

Born to Mr. and Mrs. F. B. Scott, August 5, a fine girl.

J. O. Wood, A. C. Johnston and Henry Stovall sold seed wheat to Lee Hammon south west of Grady last week and are delivering this week.

Mr. and Mrs. Reid Isler and Josie and Alice Crecellus were shopping in Clovis Friday.

Mrs. Lizzie Patterson called on Winnie Dethrage Wednesday and purchased some vegetables from her garden.

Mrs. McCrate is visiting her mother, Mrs. Bunch.

Winnie Dethrage accompanied A. A. to Clovis Friday. They returned Saturday.

Mrs. Link Carroll is at the hospital in Clovis for treatment for appendicitis and typhoid fever. Her mother, Mrs. M. B. Wood, went with her to Clovis.

G. H. King and family left Friday for a visit with his sister at Miami, Texas, expecting to return Tuesday.

Grandma Bidley is spending a few days with Mrs. Scott.

Lonnie Johnston and family spent Sunday with Mrs. Johnston's parents, Mr. and Mrs. Powell.

Mrs. Yola Johnston accompanied her sister, Miss Lula Lobban, to Clovis the last of the week.

The M. E. Quarterly Conference is to be held at Bellview next Sunday, August 16.

Mr. and Mrs. J. Z. Isler spent Thursday night with A. C. Johnston and family.

Frank Parker of Hereford is working for F. B. Scott.

Mrs. Odie Youngblood returned to her home at Sea Graves, Texas, the first of this week with her husband and children who came for her last week.

The Rev. J. T. Lewis was present at his regular appointment at Harmony Saturday morning and night and Sunday morning. He did not preach Sunday night as he was to begin a meeting near Melrose. His son Stanton was with him.

Mr. and Mrs. A. L. Scott of Denton, Texas, spent a few days last week with their daughter, Mrs. Ethel Brooks, at Bushland and will come to their son's, F. B., this week.

Conley Gann and family and Pat Fitzsimmons of Amarillo are spending a few days here in the interest of their farm.

Grover Cogdill and family have returned to their farm for a while to do some work there.

Grady and Bellview are expecting to receive a visit from the Hereford business people August 18. A good time is anticipated.

Miss Jennie V. Weaver of Bellview was pianist at New Hope Sunday morning.

Mr. and Mrs. J. Z. Isler had as their guests for dinner Sunday: Mrs. M. A. Johnston, Dallas, Cleveland and Willie Johnston, and their families, Grover Cogdill and family, Anglo Youngblood and family, A. A. Dethrage and family, the Misses Nellie and Sallie Patterson, U. J. Davis, Floyd Mote and Pat Whitener—forty-two in all.

Mr. and Mrs. J. A. Conway arrived Friday from Montezuma, where they graduated August 6, and are at the home of Mrs. Conway's parents, Mr. and Mrs. A. W. Cameron. The Camerons are enjoying a family reunion. Their son, Charlie and family of Haskell, Okla., are here and his son, J. D., lives here, and they are expecting the Rev. A. W. of Alta Vista, Kansas, to arrive early this week for a visit. This is the first time the entire Cameron family have been together at one time for sixteen years.

J. C. Woods was having to do some work on his well last week.

Hob Moss and family were Sunday guests of Mr. and Mrs. Frank Young.

Mr. and Mrs. J. D. Cameron spent the week end with the T. M. Jordan family at Portales.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents.

—THE BRAND OFFICE

Try our Combined Fire, Lightning, Windstorm and Hail 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

SUMMERFIELD

The rain is making its appearance more oftener than any other thing these days. But we hope to see the sunshiny days again soon.

The revival meeting closed here on Wednesday night of last week. There were seven conversions. Three joined the church by baptism and four joined by letter.

The young people of the community staged a complete surprise on their Sunday School teacher, Ollie McMinn, last Friday night. It being his birthday, Candy was served to about twenty five guests. At a late hour each one departed for their home, expressing the good time they had.

Mr. and Mrs. Ray Roberson and son left Tuesday of last week for Helena, Okla., to visit relatives.

Mr. and Mrs. C. R. Walser and family left Friday for Hardman county and other places. They will be gone about ten or more days visiting friends and relatives.

Mr. and Mrs. J. P. Atchley and sons Willie and Clifford of Olney, Texas, arrived here overland Saturday pulling the mud. They will possibly be here a week or ten days visiting in the homes of B. A. and D. R. Atchley.

They think this is the wettest country they ever saw. They haven't had any rain since the first of May. The crops are almost a failure.

Mr. and Mrs. George Storey and son, Everett left Saturday for Oklahoma to visit relatives.

