

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

VOLUME 28—NUMBER 39.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 11, 1928.

SETH B. HOLMAN, Publisher.

MASTEURIZATION PLANT MAY BE BUILT HERE IF CITY IS WILLING TO PASS ORDINANCE

L. Rutherford and Trained Associate From Out of Town Propose to Erect Pure Milk Plant If City Dads Establish Standard Ordinance. Will Not In Any Way Conflict With Proposed Creamery Plant Now Being Planned by Citizens.

Hereford is to have a new dairy industry and milk users in the city are to be furnished with pasteurized milk, if plans now under way materialize. Arrangements have been made for the machinery, a location secured, and all preliminary steps taken, according to O. L. Rutherford, prominent Hereford dairyman. Associated in this business with Mr. Rutherford will be H. P. Sindt, recently of Amarillo and formerly of Iowa, where for a number of years he was engaged in various phases of dairy work and development.

"We want to be able to furnish the residents of Hereford with just the same brand of milk that is being received by the consumers in the larger towns and cities," said Mr. Rutherford, "and if the city government passes the standard milk ordinance, which is advocated by the State Board of Health, we will start work immediately on the pasteurization plant."

The ordinance referred to by Mr. Rutherford is one that is being used by practically all incorporated towns today and is not only a protection to the user of milk, but to the dairymen as well.

This movement is an outgrowth of the dairy development being undertaken the past few weeks by the Chamber of Commerce and the dairymen of this county.

Location of the pasteurization plant at Hereford will in no way affect the proposed creamery to be located in this city.

Secretary Arnold announces that a joint meeting of dairymen and leading citizens of Hereford is being arranged at which time definite announcements will be made as to the creamery. In all probability a committee will visit various West Texas cities inspecting creameries now in operation.

Location of the pasteurization plant in Hereford will mean a big step forward in the progress of dairying in Deaf Smith county.

Frank Ball Builds Residence; Downs To Occupy Place

Frank Ball, official with the Brumley Chevrolet Co., is erecting a modern stuccoed house on the corner lot of his place at the intersection of Third and 25-Mile Avenue. He expects its completion about November 1. The house will measure 32x34 feet. Secretary Downs of the Brumley Chevrolet Co., will occupy the new structure when it is completed.

AUCTION SALES.

Friday, October 12: Farm sale, livestock and equipment; Andy Thomas owner, 1:30 p. m.; location, 15 miles north of Hereford on 25-Mile Avenue, and half mile west. Milk cows, machinery, horse, harness, harness, poultry, etc. Ray Barber, auctioneer.

Monday, October 15: Annual Jersey Sale, twenty head registered cattle from Clover-Dell Farm, Berry Orr, owner. Location, three miles east of Hereford on Wyche road. Ray Barber, auctioneer.

Tuesday, October 16: Farm sale, horse, hog, machinery, milk cows and harness, harness, miscellaneous. Location, 11 miles south of Hereford, 1 mile west of Easter school. Time, 11:00 a. m. Ray Barber, auctioneer. M. W. Fields, owner.

World's Series Baseball Struggle Interests Fans

The series of baseball games for the championship of the world just completed between the New York Yankees of the American League and the St. Louis Cardinals of the National League, has occupied the baseball fans of the city absorbently for the past week. The Yankees established several records during the series, which resulted in four straight wins for the American leaguers. The slugging bats of Babe Ruth and team mates were simply too much for the red-hoed men of the National League.

Radio station WDAG at Amarillo broadcasted the games play by play and the receiving sets in the various drug stores and other business houses of the city were thronged with interested listeners every day.

BAPTIST CHURCH WORK UNFOLDS REAL BEAUTY AND SIZE OF BUILDING

The new \$65,000 Baptist church is slowly but steadily reaching up into the sky, and the people are only now beginning to realize just what a magnificent structure it really will be when completed. It is an immense building of gray brick, with a pleasing architecture and will be a tremendous addition to the civic and moral atmosphere of the city when finished. And Pastor Cloyd, smiling quietly, put the finishing touch on the discussion Tuesday when he remarked: "The best thing about it all is that, to date, it is ALL PAID FOR!"

The Brand Office Get New Roof—With Noise and Dirt

The Brand office is getting a brand new roof. Jake Tiffel's gang has been ripping and pounding and hammering until it has been difficult to get out this paper, while the dust arising as a consequence of all this commotion has the force looking like they had been through a West Texas sand storm. However, there is a silver lining to the cloud: just think how nice and cozy it will be this winter to be able to shed all the rain and snow that MAY arrive any day.

