

The Hereford Brand
ISSUED EVERY THURSDAY.

BETH B. HOLMAN,
Publisher.

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All Subscriptions Strictly In Advance.

From the People.

When Brisbane Nodded.

Some of us were not a little astonished when in last week's issue of The Brand in "This Week," a column by Mr. Arthur Brisbane, America's brainy and highest paid editorial writer, took the churches to task for certain occurrences in Detroit during the recent meeting of the National Federation of Labor. He says in that article, "Labor leaders were asked to speak from various Detroit pulpits, then told the churches did not want them." Mr. Brisbane then proceeds to call the churches to repentance for this naughty deed and reminds them that whereas Christ drove the money changers out of the temple, they seemed to be on top in the churches in this case. Alas for poor Brisbane! He slept all day Sunday and went fishing on Monday. And worst of all, he seems to have failed to read the press reports on the occurrence to which he makes reference. No one who reads with even a slight degree of fairness to the churches would have arrived at Mr. Brisbane's conclusions. What did occur was that the Detroit Chamber of Commerce passed resolutions asking the pastors of the churches to withdraw the invitations to labor leaders to speak from their pulpits. As a matter of fact, some churches acquiesced in the demands of that Chamber of Commerce, but the attitude of the others toward that demand far outweighed the weakness of the complying churches. That very Sunday in Detroit witnessed not only the opening of pulpits to labor leaders, but also mass meetings of churchmen and labor men to protest the attempted domination of the churches by commercial interests and the attempt to place the churches in the attitude of unfairness toward labor. And not only did the local

churches speak out. The vehemence and resentment of an outraged Christianity came to the scene in the persons of representatives of the Federal Council of the Churches of Christ in America, among whom was Rev. Dr. Worth M. Tippy, that Christly minister who has been known to have brought reconciliation in more labor disputes during the past few years than any other man in America. But Mr. Brisbane also fails to note that the churches did not wait until the Detroit affair before defining their attitude towards industrial questions. That attitude has been a matter of common knowledge for more than ten years. How could Brisbane escape the knowledge of it? Here it is, expressed by the Federal Council of Churches and it is an "attitude of 'for' and not 'against,'" as Mr. Brisbane seems to see it: "For equal rights and complete justice for all men in all stations of life. "For abolition of child labor. "For such regulation of the condition of toil for women as shall safeguard the physical and moral health of the community. "For the abatement and prevention of poverty. "For the protection of the worker from dangerous machinery. "For the right of all men to the opportunity for self maintenance, for safeguarding this right from encroachments of every kind, and for the protection of workers from the hardships on enforced employment. "For suitable provision for the old age of the workers, and for those incapacitated by injury. "For the right of employees and employers alike to organize for adequate means of conciliation and arbitration in industrial disputes. "For a release from employment one day in seven. "For the gradual and reasonable reduction of hours of labor to the lowest practicable point, and for that degree of leisure for all which is a condition to the highest human life. "For a living wage as a minimum in every industry, and for the highest wage that each industry can afford. "For a new emphasis upon the application of Christian principles to the acquisition and use of property, and for the most equitable division of the product of industry that can be ultimately devised." Now, let the reader of Mr. Brisbane's castigation of the churches decide whether the church is putting the money changers on top. Anyone can decide without any considerable degree of moral acumen. Yours for a more vital Christianity.

JAS. T. ROSS.
A graduate of the school of hard knocks—the average Ford owner,

What's Doing In Western Texas

Vernon—The Vernon park bond issue authorized at an election held October 11 has been sold and its proceeds are to be used in the purchase and improvement of a park site for civic activities.

Decatur—Community schools will be conducted in rural sections of Wise county if plans of County Agent Jameson materialize. Rural instruction in terracing is being sought by him through the co-operation of the extension department of A. & M. College.

Clyde—Waterworks and sewage bonds in the sum of \$60,000 were voted here recently by a vote of 3 to 1.

Stamford—Publicity Manager E. H. Whitehead and Exhibit Manager E. M. Whiteker of the West Texas Chamber of Commerce have begun a week's service tour of more than a score of towns in the Red River District of the organization which they serve. Whitehead will collect material for the November issue of "West Texas Today," which will feature the Red River District of the West Texas Chamber of Commerce. Whiteker will collect specimens of the agricultural display being maintained at the Sequi-Centennial Exposition by the West Texas Chamber.

Merkel—New and extra equipment for pumping of water into the city reservoir is being installed here.

Littlefield—Miss Frances Long of Abilene has been designated to break the bottle over the Southern Steamship Company's latest craft, named in honor of West Texas. The christening ceremonies are to be held at Houston on November 6. A special rate of one and one-third round trip fare has been offered to West Texans wishing to attend and elaborate entertainment is planned by the Houston Chamber of Commerce.