Mr. and Mrs. W. J. McMinn and family and Miss Mabel Renfro of

Hereford spent the day last Wednesday in the B. A. Atchley home. Benard Roberson and Miss Eva Noland spent Sunday afternoon with Misses Tassie and Myrtle Smith. Miss Estelle Slaton has been visiting in the L. Johnson home the past week.

Let's build a Hotel in 1925!

NOTICE TO CONTRACTORS FOR TRANSPORTATION OF SCHOOL CHILDREN.

Notice is hereby given that the local school board of school district No. 5, Dear 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.

One-Profit Studebakers —at even lower prices

THESE Studebaker Motor Cars, on which new prices are herewith announced, are the identical cars which have given Studebaker tremendous sales volume and thereby lowered production costs.

New prices include all equipment now on our various models, except that bumpers, extra tire, cover and motometer are no longer furnished on Big Sixes.

There is no sacrifice in materials nor in workmanship. Studebaker has brought out no new yearly models built to sell at new prices.

These are the same Studebakers on which we were able to announce new low prices on January 8th of this year.

The following table forms a striking tribute to Studebaker's one-profit production.

New Prices Effective August 1st

All prices f. o. b. factory

Standard Six Models

	New Price	Old Price	Saving
Country Club Coupe	\$1295	\$1345	\$ 50
Coach	1195	1295	100
Sedan	1495	1595	100

Special Six Models

	New Price	Old Price	Saving
Duplex-Roadster	\$1395	\$1450	\$ 55
Sport Roadster	1595	1645	50
Duplex-Phaeton	1445	1495	50
Coach	1445	1595	150
Brougham	1695	1795	100
Victoria	1750	1895	145
Sedan	1895	2045	150

Big Six Models

	New Price	Old Price	Saving
Duplex-Phaeton	\$1795	\$1875	\$ 80
Coupe	2045	2450	405
Brougham	2195	2575	380
Sedan	2245	2575	330
Berline	2325	2650	325

Only Ford and Studebaker make in their own plants all bodies, engines, clutches, differentials, steering gears, springs, gear sets, axles, gray iron castings and drop forgings used in their cars. Studebaker is the only one-profit manufacturer in the fine car field.

THE STUDEBAKER CORPORATION OF AMERICA

South Bend, Indiana

THIS IS A STUDEBAKER YEAR



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-repair 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.

Summerfield Insurance Agency

Try our Combined Fire, Lightning, Windstorm and Hail 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

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

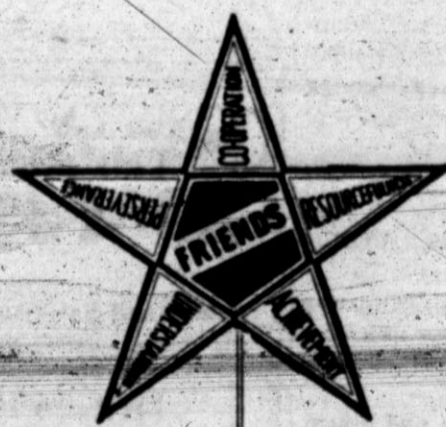
Airmotor Wind-mills and well supplies.

Just A Good Place To Buy Hardware

We Will Appreciate Your Business.

STREU HARDWARE CO.

"Home of Service and Quality"



Read our message in this week's Farm and Ranch

"Forty To One"

One, good, purebred cow has been known to produce more than forty of the other kind.

It costs no more to feed a good cow than the other kind—the difference is in the farmer's bank account.

Purebred Live Stock is always a good investment. It assures year-round profits, adds permanent prosperity and increases deposits in the bank.

We will be glad to help in every way we can to secure More and Better Live Stock for your farm.

First State Bank & Trust Company

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

Miss Dessie Mae Steele

Announces the Opening of a

Class in Piano

Beginning September 14th

Studio at her home and at Mrs. E. J. Williams, block west of High School
If Interested Phone 272

MISS DESSIE MAE STEELE TO TEACH PIANO IN HEREFORD

Miss Dessie Mae Steele, who is to teach piano here, has the following strong endorsement from Prof. Wallace R. Clark, head of the department of music of the West Texas Teachers College:

Canyon, August 6, 1925.—It has come to my attention that Miss Dessie Mae Steele is soon to engage in the teaching of Piano in Hereford. I wish to say that I know of no one better qualified to teach Piano than is Miss Steele. Besides her study in the West Texas State Teachers College, she has had special study with the foremost piano pedagogues of the present time—Mr. E. W. Grabbitz of Los Angeles, California. He considers her one of the most promising young pianists that has ever come under his tuition. Miss Steele has taught very successfully here in this college, and we only wish that it were possible for her to continue with us. As a pianist, she is very exceptional, having done several recitals of master works here in the college, as well as engagements with the several concert companies doing lyceum work under the auspices of the college. I not only recommend her without reserve, but commend her to music loving people of Hereford, and bespeak for her your most generous patronage.