Mrs. Claude Morris of Vega spent several days last week here with her parents, Mr. and Mrs. John L. Wilson and family.

DO BRAND CLASSIFIEDS PAY???

Here's two more instances of quick action on the part of the Little Brand Classifieds:

In last week's issue Fred Oberthier, Jr., advertised for his Spitz dog, or rather his little son's dog. Soon after the paper appeared the dog was brought around by a citizen who had found him but did not know who owned him.

In the same issue Mrs. Alton Lookingbill asked that anyone who found a small gray wheel off a baby carriage to please notify her. The wheel was in The Brand office on Friday.

There are farmers galore in this community who have surplus stock, mules, feed, machinery, etc., about the place that they might as well be getting their money out of. Why not try the little Brand Ads. THEY GET RESULTS!

J. C. Copeland Purchases J. C. Hull's Shoe Shop

J. C. Copeland, well known Deaf Smith county farmer and business man, has purchased the J. C. Hull shoe shop, and is now in active charge of the business. He is assisted by Jack Hager, an experienced shoe repair man.

Mr. Hull, with his wife, departed overland Wednesday afternoon for Fayetteville, Arkansas, and he expects to locate somewhere in that vicinity.

MAIN GAS LINE REACHES DAWN; WELDING CREWS FOLLOW; IN NEXT WEEK

The West Texas Gas Company's ditch from Canyon to Hereford had reached Dawn Wednesday, while the welding outfit was a short distance behind. It had been hoped to reach the city limits of Hereford by Saturday night of this week, but at present it looks like it will be some time next week, providing the weather man continues to deliver spring weather. Work on the city's mains, is progressing rapidly and if the ditch diggers do not hurry the city mains will be ready ahead of them.

Murky Weather Thursday May Mean a Change Soon

The weather up to Thursday morning has been warm and spring-like and totally lacking the sharp tang usually prevalent at this time of the year. However, Wednesday night the clouds gathered, lightning flashed in the distance, and Thursday morning the heavens were overcast and threatening. The old-timers are casting wary eyes heavenward and sarcastically asking the new comers "What do you think?" Definite information concerning what is coming is conspicuous by its absence, but there is an uneasy feeling of something doing in the atmosphere generally.

Misses Mattie Lou Harrison and Georgia Robinson of the W. T. S. T. C. Canyon, spent the week-end here with their parents.

DAIRYMEN JOIN CHAMBER OF COMMERCE IN DECISION TO BUILD MODERN CREAMERY

Believed This Territory Has Sufficient Cows to Support Such An Enterprise. A Detailed Survey of All Dairy Prospects In This Vicinity Is To Be Undertaken at Once. Means Much to Country's Future Development and to Our Prosperity.

FRIO SCHOOL DISTRICT'S NEW 3-ROOM BUILDING CONTRACT WILL BE LET

The trustees of the Frio school south of Hereford, are expected to open bids on their new school building in the near future. Contractors are now busy figuring on the job. The Frio school district recently sold bonds for this purpose and contemplate the erection of a modern, three room brick house that will care for the needs of the community for several years.

S. O. Wilson Tells Final Details of Trip

BY S. O. WILSON.

Murfreesboro, Rutherford County, Tennessee.

This town was established in 1851 and had about 4000 population until twelve years ago. But since dairying has become its chief source of revenue the town has doubled in population. The citizens organized a co-operative creamery in 1914 with a capital stock of \$15,000, all borrowed money, as this creamery was started when no one knew how to operate one successfully. They had a hard time for three or four years. They started in with 400 customers and now they have 2100. They made 1,882,000 pounds of butter last year. They make sour cream butter only. The creamery paid back the \$15,000 borrowed to start on and is today incorporated for a \$100,000 capital, fully paid. Their business is growing all the time. They will make over 2,000,000 pounds of butter this year. The total business last year was \$800,000; they paid an average of forty-nine cents for cream last year.

This co-operative creamery has made the remarkable increase in business notwithstanding that the Carnation Milk Co. opened up one of their large whole milk condensing plants costing \$50,000 in Murfreesboro the first of the year 1927 and this plant hesitated at coming to Murfreesboro as they did not think they could get enough milk to operate the plant successfully. They had a small amount of milk the first few days but are now getting 135,000 pounds daily. And in addition to this business has milk depots there, buying and shipping \$15,000 worth of whole milk to Nashville, Tenn., to supply the city trade. Both the Co-operative Creamery and the Carnation Milk Co. are gaining in cream and milk daily. There is a bunch of merchants and bankers that really cooperate. Every banker in town was present at our conference.