Fort Worth—The best informed men in Texas were invited to attend the meeting of the special

committee of the West Texas Chamber of Commerce to consider the question of cotton acreage reduction here October 29. The morning session heard different plans proposed for solving the cotton problem while the afternoon session took up the consideration of these plans and attempted to formulate a workable plan for submission to farmers and business interests of the state.

White Deer—Contract for the construction of two brick business houses has been let by White Deer citizens.

Cisco—A capacity of one hundred twenty dozen boxes is being maintained by the No-Chap Manufacturing Company, Cisco's latest manufacturing establishment.

Abilene—Formulation of plans for the inauguration of the "More Feed on Fewer Acres" campaign of the West Texas Chamber of Commerce was undertaken here November 1. Prizes aggregating \$2500 are to be awarded West Texas farmers through the movement which it is hoped will promote cotton acreage reduction and raising of more live stock.

Trent—A Chamber of Commerce was organized here recently by the Trent citizens in order to care for problems arising since the oil development boom.

Quick Job Service at The Brand.

Eyes Examined
by the most modern methods. GLASSES ground in our own shop to meet your special requirements. Special equipment for testing children's eyes.

WHEN IT COMES TO GLASSES
come to us. We will guarantee your first class, high grade work at reasonable prices. This is our 16th year in Amarillo. You know where to find us, always.

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Exclusive Registered Optometrist.
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Loans made on amortization plan for 33 years at 6% interest, with option to pay loan in full or in part on any interest paying date after 5 years.

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The World Provides no Finer!

Chevrolet is the only low-priced car offering closed bodies by Fisher—acknowledged everywhere to represent the highest order of beauty, luxury, safety and value. On the leading cars in every price class the Fisher emblem is accepted as a hallmark of distinction.

Lustrous Duco in beautiful, modish colors assures the permanence of their external beauty. Upholstery, trim, cushioning, hardware and appointments—all contribute to their unchallenged value—a value that is making the smoothest Chevrolet in Chevrolet history the most popular ever offered.

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Hereford, Texas

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We will offer VERY ATTRACTIVE PREMIUMS on personal and home furnishings that will BE TO YOUR INTEREST TO INVESTIGATE!

Watch Our Windows!
It Means \$\$\$ to You

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Why Pay More?

Offerings for Saturday, Nov. 6

Compound	8lb. Swift's Jewel	\$1.29
	Limit one	
Special Milk Chocolate	Per lb.	23c
SOAP	P. & G., 12 bar limit	45c
	Not sold alone 12 bars	
Cranberries	Limit 2 quarts	13c
	Per quart	
Lemons	Limit one dozen	19c
	Per dozen	
1 Gallon Peaches		59c
Cocoanut	Dunham's and	1-4 lb. 10c
	Dromedary	1-2 lb. 18c
Cakes		99c

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SALE STARTS
FRIDAY, NOVEMBER
—5th—

Be at the Door When It
Opens!

Sheep-Lined Coats, 36
inches long
Special, \$7.28

Leather Vest, regular
\$10.75, extra special at
\$7.48



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Prices **Smashed** **SALE** Let Nothing **Keep you away**

BUY YOUR WINTER CLOTHING
AT A BIG SAVING

SUITS FOR MEN AND BOYS

We have a very nice stock of the newest fashion, double-breasted and single, one or two pair trousers. Regular \$18.75 to \$65.00. Sale Special, \$12.75 to \$48.75

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Newest and latest styles and colors, to fit every man or boy. Regular \$15.00 up to \$37.50. During this event, \$9.95 to \$24.75
Come try some of them on!

These are only a few of our numerous bargains. REMEMBER! EVERYTHING IN STORE ON SALE! COME! SAVE!

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Hereford, Texas

We are going to **SELL** this merchandise, "Profit or No Profit!"

Grasp Your Opportunity! "Tell Everybody!"

Men's Oxfords, black and tan, regular \$6.50, sizes 6 to 12, your Choice, \$3.98

Men's Silk Half Hose, Fancy colors, 48c

Flannel, light weight & color, regular \$3.00. Special \$1.98

The Girl in the Mirror

By Elizabeth Jordan

(Continued from Page Six)
She stared at the unyielding wood door.
"You mean they've locked you out?"
"Yes, of course."
It would be, of course, Laurie reflected. That was Shaw's melodramatic method.
"We'll change all that, in a minute." He stepped back from the door.
"What are you going to do?" The girl inside was anxious.
"Break it down, if necessary. Making down doors to get to you is my specialty. You haven't forgotten that, I hope." He turned the woman beside him. "Have the key to this?" She shook her head. "If you have you may as well hand it over," he suggested. "I shall certainly break down the door if you don't; and it's a perfectly good door, with a nice polish on it."
He saw her hesitate. Then suddenly she nodded.
"You have it, after all. He spoke with the natural relief of an indolent young man spared an arduous task. Again she nodded. "Where is it?" She could make no movement with her bound hands, but with an eye-flash she indicated the pocket of her gown. "In your pocket? I'll get it."
He got it as he spoke. Holding it in his hand, he again addressed