Sincerely,

WALLACE R. CLARK,
Head Department of Music, W.T.S.T.C.

TIERRA BLANCA ASSOCIATION AT HEREFORD AUGUST 19-20

The following is the program of the Tierra Blanca Baptist Association for 1925, to be held with Baptist Church of Hereford, August 19-20:

Morning Session Wednesday, the 19th
10:00 Devotional, Judge O'Neal of Tulla.

10:15 Organization.
10:30 Appointment of Committees.
10:40 Reports from Messengers and Getting Acquainted.
11:30 Annual Sermon by appointment of Association in 1924, Lyn Claybrook.
12:30 Dinner.

Afternoon Session

2:00 Report on Foreign Missions.
3:00 Report on Association Missions.

4:00 Report on Woman's Missionary Union.

5:00 Report on Home Missions.
5:45 Announcements and Adjournment.

Evening Session

8:00 Praise Service, Mr. Ira M. Powell, Canyon.
8:30 State Missions and The Baptist Co-operative Program. State Secy. F. S. Groner, of Dallas, to address Assoc. on this report.

Thursday Morning

9:30 Praise Service, Mr. Ira M. Powell, Canyon.
10:00 Report Sunday School Work.
10:00 Report on B.Y.P.U. Work.
11:00 Report Christian Education.
12:00 Report Buckner's Orphanage.
12:30 Announcements and Dinner.

Afternoon Session

2:00 Report on Stewardship.
2:30 Report on Panhandle Baptist Assembly.
3:00 Report on Temperance and Social Service.
3:15 Report on Denominational Literature.
3:45 Report of Committee on Obituaries.
4:15 Report from Committee on Digest of Letters.
4:30 Report of Committee on Nominations.
4:45 Report of Committee on Ministerial Annuity and Relief.
5:00 Miscellaneous Business and Adjournment.

This meeting is the annual gathering of the messengers from the Baptist Churches of Palmer, Castro, Swisher, Randall and Deaf Smith counties. Rev. B. F. Fronberger, of Canyon, is the Moderator and Mr. J. W. Grigg, of Tulla, is the secretary. It is the annual inspirational meeting of the Baptists of these five counties. The local church extends cordial entertainment to all messengers and visitors in attendance. Local friends of other churches are cordially invited to all sessions of the meeting.

POPULARITY CONTEST

An event, which it is thought will prove unequalled in favor to anything yet staged as a feature of any show, is the popularity contest, which has been announced for the Tri-State Exposition, September 26 to October 1.

This contest, which will be open to the entire area covered by this exhibi-

tion will be to select the most popular lady by ballot. It will be in no manner a beauty contest.

Every lady in the Panhandle, except she be from Amarillo, is eligible to enter, and to the winner will be given a \$2,000.00 automobile, the make to be announced at a later date. Also she will lead the grand march of the ball to be staged the evening of September 30. Her runners-up will form her court on that night.

The dates for entering this contest have been set as from the opening day to two o'clock on the evening of September 30.

Secretaries of Chamber of Commerce over the territory are asked to select, in whatever manner they will, their entries and to send them in to O. V. Vernoon, secretary of the fair. With every name entered it is requested that two pictures of the young lady be sent, one for each of the Amarillo papers.

With each general admission ticket to the fair grounds, coupons will be issued. Those may be used for voting for the favorite of the purchaser. The contestants will be permitted to solicit votes in any manner they wish.

At the dance on the evening mentioned the winner will be announced. Amarillo has not been entered in order to make of it strictly a Panhandle proposition, although Amarillians will have the right to vote. Boxes will be placed on the grounds for the ballots.

With this added feature and the gignant strides the Exposition as a whole is enjoying in preparations, an exhibition, of which all may be proud is assured.

U. S. AGRICULTURAL AUGUST COTTON REPORT FOR TEXAS

Rains falling during the last days of July and continuing into early August have done varying amounts of good. Practically all sections of the state were benefited, the precipitation ranging from less than an inch to several inches. Unfortunately, the most important cotton sections re-

ceived the least help, the rains having been lightest in the south and central counties, as they had been for the past 3 months. While much improvement will result from the breaking of the drouth in a majority of the counties, not too much should be expected where less than two inches have fallen unless more rain comes soon. However, deterioration has been checked and the plants have at least a chance to develop.