(Continued on Page Seven.)

Mrs. Mal Stewart of Vega was shopping in Hereford Saturday.

Hereford High's Eleven Overwhelms Husky Tucumcari Rattlers, 30 to 0; a Deceptive Offence and Stonewall Defence Are Features

Presenting a stone wall forward

line that held, and a bewildering, deceptive backfield style of play that the opposition was utterly unable to solve. Coach McCollum's Whitefaces overwhelmed the strong Tucumcari, New Mexico, eleven here last Friday afternoon, 30 to 0.

Castro's Fair Best One Yet; Big Turnout

Some thirty or forty automobiles carrying business men and others, including the Hereford Municipal Band, went to Dimmitt last Saturday morning and partook of the hospitality of the Castro county neighbors and enjoyed the County Fair. Upon arrival they paraded the business district. Afterwards W. G. Baxter, president of the Dimmitt Chamber of Commerce, (From The Castro County News.) Some thirty or forty cars with citizens, professional men and women, together with a large number of boosters and a band from Hereford arrived Saturday morning to attend the Castro County Fair. After a hand concert given by the combined Hereford and Dimmitt bands, and a few addresses the caravan proceeded to the fair exhibits and enjoyed the day according to their various tastes. Other band concerts were given during the afternoon at the court house and the auditorium. The people of Castro county surely appreciated having this band from our neighboring county and wish to thank the band members for their time and excellent music in helping make our big day of the fair a pleasant one.

delivered an address of welcome, which was responded to by Secretary W. R. Arnold, who spoke at the request of Mayor Ireland. At the Fair the community exhibits gave keen competition. The communities were Cleo, Blue Ridge, Hart, Arney, Sunnyside, Jimbo, Dimmitt, Big Square and Flag. It was the largest and best display ever shown in Castro county. The Boy Scout exhibit was large and complete, showing every feature of the Scout's training. The Red Cross exhibit gave demonstrations of Relief Work, First Aid, etc. A. G. Nobles displayed a clock 111 years old, brought to Texas from Richmond, Va., and was still running. He also showed a muzzle-loading shotgun over 100 years old. Mrs. J. D. Burch displayed a dress of her own sixty-five years old. W. T. Golden showed a dress fifty-three years old. Miss Lilla Combs showed

before a big crowd of delighted fans. The lightning-like, deceptive handling of the ball by the Hereford backs was a beautiful thing to see when you could see it. Even to the spectators in the stands it was exceedingly difficult to follow the ball after it was snapped, so quickly was it passed and tossed from one man to another behind the line of scrimmage before starting on its journey, either around the end, in short thrusts through the tackles, or via the aerial route. Tucumcari was helpless to stop it and after the first few minutes of play it was simply a question of what the score would be. The passing combination of Clennin to Russell and Clennin to Cogdell was deadly, accurate and effective. Four of Hereford's touchdowns came from this combination and the other followed passes which took the ball to scoring position. The accuracy with which the diminutive quarterback hurled these passes and the sureness of their reception was wonderful to behold. The game was but a few minutes old when the crowd stood up, electrified, as, with the ball on the fifty yard line Clennin heaved one to Captain Babe Russell and the swift moving back outran and stiff-armed his way all the way to the goal for a touchdown. Clennin missed goal. It was a stirring pass and run and netted fifty yards.

Tucumcari had a strong, peppy outfit who fought from go on go. But they were outfought in the line, had no adequate protection against passes, and no offensive worth the name except the old line-plunging idea, now hope-

lessly out of date. They made a few scattering gains through the line, but never enough to constitute a march of any duration, and what few passes they attempted

were blocked without trouble. The entire Hereford squad showed a co-ordination of team work that could not be denied, and speaks volumes for the coaching of Mr. McCollum. They all played brilliant football. The backfield could not have gotten away with what they did had it not been for the fighting line and the work of the two ends. The tackling of Claude Longbottom was hard and deadly, and the pass snatching of Cogdell also stood out. Captain Russell ran the ends, grabbed the passes and put up a wonderful game all around. George Jowell was usually found at the bottom of every pile untrampled and made a wonderful showing, especially on defense. Clennin's all around work in passing and in field generalship was an outstanding feature. The only weakness shown by Hereford was in the kicking department, and the team must develop a kicker in order to go forward in the district competition. Not a single goal was kicked in this game, and the punting was poor.

After the first touchdown in the first quarter no further scoring was recorded until the third quarter when another amazing pass, Clennin to Cogdell, crossed the line. Again goal was missed. Soon afterwards following a series of end runs and passes, Jowell plunged across for the third touchdown. In the last quarter two more touchdowns were amassed, Russell scoring one and Cogdell the other.