his reluctant companion.
"When I unlock the door, you will go in first, and walk over to the nearest corner and stand there with your back to the room. Also, here's my last warning: I should be very sorry to do anything that would hurt or inconvenience you. If you behave yourself I will soon take off that gag. If you don't I shall certainly lock you up. In either case, you can't accomplish anything. So take your choice."
He unlocked the door, and the deliberate figure preceded him into the room. In the next instant he saw nothing in the world but the eyes of Doris, fixed on his. Then he knew that he was holding her hands, and listening to her astonished gasp as she took in his appearance.
"My disguise," he explained. "I couldn't ride up as publicly as young Lochinvar, though I wanted to. So I got this outfit." He turned around for her inspection, deliberately giving her and himself time to pull up under the strain of the meeting. At the first glimpse of her all his assurance had returned. He was excited, triumphant. But as he again met her eyes, something in their expression subdued him.
"It took longer to get here than I expected, but of course you knew I was on the way," he said.
Her response was unexpected. Dropping into a low chair, she buried her face in her hands and burst into a passion of tears. Aghast, he stared at her, while from the corner the hag stared at them both. Laurie dropped on his knees beside Doris and seized her hands, his heart shaking under a new fear.
"They've been frightening you," he muttered, and was surprised by the intensity of his terror and anger as he spoke. "Don't cry. They'll pay for it."
She shook her head. "It isn't that," she sobbed at last.
"Then what is it?"
"I've brought you here. And— I—I think it was a horrible thing to do. I—I can't forgive myself."
Laurie groped vaguely amidst sensations of relief and the men-

tal confusion with which, somehow, she always filled him.
"You're all right, aren't you? And you expected me, didn't you?"
"Yes, but— Oh, don't make me talk! Let me cry."
She was crying as she spoke, rackingly, and every sob tore his heart. Again, as so often before, he felt dazed and helpless before the puzzle she presented. Yet, always, there seemed nothing to do but obey her, since she, and not he, invariably held the key to the strange situations in which she placed him. Her tears made him feel desperate, yet he dared not continue to hold her hands, and he did not know what to say. Rising, but keeping his position beside her, he waited for her to grow calmer, and as he waited he subconsciously took in the room.
It was a big, front chamber, furnished as a sitting room. Its broad windows, with their cushioned window-seats, faced east. Besides the window, it had two exits, the door by which he had entered, and another door, half open, apparently leading into a bedroom. Its comfortable easy-chairs were covered with gay chintz, its curtains were of the same material, its reading table held books and newspapers, and in its big open fireplace fat logs were blazing. Shaw "did" his prisoners well. Laurie remembered the cigarettes, matches and blankets so thoughtfully provided for himself. Like Shaw's own room, the chamber breathed simple com-

fort. It was impossible to take in the thought of anything sinister in connection with it until one observed the gagged woman in the corner, and remembered the locked door.
"Well, princess," he said at last, still trying to speak lightly, "this isn't much of a donjon tower, is it?"
Her sobs, hysterical and due to overwrought nerves, had given place to occasional sharp catches of the breath, like those uttered by a little child whose "crying spell" is almost over. She did not speak, but took out her hand to him, and he took it and held it closely, conscious of a deep thrill as the small palm touched his.
"I want to talk to you," he said gently, "but I'd feel a lot more comfortable if our chaperon were a little more remote. Can we put her into this inner room?"
Doris nodded, and he waved the woman across the threshold of the bedroom. She would be safe there. He had observed that the windows of the inner room were still barred and shuttered. Seemingly, in all the big house, this upstairs sitting room alone had opened its heart to the sun.
"Are you really alone in the house?" he asked.
"Yes; I think so; I'm almost sure of it."
"Then there's no mad rush about leaving?"
"No—I—I think not."
He observed her hesitation but in-

tered it. He drew two big chairs close to the open fire, and, leading Doris to one, seated her in it, and took the other himself, turning it to face hers. As he did so she recalled.
"You look so dreadful!" she explained with a shudder.
"I suppose I do. But forget that and tell me something. When did Shaw leave?"
"Within half an hour of the time he brought me here."
"When is he coming back?"
"Tonight, I think."
"And he's left you here alone, with no one around but this woman?" Laurie asked, incredulously. Here was another situation hard to understand.
"His secretary is somewhere around, a wretched jackal that does what he's told."
"Oh! This was news. "Where

is he?"
"Out in the garage. He has a room there. I heard him say he had no sleep last night, and that he expected to get some today."
Laurie rose.
"I'll take a look around and see where he is," he suggested. "We can't have him catching on to my little visit and telephoning to Shaw, you know."
"Continued Next Week"
She was the dry goods dealer's youngest, but she already has notions of her own.—Pitt Panther.