Since the last report, up to the last days of July, excessively high temperatures and hot winds have done great damage, the plants shedding forms, blooms, small bolls and leaves. The growth was checked except in favored localities, a considerable amount of young cotton dying. Insofar as conditions can be generalized, it may be stated that the bulk of the crop ranges in height from four to twelve inches with from three to four bolls of varying size per stalk and a large proportion blooming in the top. Weevil have been bad in only a few localities, but there are increasing reports of leafworm and bollworm damage. Lice have practically disappeared since the rains. Except in the Valley, most bales ginned thus far are from premature bolls.

Field examination at the time of the rains disclosed a penetration of moisture varying in depth from two inches to four to six inches. Where over an inch fell, the soil was soaked as far down as the hard plow sole, which has since been softened sufficiently to permit the penetration of the tap root. With a warm fall and a late frost, a large proportion of the crop should do fairly well notwithstanding the smallness of the plants and the lateness of the season. In the drouth area, the outcome is largely contingent upon more rain soon.

It is estimated that the August 1 condition of the Texas crop averaged 49% of normal, indicating a probable yield of 95 lbs. of lint cotton per acre. The July 16 condition was 56%, which pointed toward a probable average of 101 lbs. per acre.

Poor Fellow

"And about her husband?"
"Well—he's philanthropically inclined."
"Heavens—why don't she rush him to a high-dry atmosphere?"

NOTICE OF SHERIFF'S SALE

THE STATE OF TEXAS,
County of Deaf Smith.

By virtue of an alias execution issued out of the District Court of Deaf Smith county, Texas, on the 11th day of August, A. D. 1925, in the case of International Harvester Company, a corporation, vs. C. C. Bowman, P. W. Price, L. W. Hough, and the copartnership of Price & Hough, No. 1523 and to me as Sheriff directed and delivered I will proceed to sell within the hours prescribed by law for sheriff's sales, on the 25th day of August, A. D. 1925, at the Courthouse in Hereford, Deaf Smith county, Texas, the following described property, to-wit:

1 10-20 McCormick Deering Tractor, and one No. 1-3 Power Disc Plow; levied on as the property of C. C. Bowman, to satisfy a judgment amounting to \$1339.64, with interest from May 20, 1925, at ten per cent per annum, in favor of International Harvester Company of America, and

costs of suit.
Given under my hand, this 11th day of August, A. D. 1925.

CLAUDE BENTON,
Sheriff, Deaf Smith County, Texas.
By W. A. Miller, Deputy.

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

Reliable Merchandise Since 1853

LEVI STRAUSS

Makers of Two Horse

Waist Overalls

A new Pair FREE if They Rip



NEIGHBORS

By ROBERT STEAD

AUTHOR OF "THE COW PUNCHER,"
"THE HOMESTEADERS"

A HAPPY NOVEL of the Northwest, depicting in fascinating style the romance of homesteaders on the Canadian plains. A story for men and women who love the West and take an interest in its real, not its impossible characters. Few writers have an ability equal to Stead's to present the prairie and foothills people just as they are. In this case they seem like neighbors to the reader. The story contains matters of vast interest to all lovers, whether married or single, and to all who have ever loved.

You Will Have an Opportunity to Read It as a Serial in

THE BRAND, STARTING AUG. 27—WATCH FOR IT.

ROCKWELL BROS. & CO. LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

Tri-State Exposition

AMARILLO, SEPT. 26 - OCT. 1

Chicago Cadet Band and the Amarillo Band

both during the entire six days. The Chicago Cadet Band has played at the Dallas Fair for years.

Wortham Carnival Company

2 Big Days of Automobile and Motorcycle Racing

3—Days Horse Racing—3

TRI-STATE EXPOSITION

AMARILLO, SEPT. 26 - OCT. 1
It's Your Fair—Be There

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

COMMUNITY NEWS FROM THE NEIGHBORING TOWNS

DIMMITT NEWS

(Continued from Page 5)

to the Dimmitt Ladies Aid last Thursday afternoon. Mrs. I. B. Brooks was leader, but owing to the unsettled weather only a few were present. Punch and cake were served.

Mr. and Mrs. B. A. Fuller and children Winfred and W. T. left last week for Norman, Okla., where their daughter, Christine has been attending school. From there they plan to visit Mrs. Fuller's parents in Westville, Okla., before they return. Christine will return with them.

Mr. and Mrs. Sherman Lockhart and daughter, who have been here with Mrs. Lockhart's parents, Mr. and Mrs. C. H. Buttolph, for sometime, left Monday for their home in Plainview.

Charlie Hastings, who has been working in Hereford, is at home for a few days.

Mrs. R. B. Boren and son Jack spent the week end in Amarillo with Mr. Boren. He is located at Canadian now.

Claude Hamilton of Wilbarger county was in Dimmitt last Saturday.

Mrs. C. L. Largeant and children, Miss Juanita and C. L. Jr., of Plainview, spent Tuesday with Mrs. Largeant's brother, Perry Graham. Miss Juanita stayed for a few days visit.