(Continued on Page 5.)

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(Continued on Page 5.)

IMPORTANT ANNOUNCEMENT

TO ADVERTISERS AND READERS OF THE BRAND:

Beginning with next week, The Brand will go to press early on Thursday morning, and will be delivered in the homes of the subscribers within the city limits Thursday afternoon. This change has been decided upon owing to the fact that since the new City Mail Delivery began both subscribers and advertisers have asked for this service, and arrangements have been made with the Post Office Department for this modern service to our patrons.

In order to make this change, however, it will be necessary to establish definite dead lines for acceptance of advertising copy and news. The Brand asks the co-operation of its advertisers and the public in general in order to make this service efficient.

Beginning with next week, all advertising copy must be in the office by WEDNESDAY NOON in order to give the Brand force time in which to prepare it for publication. News items must be in the office by three o'clock Wednesdays to insure publication that week.

This change is being made in the interest of better service to our subscribers, our rural route patrons, our advertisers, and all concerned. We are sure our advertisers, especially, will cooperate in making this new departure a success, as it is certainly to their own interest to do so.

A committee composed of five of Hereford's leading business men will advise with Deaf Smith county dairymen on location of a creamery here.

This committee was appointed at the Monday Chamber of Commerce luncheon which had an attendance of more than sixty of the leading business and dairymen of this community. S. O. Wilson, prominent Deaf Smith county dairyman, who recently made an extended tour through Mississippi, Louisiana and Tennessee, was the chief speaker and gave very interesting facts and figures on the industry of dairying.

"In small communities where creameries were started a few years ago with less than 4,000 milk cows in the entire county, today there are more than 25,000 cows. Cows supplying creameries, condensories and other manufacturing plants," said Mr. Wilson. "In one small place where a co-operative creamery was established in 1916 at a cost of \$15,000, this creamery today is capitalized at \$100,000 and the original stockholders have been paid back every cent which they have invested in the industry." Mr. Wilson stated.

Deaf Smith county today has sufficient cows to furnish a good creamery and the added products which a creamery will cause to be brought to this town. It was pointed out, will be of untold benefit to both the dairymen and merchants of Hereford.

A. B. Schultz, dairyman, stated that he was very much interested in the proposition and gave a very interesting talk on dairying in the Panhandle section for the past twenty years. Mr. Schultz is one of the county's most progressive and prosperous dairy farmers. Other dairymen present included O. L. Rutherford, Herman Schultz, Lester Galley, Fred Pitner and several others.

A complete survey of the dairy situation in Deaf Smith county, including the number of cows being milked, will be undertaken by the Chamber of Commerce and committees of business men, including bankers, and the leading dairymen of the county plan to make trips to several places where creameries are located.

Dairying as well as dairy cattle breeding is growing rapidly in Deaf Smith county and in all probability a creamery will be located and work begun on some within the next few months. Various locations are under advisement at this time and a definite announcement will be made in the very near future. A committee appointed to work with the dairymen in working out plans for the creamery included E. F. Black, chairman, N. E. Gass, John Olson, H. R. Fritz and Ralph Barnett. The matter of establishing a cannery to handle all garden products grown in the shallow water belt here under irrigation was also discussed. Secretary Arnold stated that details are under way at this time on that proposition and that negotiations are being made with interested parties for this industry.

A. W. Gregg and B. F. Guthrie Are Improving

Two prominent citizens have been very ill the past three weeks, but both are now reported to be rapidly improving. A. W. Gregg fell on two occasions and sprained his shoulder badly. He is now able to put on his clothes and lie upon a lounge. B. F. Guthrie is also reported to be regaining his strength after a siege of serious illness.

Central School Installs Sew-Saws for Kiddies

The Central school has installed a dozen new saws for the benefit of the little fellows during recess periods, and lines of boys and girls await their turn every day during the recesses.

THE HEREFORD BRAND

Published Every Thursday at

HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN

Editor and Publisher

Also Publisher of

THE FRIONA STAR, FRIONA, PARMER COUNTY, TEXAS.

MRS. SETH B. HOLMAN

Associate Editor

TELEPHONE

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First number of the paper issued February 23, 1891, as the Hereford Reporter (weekly); first number of The Brand (weekly), issued March 21, 1902; first number of The Brand (semi-weekly), issued May 3, 1921; Weekly Brand re-established July 2, 1924.

NOTICE TO THE PUBLIC.