London's police force is smaller today than it was in 1911. In that year there were 19,808 men in the Metropolitan force; now there are 19,356.

Pardon me, said the hangman, as he tightened the noose on the colored boy's throat, but it is an old southern custom.—Centre Colonel.

L. C. PENNY
LAWYER
First State Bank & Trust Co. Building
Office Phone 3, Home 180

The REASON FOR SO MUCH BUILDING HERE

—During the past few months is undoubtedly explained through the faith the people have in the future of this Great Plains Section.
—The reason why we have had such a good business during this period, so soon after the establishment of our yard here, is, we hope, explained by the faith our costumers have had in our business integrity and good name.
—If we have not yet had the pleasure of serving you, we will greatly appreciate an opportunity to do so.
—Just across from the freight depot—on the pavement soon!
R. H. KEMP LUMBER COMPANY

Three Types of Men

There's the man, suddenly rich, without the background to enable him to enjoy his money. He does not entirely equip his home with electrical comforts and conveniences.
There's the man who installs electric lights in his home—to a limited extent—and closes his eyes to the many other blessings electricity has in stock for him, if he will only use them.
And then there's the man that figures it out from the standpoint of good light for his eyes' sake, and for the sake of his children's eyes, and from the standpoint of hard manual labor saved his wife and other women folk, and from the standpoint of actual money saved.
He discards the oil lamps, junks the old cook and oil stoves, throws away the brooms, and gets the most out of life for himself and every member of his family.

Study Out this Problem of an All-Electrical Home—It's the Most Interesting Story!

Texas Utilities Co.

Electrical Headquarters Power—Light—Ice

Footwear

—for particular women



—in all the modes of the season

—a wonderful lot of new fall footwear, in a variety of smart patterns and new combinations.

—priced from **\$2.85** to **\$10**

Stambaugh's Store
HEREFORD, TEXAS
THE STORE FOR SAFE BUYING



—DID THE FIRST SNOW STORM FIND YOUR COAL BIN EMPTY? Remember, that is only a warning of what might come. We are unloading two or three cars of coal every week—give us a day or so notice and we can unload the coal direct from the car to your bin, saving breakage and get away from the dirt and mud if it comes off the ground.
We handle the best Colorado Coal—if you have not tried some of it, make it a point to buy the next load from us.

SATURDAY SPECIALS
Wheat Bran \$1.30
Wheat Shorts \$1.70

WE BUY PRODUCE!

Jones & McLean

"If It's Anything in Food We Have It"

Texas & Texans

By WILL H. MAYES

Cotton Prices Picking Up.

Cotton prices are advancing due to the holding movement, the agitation for reduced acreage, and the increased interest in the use of cotton goods. It will take time to advance unless growers get panicky and rush the crop market before prices reach a stable basis. The feeling now is that the price should reach 20¢ and that the crop should be back from market until it does. A proper cooperative effort to a higher price should be made. The advice of experienced cotton men is to hold out to turn loose the crop on any slight advance. Every grower's state will be systematically canvassed county by county to encourage holding and to every grower to contract to receive acreage next year at least one cent. It is hoped that this may be done by the first of November. Every farmer and business man should join in this movement with strength. The prosperity of the South depends on united effort.

Increasing Use of Cotton.

The Imperial Sugar Company, at Garland, Texas, has set a good example in adopting cotton bags for sugar containers in place of the old burlap bags. It is stated that this will make a market for 2,500 bales of cotton, and that if merchants will only ask for sugar in cotton bags hereafter the Imperial mills will consume 7,000 bales annually for that purpose. The Textile Parent-Teachers' Association is starting a campaign at its November meeting in Fort Worth for wearing cotton clothes, the members being expected to dress in cotton for that meeting. This movement should be carried into every school in the country, both as a matter of economy and to increase cotton consumption. An effective permanent organization is needed to keep the people reminded that they should return to the use of cotton goods.

Study New Uses for Cotton.

The Texas Natural Resources Society has the duty thrust upon it of finding new uses for cotton in order to assist in establishing additional markets for the South's greatest crop. Unfortunately for the price, the South can produce more cotton than the world now consumes, a condition that should not exist. The impoverishment of Europe from the world war has lessened the American cotton market, and the increased use of silk and rayon goods in this country has diminished greatly cotton consumption. But even the restoration of former conditions would not insure a profitable market for all the cotton the South can grow, and such a market should be found through a scientific study of the uses that can be made of cotton. If the Texas society can accomplish this, it will more than justify whatever expense may be incurred.

Texas Needs More Labor.