Rev. Ross of Stephenville was in Dimmitt last Monday. He was the Methodist pastor here several years ago. He is to be pastor of the Presbyterian church in Hereford.

Miss Ethel Roberts went to Floydada Tuesday for a visit with her brother, Willis.

A large number of the young people of Dimmitt enjoyed a party at the home of Mr. and Mrs. W. B. Kimbell last Thursday evening.

Mr. and Mrs. J. O. Avery and family and Mr. and Mrs. W. A. Rea and family of Happy visited Mr. and Mrs. M. R. Avery Tuesday.

Ray Showalter of Lubbock was in Dimmitt Tuesday.

A large number of the Dimmitt citizens are planning to attend the M. W. A. meeting at Plainview next Saturday. Most of these are new mem-

bers and we feel sure they will be fully initiated.

Messrs. Hubert McIntire of Hereford and Emmitt Davis spent Saturday night and Sunday in Amarillo.

Clyde Shuford has accepted a position at the Dimmitt Garage.

J. D. Duree Jr. made a business trip to Amarillo Tuesday.

Homier Bartlett of Lamasa was in Dimmitt last Tuesday.

Sam Cooper motored to Tulla last Tuesday returning with a new Ford. Master Marion Avery entertained a few of his little friends with a birthday dinner Monday, celebrating his 7th birthday. Those present were Billie Coughran, Buster McWaters and Annie Lula Burgess of Happy.

Messrs John E. Miller, W. E. Conner and C. C. Reynolds were business visitors in Hereford Tuesday morning.

Messrs. Frank Shepard and son Clyde and W. S. Hembree and son Robert motored to Hereford last Saturday.

Miss Ethel Cowsett is working in the Sheriff's office since Percy Estes has moved back to the farm.

S. A. Mantooth of Muleshoe was in Dimmitt Tuesday.

PROGRESSIVE

There was a large crowd out to see the play "Irish Linnen Peddler" at Progressive school house Friday evening, presented by some of the Progressive folks for the benefit of the Progressive Canning Club.

Mrs. Cockrell, the president of the Canning Club, gave us an idea of how much canning they had been doing. She said they had canned five beeves, besides lots of fruit, vegetables, etc.

The Thompson sisters will not hold their meeting in this community this week as they are making up at West-

HEREFORD INSURANCE AGENCY
Ralph Barnett, Mgr.

Phone 273

Way what they lost last week on account of so much rain.

There was no Sunday School or Singing at Progressive Sunday on account of the rain.

FORD

August 10, 1925.

Rain! Lots of it. "More rain, more mud" or was it "More rain, more grass."

The farmers of this community could use a few sunshiny days to good advantage.

A number of Ford folks attended the Rodeo at Vega last Friday and Saturday.

The Round-up at the J. E. Hill ranch was enjoyed by the large crowd present. The day was well filled with entertainment of the various things that can happen at a Round-up. Dinner was served cow-boy style and was a treat to all.

The partons of Route B have been very promptly served all the rainy weather.

Mr. and Mrs. L. C. Briscoe of Amhearst visited his sister, Mrs. Jim Ware, and family last week.

Ex-Judge Bain of Clarendon was up the past week looking over his farm, buying a large tractor and plow from L. E. Major and George Benson, to be used in breaking sod.

Mr. and Mrs. Claude Ricketts, Mr.

and Mrs. T. D. Moss and Rev. and Mrs. T. Morgan were among the Hereford visitors who attended the Round-up Friday at the J. E. Hill ranch.

Mr. and Mrs. Mal Stewart and daughters were Hereford shoppers Tuesday.

Frank Parker is a visitor in Clovis this week.

Kim Ware is visiting relatives in Amhearst.

Mr. and Mrs. Whitsett visited Wednesday afternoon with Mr. and Mrs. Bob Orr.

James Nobles of Clarendon was a guest in the T. E. Major home last week.

J. E. Hill made a business trip to Amarillo Thursday.

Mr. and Mrs. Emmett Bailes were Hereford shoppers Thursday.

Mr. and Mrs. Andy Thomas are visiting their daughter in New Mexico. We didn't hear what place.

Mr. Tandy, manager of the Burch ranch, made a business trip to Amarillo Monday.

Misses Lillian and Lois Briscoe of Amhearst are visiting their cousin, Miss Ola Ware.

Charlie Barrett has returned from a trip of some six weeks, which took him through Ranger and different parts of Oklahoma and Texas. He seems to think Deaf Smith still hard to beat. He told Howard Morel he had more grass in his yard than he saw any where after he left the plains.

The pure atmosphere of this country

has had a rather offensive odor lately, since Joe Bassett shot eight skunks in his hen house.