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

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

SUBSCRIPTION PRICES

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

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Dimmitt News

Mr. and Mrs. Eschol Wright of Hereford were visiting in the home of Mr. and Mrs. J. R. Hastings Sunday.

Wade Parks of Hereford was a Dimmitt visitor Sunday.

Mrs. Beesie Gill and son Jack visited in the home of Mr. and Mrs. Newton in Sudan Sunday.

Mr. Robison, agricultural teacher in the Dimmitt school was a visitor in Sudan Sunday.

At a meeting of the school board Wednesday evening Miss Fannie Kumbal was elected librarian and supervisor of the study hall.

The W. M. U. held their regular monthly social and business meeting Monday afternoon at the home of Mrs. W. T. Gollehon. A number of items of business were attended to, among them plans for raising money for the church building fund. A committee consisting of Mrs. Palmer, Duree and Trimble, was appointed to plan a social for members of the W. M. U. and their husbands to be given in the near future. Delicious refreshments of sandwiches and sherbet were served to eighteen members.

Mr. and Mrs. Carlos Reynolds visited in the home of Mrs. Reynolds's sister at Happy Sunday afternoon.

Mr. Witt, who has been working at the Rose Cafe has purchased the Cooney Cafe formerly owned by Mr. Webb, and will operate the same. Mr. Witt has had quite a bit of experience in this line of work and we are sure he will make a success of it.

Mrs. Mattie Gollehon of Post is visiting in the home of Mrs. J. M. Gollehon.

Messrs. West of Abilene have been in Dimmitt this week auditing the county books.

Mrs. Woodlee and son Brooks were Amarillo visitors Tuesday. G. A. Barnett moved his residence to a lot north of the Turner

home and Will Wright will build on the vacated lot.

Mrs. Naugle was in Plainview for medical treatment Friday.

Mr. and Mrs. Avery and children visited relatives in Happy Sunday.

L. D. Parker, Dimmitt tailor, has put on a delivery wagon which shows that Dimmitt is growing.

The Priscilla Art Club held their social meeting in the home of Mrs. Edna Tate Wednesday afternoon. It was voted to limit the membership to twenty-five, also a member being absent three consecutive sessions without excuses accepted by the club would have their names dropped from the list. A committee consisting of Mrs. White, Fuller and Woodlee was appointed to plan a social to entertain the husbands of the members the latter part of October. A plate luncheon was served to Mrs. White, Fuller, Rantz, Wilson, Allen, Webb, Trimble, Woodlee, Boren, Maynard, Parker, McLean, Hastings and to one visitor, Mrs. Barrett.

Saturday afternoon at one o'clock Miss Frankie Elizabeth Burnam and Homer Norwood went to Hereford and were married by Rev. V. M. Cloyd, Baptist pastor. Mrs. Norwood is a 1927 graduate of the Dimmitt high school and has a host of friends, young and old. Mr. Norwood has lived here practically all his life and is well liked by all. After a short honeymoon in New Mexico the young couple will be at home in Dimmitt.

The pulpit at the 11 o'clock hour was filled by a Presbyterian minister from Hereford who preached a fine sermon morning and evening.

The following P. T. A. program is announced for the October meeting:

Song: America the Beautiful.
Prayer: C. A. Crier.
Educational Talk: Mrs. C. A. Crier.
Musie: Blue Streak Orchestra.
25-Minute Program: Mrs. Stringer's room.
Cornet solo: Chas. Dean.
Educational talk: Mrs. L. P. White.

Reading: Miss Cauty.
Musie: Orchestra.

A wedding that came as a surprise to Dimmitt citizens was that of Miss Dora Hyatt and Sterling J. Mooney of Hart, which took place at Hereford last Saturday evening. Mrs. Mooney is the daughter of Mr. and Mrs. J. E. Hyatt and has been telephone operator the past two years. A box was

placed in a local store and the many friends of Mrs. Mooney gave her a lovely shower. We have not learned whether they will make their home in Dimmitt or Hart.

A family reunion took place at the home of Mr. and Mrs. J. D. Duree, Sr., Sunday, September 30. They were fortunate in having all the children and grandchildren present. A bounteous dinner was served picnic style in the open and in the afternoon conversation, kidding and other diversions were indulged in by Mr. and Mrs. J. D. Duree, Sr. and Mrs. Joe Duree and baby, Welsler, Idaho, Mr. and Mrs. J. D. Duree, Jr., Mr. and Mrs. W. D. Duree and daughters, and four invited guests, who enjoyed the day with them were Mrs. Ida Ballinger, Misses Tillie Drager, Ethel Womble and Bettie Rose Kerr.