The United States department of labor reports that practically all labor in Texas is absorbed through industrial activities and the increased demand for farm labor. The industries do not appear to be suffering to any great extent, but the farms are sustaining large losses because farm labor can not be obtained to save the large crops. Much cotton will not be picked because pickers can not be had. The crop in South Texas is going to waste because there are not enough pickers. Much of the straw-

berry crop had to be left unpicked. Acres of onion slips could not be saved. Across the Rio Grande in Mexico there are thousands of laborers hungry. For lack of work, Texas can use all the labor that can be obtained on its farms.

Great Need for Industries.

At a meeting of the Texas Textile Association in Fort Worth, President J. G. Coman, of Mexia, stated that the cotton mills of the state are all prospering and that most of them are working night shifts. He also stated that there is room for many more such mills in the state. There are only about 25 textile mills in Texas, and ten times as many are needed. It is a pity that Texas is not prepared to manufacture all its 5,000,000 bales of cotton crop. There are scores of Texas towns with plenty of capital to build and operate enough cotton mills to convert the raw product into goods worth ten times as much as the raw cotton.

Hunting Markets and Labor.

The South Texas Chamber of Commerce is being organized to serve all that part of Texas to the South of a line extending from Marfa through Brady to Bay City. It will have many problems to solve that are largely local to that territory. The first year will be given mainly to matters of labor and marketing. Marketing involves transportation and co-operation, for with ample and reasonable freight and express rates and co-operative selling, South Texas will have its continued prosperity assured. The South Texas Chamber will have a great work to do in a field largely its own.

East Texas Publication.

"East Texas" is a new publication issued by the East Texas Chamber of Commerce in the interest of that part of Texas. It is a neat and creditable journal, to which a number of the secretaries of local chambers of commerce of East Texas have contributed articles and their pictures. A close study of it makes one wonder, though, whether "East Texas" is serving that part of the State or Shreveport, La. Certainly Shreve-

port carries most of the advertising.

Getting Ready for Tourists.

Fredericksburg, Kerrville, Junction, Boerne, Alpine, Marfa, and a number of other places in the "hill country" and mountain section of Texas are building new hotels, remodeling the old ones, constructing tourists camps and otherwise getting ready for a big tourist trade that is expected next spring and summer. The "See Texas First" idea is growing.

Sees Texas Growth.

R. C. Forbes, one of the country's leading financial writers, has been to Brownsville and predicts a wonderful growth for that part of the State. It is a very safe prediction even for an expert on predictions, and Mr. Forbes could well have extended his remarks to blanket the entire State of Texas.

Good Citizenship Record.

For the twelfth consecutive term no grand jury has been summoned for the Federal District Court at San Angelo because there is nothing for such a jury to do. A number of Texas jails are empty, and it is not all due to the liberal exercise of the pardoning power, either.

The Golden Opportunity.

The old offender insisted he was innocent but the judge failed to be convinced.

If you swore on a hundred Bibles that you were innocent I wouldn't believe you. I'll always believe the opposite of what you say—you are such a liar.

Well, your honor, I will plead guilty.

Sounded Like Swearing.

Willie—The preacher was here for dinner, pop.

Papa—You don't say so!

Willie—Yes, he was, and he swore about the dinner just like you do only he put his hand over his eyes.

Man may learn to fly like a bird but he will never be able to sit comfortably on a barbed wire fence, says Jed Hopple.

Ford Doings

The snow which fell Saturday morning reminds us that winter is not far away and there is so much yet to be done in the way of harvesting crops.

Such a few came to the pie supper Saturday night that we are going to try it over next Saturday night, November 6, and perhaps the weather will be more favorable.

T. E. Major is still on the sick list this week, his condition being very little improved.

Mr. and Mrs. Sherin Garrett

attended the house warming Monday night at the home of Mr. and Mrs. Roy Waggoner, when about seventy-five came and much praise was given the new home of Mr. and Mrs. Waggoner. Refreshments of sandwiches and coffee were served.

Miss Willie Davis returned to her home at Clarendon Friday following a two weeks visit here with her sister, Mrs. George Benson.

Messrs. J. E. Hill, T. E. Major and G. E. Benson made a business trip to Amarillo Wednesday.

Misses Ruby and Veda Parker and Price Parker spent the week

end with their sister, Mrs. Floyd Walton at West-Way.

Mr. and Mrs. Howard Morel attended literary meeting at Ward Friday night.

Mr. and Mrs. G. W. Gambrell of Amarillo spent Sunday with their daughter Mrs. A. K. Webster and family.

Mr. and Mrs. George Benson were business visitors in Amarillo Friday.

Mr. and Mrs. Solon Byrd of Amarillo were visitors in the J. E. Hill home Friday.