T. E. Majors, during some recent down pours, removed his pipe from his mouth long enough to remark, "enuf rain to make a fair erop."

George Benson is suffering from an injured knee, which was hurt at the Round-up in a wrestle with a calf. It looks like the calf won.

Ford reporter hasn't any boat and therefore has missed seeing some of the people about news.

JOEL

Rain, rain and more rain!

How we have enjoyed the fine rains and how the crops are growing and will make a bumper crop, inspite of the weeds. The ground is to wet for a team in the fields, so what weeds are killed will have to be done the old fashioned way—by the armstrong power.

Townsend Galley is one of the hoe

gang at his uncle Lesters.

Mrs. B. B. Easter of Dimmitt is making her daughter, Mrs. Walter London, a visit.

L. A. Smith and family attended the play "The Irish Linnen Peddler" at Progressive Friday night.

Mrs. S. J. Rice and Mrs. Isabel Galley and little son stopped at C. P. Galley's a few minutes Thursday night on their way home from Canyon for Margaret who had been spending the afternoon with her grandmother. A shower hurried them away.

The Boys and Girls Club met Monday at the home of Mr. Stice.

Mr. Ashbrook is fixing up his farm house, what is known as the Kelsey house, and Guy Smith and family will occupy it, having bought his father's share of the crop raised on the farm. Mr. Smith has three children to go to school, which will help swell the number.

Mrs. Ruth Galley made Mrs. C. H. Smith a call Monday.

Mrs. W. G. Slagle is enjoying a visit from her sister of Chicago.

FILL YOUR PANTRY WITH Quality Groceries

Our Groceries can claim a share of responsibility for many a good housewife's reputation for fine cooking. That's because of their superior quality and the reasonable prices at which they're sold.

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!



Your Choice!

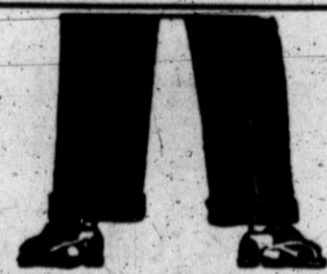
of a Fordson Tractor, and any two Oliver implements you desire on terms of one fourth down, balance divided into two payments, one due this fall, the other due next fall.



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 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

THE PASSING DAY

WILL H. MAYES
Department of Journalism
University of Texas

Sallie's Temptations

(Copyright 1924—By Gladys Baker)

ELLIE TEMPTS SALLIE

No one will ever know the silent suffering of those next few weeks. I would wake from unhappy dreams and stare motionless into the night. One morning I looked into the mirror and drew back for my whole face was pale and drawn and my eyes were like ashes, lustreless and gray. During those days, I stayed away from the plant. It was my desire to bring more gladness into those people's meager lives but now that my own chance of happiness had definitely fled, I was unable to put any joyousness into the work. And then, on the afternoon of a day that had been particularly sad, Ellie arrived. "Sallie, I've come for you to go abroad," she announced. "That's sweet of you Sport, but I can't this time." "And why not? I hope you are not going to spend your summer fussing with those smelly kinds at your father's plant. You're too young, Sallie, besides no one should take an interest in the poor until after they're seventy-five."

WHAT! DOING IN WEST TEXAS
Furnished by West Texas Chamber of Commerce
BALLINGER—The cotton crop prospects since recent rains assure production in Runnels county equal to greater than last year, when nearly 60,000 bales were produced.
SAN SABA—Everybody is talking for the irrigation bond issue in this section and when the 35,000 acres that can be taken care of are under the ditch San Saba farmers will have realized a dream of many years standing.
WHEELER—This city has begun a movement to call the North-South Highway from the Gulf to Canada the "Cow Boy Highway."

HASSELL—The Amusement park at Haskell is now being beautified and a large pavilion, dance hall and skating rink are being constructed. A concrete bathing pool will be built just as soon as possible.
QUANAH—The election to determine whether or not Quanah should have a municipal band was carried by a favorable vote of approximately two to one.
STAMFORD—The new Stamford Inn will be officially opened about the first of September. Everything in the hotel will be modern and up to the minute.
HASKELL—The Amusement park at Haskell is now being beautified and a large pavilion, dance hall and skating rink are being constructed. A concrete bathing pool will be built just as soon as possible.

the first cities in Texas to take advantage of Texas' new municipal band law.
SAN ANGELO—Wool merchants here state that indications now are that Texas will produce in 1925 one of the largest wool crops in the state's history.
Ed Purdy's Philos
Blonde Bess Opines

ABO FILLING STATION
Federal Tires
A Complete Line of High Pressure and Balloons
GAS, OILS AND ACCESSORIES
B. E. BRUMLEY, Proprietor

It's a Service—
That's Where Electricity Differs
Texas Utilities Company of Hereford

CHEVROLET
New Low Prices
The Coupe - - \$675 former price \$715
The Coach - - \$695 former price \$735
The Sedan - - \$775 former price \$825
Brumley - Chevrolet Co. Hereford, Texas

THE BOYS AND GIRLS WERE THERE
When the short course, then called the Farmers' Congress, was started some twenty-five years ago there were at least ten farmers present to every boy or girl. Now the figures are reversed. Possibly those in charge are learning that boys and girls can be taught more easily than their parents and that the success of farming in the future will depend on whether the young people are brought to know more about farming and to love farm life.