Miss Virgie Maynard who has been on a months vacation in Oklahoma has returned and is back on her job with the M. & W. grocery.

The fair held here October 5 and 6 was the best ever held in Castro county. We are not able to give a report of the prize winners in the different exhibits. A carnival and rodeo were attractions during the fair.

The Ladies Aid met Thursday afternoon with Mrs. Trimble. Only eight members were present owing to several having to serve on fair committees. An interesting discussion of the Sunday school lesson was had and a committee appointed to make plans for a social for the husbands and children of the members.

We understand Dimmitt is to have an aviation school in the near future. We welcome all progressive enterprises to our town.

Next Saturday an educational meeting will be held at Dimmitt in the school auditorium. A good

program has been prepared and some out of town speakers are expected. There will be dinner on the ground and a general good time is expected. Come and enjoy the day with us.

There is a contest on in the P. T. A. The room having the largest percent of parents present at each meeting is given a large picture. At the meeting last week the following report was given: Mrs. C. A. Crier's room, 50 percent; Miss Bessie Kerr's room, 54 percent; Mrs. A. L. Stringer's room, 53 percent.

W. P. Boyd of Plainview was a business visitor in Dimmitt Friday.

John Hollums was here from Plainview Friday.

Mrs. Jack Gregory and Miss Christine Fuller were in Hereford Thursday.

Mrs. C. A. Crier and Misses Ethel Womble and Bettie Rose Kerr were Hereford visitors Friday.

Mr. and Mrs. W. G. Baxter were Amarillo visitors Thursday.

Mr. and Mrs. John Pritchard and son of Fort Worth are visiting in the home of Mr. and Mrs. B. A. Fuller. Mrs. Pritchard and Mrs. Fuller are sisters.

Mr. and Mrs. Chas. Dean spent the week end in Clarendon visiting their parents and attending to business.

Mrs. Jay Hastings has been suffering with a bone felon this week.

Mrs. Naugle and daughter, Catherine, were guests in the home of Mr. and Mrs. E. B. Wright Sunday.

Mrs. Janie Hastings was a Plainview visitor Friday.

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

NOTICE OF SALE.

The State of Texas, County of Deaf Smith, First State Bank of Vega vs. A. D. Glava, et al.

IN THE DISTRICT COURT OF OLDHAM COUNTY, TEXAS.

WHEREAS, by virtue of an order of sale issued out of the District Court of Oldham County, Texas, on a judgment rendered in said court on the 6th day of September, A. D. 1928, in favor of the First State Bank of Vega and against the defendant A. D. Glava, and a foreclosure judgment against said defendant and all other defendants in said cause, which is No. 300, on the docket of said Court, commanding me to levy upon and sell the hereinafter described land, I did on the 1st day of October, A. D. 1928, levy upon the following described tract or parcel of land, situated in the County of Deaf Smith, and State of Texas, to-wit:

All of Section Thirty-nine (39), in Block K-7, and the East one-half of Section Thirty-eight (38), in Block K-7, situated in Deaf Smith County, Texas;

and on the 6th day of November, A. D. 1928, being the first Tuesday of said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m. on said day at the court house door of Deaf Smith County, Texas, I will offer for sale and sell at public auction for cash, all of the right, title and interest of any and all of the defendants in and to said property.

Dated at Hereford, Texas, this

1st day of October, A. D. 1928. CLAUDE BENTON, Sheriff. 38-4tc Deaf Smith County, Texas

Add a few tablespoons of water and bake until tender. Be sure serving whip-raspberry flavored gelatin to a froth, add a few chopped green cherries and nuts and fill the cavities of the apples, piling the gelatin high.

October 11, 1928.

DEAR FRIENDS:

Did you ever try to wash a woolen blanket? I moved did, myself, but I'll bet it would be an awful job.

But I certainly never would clean a blanket that way now—since I've seen 'em cleaned here at ORR'S TAILOR SHOP!

Several nice woolen blankets have come in lately for dry cleaning and they certainly do look nice, after they come through the cleaning and steaming process.

The boss says that blankets ought to be cleaned frequently, both for cleanliness and sanitation. Doctors say so, too. Better call Number 16 and ask him about this blanket cleaning.

Bonjour

Orr's Tailor Shop
"That Better Service"

SUCCESSFUL ALONG WITH HIS COMMUNITY

THE MAN WHO HAS REAL VISION IS using his bank, not only for the safe keeping of his funds, but for its services.