Misses Ruby and Veda Parker, Price Parker and Denson Hill went

to the Halloween party at the home of Mr. and Mrs. Jim Ware Friday night. Mr. and Mrs. Ware live near the Fairview school house.

T. E. Major had the first bale of cotton from this community ginned last week.

Hardy Benson made a business trip to Amarillo Monday.

Barney McCaskey failed to come to Sunday school with his family and the shortest explanation is that it was the day after Halloween.

Mr. Leonard Casey was a visitor in the Andy Thomas home Sunday.

SINCLAIR OILS

SINCLAIR OPALINE MOTOR OIL
"Fits the Degree of Wear"

Sinclair Ford Special

Sinclair Opaline Medium

Sinclair Opaline Heavy

Sinclair Tractor Oil Sinclair Rubeline For Bessemer Engines

There is a Sinclair Oil For Every Type of Engine and Motor
Look For This Sign:

We Deliver Anywhere In the Country!



For Gas, Kerosene and Oil, see Clarence Conklin, or Phone 113.

Abo Filling Station

LOUIE OLSEN, Manager

Turkeys!!



Bring them to us
We will pay the very top price always

Just Phone 265
The Hottest Number in Hereford

Sudan Seed

—We claim to be the Best Sudan Seed buyers in this country.

—We can fix you up in good Coal or Feed, too.

—Bring us your Produce.

West Texas Feed & Seed Co.

DO YOU OWN A GOOD CAR???

Do you use the best oil and gas?

Do you watch the tires?

How about the battery?

How long has it been since you have watered it?

We sell all the good things your car needs, and give you Free of Charge, service that can not be beat any place!

MAGNOLIA FILLING STATION

Arthur C. Thompson, Mgr.

Frio-Easter Items

The Frio-Easter community evidently thinks that this is the place to raise cotton as the crop yield is very good this year.

Mrs. Hogan of Hereford spent Monday and Tuesday with her daughter, Mrs. K. Hunter.

Mr. and Mrs. Bob Doak left Monday for Canyon where they will make their home.

Mr. and Mrs. E. V. Sullivan and son took supper with Mr. and Mrs. Clayton Woolery Monday night.

Mr. East baled hay Wednesday.

Mrs. Everett Doak spent Monday afternoon with Mrs. K. Hunter.

Misses Grace Jemason, teacher at Frio, Ida Mae Knox, of Hereford, Messrs. Elmer Patterson and Bill Knox, of Hereford, called on Miss Nannie Fields Tuesday night.

Mrs. D. H. Allman spent Thursday afternoon with Mrs. Amy Sullivan.

Orville Van Horn, a pupil of the Easter school, was very much surprised Tuesday when entering the house at the noon hour to find a birthday cake decorated with candles on his desk, given by his teacher, Miss Gladys Buchanan in honor of his 12th birthday.

Mrs. W. J. Sullivan spent Thursday afternoon with Mrs. M. W. Fields.

Miss Loma Woodburn of Dimmitt spent Saturday in the home of Mr. and Mrs. Carl Frye.

Children of the Easter school enjoyed Friday afternoon very much as it was spent in Halloween games. Candy, peanuts and popcorn were enjoyed during the afternoon and at a late hour hot chocolate and cookies were served.

The guests of the afternoon were Mrs. Casson, Miss Carline Frye and Master Britton Chamness.

Mr. and Mrs. Fred Watton spent Saturday afternoon with Mr. and Mrs. M. W. Fields.

Mrs. E. V. Sullivan spent Saturday with Mrs. Bob Knox.

A Halloween party was given at the Estes house Saturday night. Mrs. Percy Estes and Mrs. Hob Knox were hostesses for the evening and those enjoying the occasion were Mr. and Mrs. Tice and daughter Maxine and son Walter, Mr. and Mrs. Joe Greer, Mr. and Mrs. Bob Knox, Mr. and Mrs. E. V. Sullivan, Mr. and Mrs. Henry Allman and Mr. and Mrs. Percy Estes of Dimmitt.

Mr. and Mrs. Everett Doak spent Thursday and Friday with Mr. and Mrs. Harris at Dawn.

An enjoyable evening was spent Saturday at the home of Mr. and Mrs. Carl Frye. Decorations of Halloween suggestions were used effectively and during the evening games and contests were played. Before the guests prepared to depart they went fishing for a souvenir, and at a late hour hot chocolate and cookies were served to Messrs. and Mrs. Earl Springer, Bob Axe, Clayton Woolery, Misses Maurine Sullenger, Helen Estes of Dimmitt, Gladys Buchanan, Loma Woodburn, also of Dimmitt, Messrs. Lynn Axe, Claude Smith, Loyd Tice, Braanon, Greer Estes and Wade Parks, of Dimmitt.