Why don't you go to Church?
Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents.
THE BRAND OFFICE

Why? Because Curtiss Wright is going to marry Anne? then she hurried on in answer to my look of surprise, "oh, its all over the state by now. She shouted it from the house tops the minute he slipped her the ring. Depend on Anne. Anyhow, that's all the more reason why you should chuck the whole business and come along."

Ellie, I hate to see you go alone.
Oh, as far as that's concerned, it's nothing to go chasing around Europe these days without a body guard. Lots of girls do.

THE PASSING DAY
WILL H. MAYES
Department of Journalism
University of Texas

TOWN & COUNTY

Personalographs

Mr. and Mrs. F. L. Haymes and young son, of Monday, Texas, are here this week visiting in the home of Rev. and Mrs. J. O. Haymes.

Closing Out Refrigerators.
E. B. BLACK CO.

W. L. Branson of Dallas and Mr. and Mrs. V. M. Blow of Ft. Worth left Thursday morning overland for their respective homes, after a short visit in Hereford with Mr. and Mrs. B. E. Branson and their daughter, Mrs. Brotherton. Mrs. Blow and W. L. Branson are daughter and son of Mr. and Mrs. Branson.

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

Mrs. Harry Johnson and two children of Amarillo are visiting Mrs. Johnson's mother, Mrs. T. G. Nance, and sister, Mrs. C. H. Dyar, arriving Thursday morning overland. Mr. Johnson and his father, J. W. Johnson, who is visiting him from Nebraska, motored on to Muleshoe for a business and pleasure trip.

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

STOK SPECIAL

Born to Mr. and Mrs. A. I. Morrison August 11, a girl.

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

Miss Bertha and Frances Dameron left Thursday morning for Amarillo where they will visit their sister, Mrs. Jack Lester. Mrs. Dameron and her son will join them there for the week end.

Now is the time to place your order for Baby Chicks.
—Golden Rule Hatchery Co.

The Ladies of the Presbyterian Church will hold a Bake Sale on Saturday, Aug. 29, at Gyles Grocery. Buy your Sunday dinner from them. 30-11

Mrs. J. A. Pitman and Misses Jessie and Helen Sisk spent Thursday in Amarillo shopping.

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

—COUNTY SUPT.

Miss Bonnie Papkin of Canyon is here this week visiting Mr. and Mrs. Ira Connell.

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

Mrs. E. E. Ramsey returned home Monday from Kansas City, where she has been visiting her daughter.

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

The Ladies of the Presbyterian Church will hold a Bake Sale on Saturday, Aug. 29, at Gyles Grocery. Buy your Sunday dinner from them. 30-11

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

Mrs. E. T. Eitel left Thursday afternoon for Amarillo to take her sister, Mrs. Elster Hagle and children, who are on their way home to Ft. Worth after spending the summer in Colorado, New Mexico and Texas. Mrs. Eitel will visit friends in Amarillo a few days before returning to Hereford.

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

Mrs. Cliff Estes has as her guests this week her cousins, Mrs. Grady Ryan and daughter Margaret, Mrs. Piner Selv and Mrs. Garland Fitzes and son Jimmie, and their colored girl, Madie, all of Pilot Point.

The Ladies of the Presbyterian Church will hold a Bake Sale on Saturday, Aug. 29, at Gyles Grocery. Buy your Sunday dinner from them. 30-11

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

Misses Evelyn Jackson, who has been located in the County Clerk's office for the past few months, is visiting friends in Lameso during her vacation.

Wall Paper. —E. B. BLACK CO.

Miss Pauline and Lucille Jackson left Monday for Oklahoma to visit relatives. They were accompanied as far as Amarillo by their mother, Mrs. Harry Jackson.

Bill Ewers, enterprising hotel man of Dimmitt, and C. H. Chifton of California, who is visiting his old home at Dimmitt, were business visitors in Hereford Wednesday.

Miss Mary Lois Ray, daughter of Mr. and Mrs. J. Ray of Amarillo, is visiting in the home of G. A. F. Parker this week.