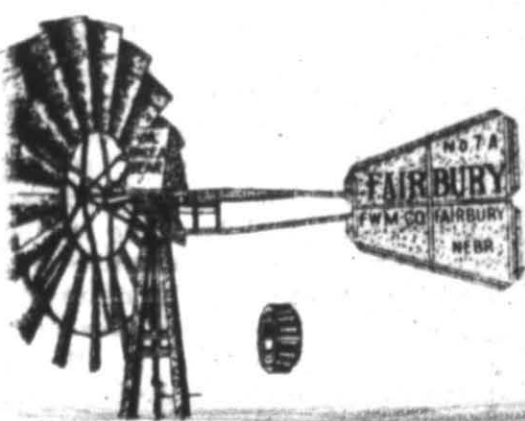
BE PREPARED FOR THE TIME WHEN opportunity knocks by keeping in close touch with the officers of the FIRST NATIONAL BANK.

The First National Bank OF HEREFORD

Don't Forget Hereford's Trades Day—Monday, October 15



FAIRBURY OIL MILL



Four complete Timken Roller Bearings

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

OIL ONCE A YEAR

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

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

WESLEY STORE

Nine miles north of Hereford on 25-Mile Avenue

Phone 9000E21

Years Ahead



WORKS FASTER COSTS LESS

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

Special During this Sale \$98.50

Don't Forget Hereford's Trades Day—MONDAY, OCTOBER 15!

Texas Utilities Company

"For Men Must Fight and Women Must Weep" ... By Albert T. Reid

"DID MOTHER'S PRECIOUS HAVE A NICE GAME?"
"OH, IT WAS A RIP. I GOT THOSE TWO TEETH KNOCKED OUT!"



SPECIALS FOR FRIDAY AND SATURDAY

COFFEE	Two Pound Stewer or Roaster	\$1.44
Baking Powder	CALUMET 10 lbs.	\$1.44
COMPOUND	VEGETOLE Four Pounds	68c
	Eight Pounds	\$1.19
SYRUP	VELVA GALLON	75c
CORN	NO. ONE CAN	10c
TOBACCO	PRINCE ALBERT CAN	12c
Shredded Wheat		14c

WE DELIVER PHONE 249

Don't Forget Hereford's Trades Day—MONDAY, OCTOBER 15!

Home Owned With Chain Store Advantages

THE TIGER TRAIL



by Edison Marshall

(Continued from Last Week)

The moon that night cast very squares of light on the floor. The orchestra of the marshes started again—the call of birds, the noise of insects, the rustling of branches, all deeply remote and hushed. In the daytime the occupants of the manor-house had all been ordinary, sensible Aryans, not afraid to look in a dark corner. In the night, you could see a different expression on their faces.

I kept remembering the strange legend of the tiger. Then I thought of Ahmad Das and the theory of reincarnation; and finally came around the memory of those two curious scratches on the face of the dead man. Again and again I had that same cycle of thought.

I had the drawing room to myself except for the younger Southley. The detective was at work in his room. Southley himself had come out again, whether he had come out again I did not know. The negroes had retired to their cabins as usual in the latter part of the evening. Vilas was in the library trying to read.

I don't think he was having any too good success. The last two days had made tremendous changes in Vilas. He had picked up two or three little nervous habits, too, that were particularly distressing to watch. The mysterious death of his father was of course the greatest influence, and the ever-present menace, the shadow and the darkness, had stretched his nerves almost to the breaking point.

I had noticed a curious thing as evening drew on. It seemed to me that the other occupants of the house were avoiding Vilas. Perhaps it was just a coincidence, yet the thing had happened three or four times. From eight to ten he had spent most of his time roving from one room to another. Whoever was in the room when he came, greeted him courteously enough but soon had business elsewhere. I saw it work out with not only Southley but his daughter as well. Of course there were reasons; but I couldn't even get a glimpse of them. I imagined that Vilas would not have cared to be alone in the library at this moment. If there had been any other choice. From time to time he summoned the servants, seemingly for the most trivial services.

About eleven I walked out onto the grounds mostly because the atmosphere of the house had begun to strangle me. I wanted fresh air, the wind blowing off the water, the sight of a friendly moon in the sky. Of course the tragedy of the night before had occurred outside the house, on the very hill on which I stood, but there remained

the feeling that the crime had its root and source and cause in the house itself. But the moonlit hillside wasn't much of a relief. What wild there was brought a curious smell from the marsh. The moon looked wan and pale and strange.

There was a light in the power-house—a little building at the rear of the manor house that contained the engine that has previously generated electric light for the house. Hoping for a friendly word from some mellow, African voice, I walked around to it. The workmen were busy at the plant trying to repair the break.