Mr. and Mrs. Clayton Woolery gave a birthday dinner Sunday in honor of Mrs. Woolery's mother, Mrs. W. J. Sullivan and cousin Orville Van Horn. Those present were Messrs. and Mrs. I. E. Woolery, H. C. Doak, E. V. Sullivan and son, W. J. Sullivan and Orville Van Horn.

Mr. and Mrs. Jess Wherry and children, Mr. and Mrs. Cochell and family and Mrs. Ed Ivey and children spent Sunday afternoon with Mr. and Mrs. East and family.

Mr. Earl Lance is heading for Mr. Jess Wherry this week.

Messrs. I. E. Woolery, George Mosley, Everett Doak and Jessie Wherry called on Clayton Woolery Monday morning.

Mr. W. J. Sullivan spent two days last week helping E. V. Sullivan bind feed.

Sunday school at Frio and Easter is improving very much and we hope it may continue to do so.

Summerfield

The farmers were real busy while the weather permitted them to work in the fields.

A light snow fell in this part of the country Saturday morning but the sun shone as welcomed again Sunday.

Sunday school met on time last Sunday, with about fifty present. After the Sunday school hour Rev. Lindley preached a splendid sermon. He has been called here as pastor.

B. A. Atchley and Walter Hawkins made a business trip to Portales, New Mexico, last Tuesday.

Mr. and Mrs. Allen of Jack county have moved into our community and will farm the place where Frank Perkins now lives.

Miss Nell Bruton had as her week end guest Mr. Morgan of Portales, New Mexico.

Mr. and Mrs. Ky Lawrence and family spent Sunday in the Joe Kendall home.

I. G. Harris spent Sunday with Ana and Thurman Atchley.

Mr. Moreland, the new Summerfield merchant, has added a new storage room on the west end of the store building.

Mrs. B. C. Roberson and Mrs.

J. Johnson spent part of last week in Canyon.

Mr. Alva Wilson is doing some combining for J. B. Mallin this week.

Mrs. Obe Roberson and Mrs. Ky Lawrence went to Portales, New Mexico, last Thursday.

Mrs. Walter Hawkins and Miss Mary Belle Atchley visited Mrs. J. H. Kemp last Friday afternoon.

Mr. Charlie Walker had the misfortune to lose one of his work mules Saturday night.

RADIO AN EXCEPTION TO RULE

Radio is in its infancy, but it is the latest youngster on record. It has become a national institution for education and for material application. Broadcasting from police stations and the sheriff's offices leads to apprehension of crooks who would otherwise make a clean get-away. Broadcasting weather conditions is of inestimable value to farmers. Radio has reduced enormously the hardships of ocean navigation and has saved countless lives.

"Most remarkable of all," says the Los Angeles Times, "no serious abuse of the radio has yet developed. Science is unmoral. Its inventions are generally applicable alike to good and evil. Weapons protect life by destroying life. Most health-giving remedies can also be used as poisons. Chemistry is alike a blessing and a bane. To the present time radio is a happy exception to the rule."

Too Bad.

Your infernal loud speaker kept me awake until two o'clock last night!

That's too bad—if you had stayed with it just a little while longer you'd have heard some swell stuff from Paris.

Seventy-five prisoners at Wausau, Wisconsin, are taking correspondence courses from the state university.

WEST TEXAS—DON'T WEAR OUT THE LAND.

It is remarkable how rapidly land wears out when it is cropped year after year to wheat or to cotton or to any other soil-robbing crop. Farmers migrate to a new agricultural section. The soil is black and gives every indication of being able to hold its productivity in spite of the worst sort of cropping abuse. "This land will never wear out," say the newcomers, and then they set to work to put it to the test.

Some fifty years ago the farmers of the Southeast began to settle up the black lands of Texas. There they found a soil enriched and made black by the accumulation of years on years of decayed organic matter. But it has taken only a comparatively short span of years of cropping abuse to bring this land of exceptional virgin fertility to its knees in an adject plea for organic matter and plant food. Now the grass lands of West Texas are being brought under the plow. Its farmers have not learned the lesson taught by the experience of Central Texas, because already they are talking about the dire necessity for cheap labor in order that they may grow more and more cotton. How long will it be before West Texas has an acute soil fertility problem of its own? Not long, at the best, unless there is a change in farming methods.—Eugene Butler in The Progressive Farmer.

WHAT TO LEARN.

1. Learn to laugh. A good laugh is better than medicine.
2. Learn how to tell a helpful story. A well told story is as welcome as a sunbeam in a sickroom.
3. Learn to keep your troubles to yourself. The world is too busy to linger over your ills and sorrows.
4. Learn to stop coaking. If you cannot see any good in this world, keep the bad to yourself.
5. Learn to greet your friends.

with a smile. They carry 40 many frowns in their own hearts to be bothered with any of yours.—St. Paul Notary.

Kissing under the mistletoe may soon disappear, because the United States Department of Agriculture has started a drive to exterminate mistletoe from our national forests.