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

A. H. Elliston, whose early arrival here was forecast by The Brand last week, beat everybody to it and actually appeared on Main-street Thursday, the day the prediction came out. He is smiling and cheerful over the splendid outlook for fall business here.

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

Mr. and Mrs. Ellery Bruer and son of Sterling, Kansas, is visiting this week in the home of Mr. Bruer's uncle, J. E. Beyer.

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

G. W. Brumley, who recently embarked in the garage business with the purchase of both the Abo and Thompson garages, including the agency for the Studebaker automobile, this week closed a trade for the Chevrolet agency also, and will handle the car at the South West Trail Garage, on Third Street.

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

Doug Fox of the Fox Mercantile Co. returned Wednesday morning from St. Louis, where he purchased his fall goods.

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

Wes Anthony, proprietor of the Anthony Second Hand Store on Main street, announces in this issue an added department of new furniture, shipments for which have arrived and are now being installed.

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.

Mr. and Mrs. Nester Gass returned this week from a trip to market at Kansas City and St. Louis.

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

The Texas Qualified Druggists' League says:

MEMBER TEXAS QUALIFIED DRUGGISTS' LEAGUE

Legally Registered Pharmacist

"The practice of pharmacy is a serious profession. Law demands good qualities of a pharmacist. Public service demands that the pharmacist be ready day and night to use his knowledge and his skill for the sake of humanity."

Corner Drug Store

MEMBER TEXAS QUALIFIED DRUGGISTS' LEAGUE

Read the League's messages in Farm and Ranch and Holland's Magazine.

VACATION SAVINGS

How happy are the scores of people who had the foresight last summer to start saving for this year's vacation. Now they have the money to go where they please. Let us help you get started now for next year.

THE WESTERN NATIONAL BANK of Hereford

BLACK'S ANNUAL AUGUST

Now On

Now On



Dining Room Furniture Our August furniture sale opened with supreme values everywhere in the store and we feel this sale is going to be a record smasher! Never have we been able to offer such values. Buyers knowing from past years the values we offer, often delayed buying needed furniture until this time.

We have the greatest display of up-to-the-minute Living Room furniture, Dining Room and Bed Room furniture it has ever been our pleasure to show. We have the things in Art Rugs to go in every room.

E. B. Black Company

The Big Store With the Little Price



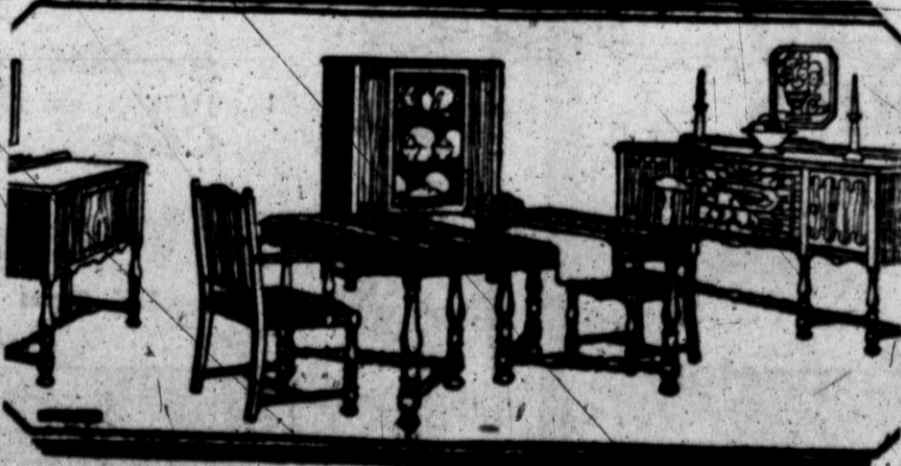
Living Room Furniture

It will do you good to see our beautiful display of these goods. We have six styles of Mohair suites—a good showing for City stores.

\$350.00 fine Mohair suite, August Special —\$275.00

\$275.00 fine Mohair suite, August Special —\$240.00

Many other styles and values to suit you.



Specials

We have many other selections to show. Our showing in Iron Beds are the latest things, with prices down for the August Special.

We have the greatest line of Mattresses we have ever shown. These prices are from \$2.00 to \$5.00 under the regular ones.

We will try to serve you better every day.



Bed Room Furniture

We must call your attention to our full stock of these most excellent suites, with bow foot beds and vanity corners—in brown mahogany, walnut, ivory, grey, and many other finishes, etc. You must see them to appreciate them:

- \$275.00 solid Walnut 5-piece suite, August Special —\$225.00
- \$175.00 fine Walnut 5-piece suite, August Special —\$145.00
- \$135.00 splendid Walnut 5-piece suite, August Special —\$115.00