Central Heating, tobacco smoke and varying temperature, are causing deterioration of masterpieces of art which can never be replaced, according to M. Albert Flamant, French painter.

New Zealand farmers have golf courses in their sheep pastures and tennis courts on their lawns; furthermore, they take time to play.

A medical treatise 400 years old, recently found in Strauburg, Germany, classifies as brain food: fried fowl, fresh poached eggs (not boiled, fried or scrambled), apples, quince, hazelnuts and red wine.

A "Longfellow Club" has recently been organized in a western city. Its purpose is not to honor Henry W. Longfellow, but rather to foster comradeship among the tall men of the city.

There were but forty-four rural free delivery routes in the United States on July 1, 1900.

Lady Purdue, a Purdue University hen hatched in 1922, laid her 1,341st egg on September 11, 1935.

Aberdeen is the only university in Great Britain where the students wear scarlet gowns.

Dire Circumstances. Pullman Passenger—No, thank you, I don't need brushing off. Porter—Yes, you do, sah, ah's broke. His Master's Voice. Sergeant—Bump up you Young Married Recruit—dear.



Turkeys TURKEYS!!

The Market Is Open—Bring Us Your Turkey We Pay Highest Market Price!

Just Received—Fresh Shipment of Laying Mash, Calf Meal, Dairy Feeds. Plenty of Good Lump and Nut Coal!

Plenty of Apples—\$1.50, \$1.75. Spuds \$3.50—This Week Only.

We Pay Cash For POULTRY—EGGS—CREAM—HIDES.

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WIDE SHEETING
10-4 Bleached Sheeting, Pullman Sale Price, 48c Yard
9-4 Bleached Pullman Sheeting, Sale Price 45c

Boy's Heavy Ribbed Unions
Boys' Ribbed Union Suits, No. 1828, sizes from 6 to 16 years—
Special for 79c

Boys' Fleece Union Suits, No. 1815, Sizes 6 to 16 years—
Special Sale Price, 79c Suit
Outing! Outing! Extra Special!

36-Inch Outing, heavy quality, both light and dark patterns—
Special for This Sale, 19c Yard

BLANKETS! BLANKETS!!
One of the best assortments of Blankets we have ever carried, in wool, wool-nap, part wool and all cotton, in both the beautiful plaids and plain colors—
Range In Price \$1.95 to \$9.65 Pair

CHALLIES
36-Inch Quilt Challies in large and small floral patterns—
Special for 19c Yard

PERCALES
36-Inch Percales, in both light and dark patterns—
Sale Price, 21c Yard

SPECIAL!
One lot of Student's Suits, new fall patterns, all have two pair pants; young men's models, only—
Special for \$19.95

Men's Ribbed Winter Weight Unions—
Special Sale Price, 95c

Men's ribbed Union Suits, No. 1906, heavy weight—
Special for \$1.35

Men's Heavy Grey Mixed Socks—
Per Pair, 10c



Westinghouse Farm Light & Power Plant
"It Means So MUCH"
"Light! We never knew the meaning of the word till one day the Westinghouse Man came around and invited us to visit some farms where they are using his light and power plant. Well, to be brief, we now have a Westinghouse Plant, that is operating easily and dependably. "I'm sure that no better plant could be built."
F. WILKE, Forreton, Wis.

EASY TO OPERATE EASY TO OWN
Let Us Tell You About It; No Obligation
LET AN ELECTRICIAN DO YOUR WIRING.
LESTER WILKINSON
"EVERYTHING ELECTRICAL"



Quality Meats

FRESH EVERY DAY

We don't prepare especially high quality meats for one particular day's business, we have it EVERY TIME YOU COME IN! Whether it's Monday morning, Saturday night or any other time.

- Fresh Fish and Oysters Thursdays and Fridays**
- Round Steak, lb 25c
 - Loin Steak, lb 25c
 - Best Roast, lb 17 1/2c
 - Rump Roast, lb 17 1/2c
 - Plate Rib Roast, lb 12 1/2c
 - Pork Chops, lb 35c
 - Good Sausage, lb 20c
 - Country or Creamery Butter, lb 50c
 - Barbecue, cooked daily, lb 25c
 - Bologna, Weiners and Mince Ham, lb 25c

Trade At
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CLOYD & ROBINSON, Proprietors.
"Quality for Less."
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A Barler Oil Heater is the best investment you can have in your home for a cool, frosty morning.
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Hardware and Implements

THE SPIRIT OF SERVICE.
SERVICE is a great word. Great in its simplicity. Constant and careless use has somewhat clouded its true meaning.
SERVICE—with the Hereford Insurance Agency means the capacity and desire to assist our clients and friends. It means that we are able and willing to join our resources and experience with our friends—for mutual benefit.
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