But the workmen weren't colored people after all. They were bending over the engine when I first approached the door, and I couldn't see their faces. They didn't hear me coming in the soft grass, and they seemed very intent. Then they started up as my foot grated on the threshold.

One of them was the elder Southley. The other was the lean, be-whiskered old man who had brought the boat—Robin he called himself. I noticed just one impressive thing about him. He wore rubber boots.

He was the only man on the plantation as far as I knew that did. They were little, ankle-length gaiting affairs, and I was amazed at my own stupidity that I had not remembered the fact before. I had noticed the boots the minute he had stepped from the motor boat. They had plain rubber heels, such as had made the truck we had

found on the hillside beside the white stone. Beyond all doubt or question he had been the man who had chased just after nightfall.

My eyes leaped over him. He had long legs, the kind that could stride swiftly. He was agile, too.

"Howdy, sir," he greeted me. "Would you like a job?"

Southley looked up with a smile. "We're trying to get the lights so they'll work," he explained. "I'm getting tired of candle light. I don't suppose you know anything about electric generators?"

"I knew quite a bit about them when I had the engineering bug—in college," I confessed. "I might be able to help you."

Then I had a curious impression. It seemed to me that a swift expression of disappointment and dismay flashed across my host's face. It wasn't in the least distinct. And it was so senseless a thing I concluded I had been mistaken. Robin looked up, too, somewhat quizzically.

"I can fix the thing," he said hurriedly, "and, besides, I need the job."

"I guess he can do well enough," Southley agreed.

But I couldn't resist the impulse to make a cursory examination of the generator. Perhaps it was love of the engine. Perhaps it was that irresistible human impulse to tinker—and more than that, to exhibit knowledge. At first I found it difficult to believe that the plant was really severely damaged. It

looked in the most perfect condition. But Southley called me to one side in a moment and invited me to walk back with him to the manor house.

Inspector Freeman would have been dismayed if he had known my thoughts as Southley and I went back to the drawing room. For before another hour had passed there was to be further amateur interference in the working out of the Southley mystery. Even while I chatted with my host I was planning the best means to get back to the power house. I was going to keep a close watch on that garrulous, long legged longshoreman, Robin.

Easter Items

The E. H. I. Club met with Mrs. W. J. Sullivan last Thursday with a good attendance. An interesting program was given. The next meeting will be with Mrs. Terrill on October 8.

L. R. Sullenger and family visited relatives in Tucumcari this week-end.

Geo. Chambless and family visited in the Bob Axe home at Jumbo Sunday.

M. W. Fields and family of Portales, New Mexico, spent the week end in the Easter community.

Grandma Caison spent Saturday night in the W. M. Craig home.

Clayton Woolery and family and Urie Sullivan are visiting relatives at Headley.

J. F. Easter, Sr. is visiting his son, J. F. Easter, Jr. at Dimmitt.

Mrs. W. J. Sullivan had as her guests Sunday Miss Hughes and Miss Boyd.

Several from Easter attended literary at Frio last Saturday and reported an interesting program.

Try a Want Ad in THE BRAND.

DEE MITCHELL NAMED AS PRESIDENT SCHOOL CLASS

Dee Mitchell, former member of The Brand force, a student in the John Brown College at Siloam Springs, Arkansas, was named president of the Texas Club when the young citizens of the Lone Star State organized at the college last week. Mr. Mitchell is a son of Mrs. M. E. Wolfe, and is a

sophomore in the high school department.

Other officers of the club were named as follows: Secretary, Miss Mary Lou Venable, formerly of Canadian; Social Leader, Miss Elsie Crawford, or Tornillo; Athletic Director, Bill McCrary of Joquim; Sponsor, Miss Sadie Kirgan of Fairfield.

FOR JOB WORK, TRY THE BRAND

BUICK SERVICE STATION

E. L. Mathies Phone 392.
Car Washing a Specialty.
Marland Gas and Oils Cooper Armored Tires
Storage, Greasing, Tow-In Service

SPECIAL!—FOR HEREFORD'S TRADES DAY—
MONDAY, OCTOBER 15
—With every purchase of a TUBE that day we will give ONE MORE TUBE FREE!

Dangerous Flirting



THE STAR THEATRE
SATURDAY MATINEE AND NIGHT
OCTOBER 13

Time of Shows, Evenings 7:15-9:45
Saturday Matinee 2:00-3:30
Admission, Evenings 15c-35c
Admission Matinee 10c-25c

THE FUMBLE FAMILY

KINDA LATE TO BE COMIN' HOME, PROBE I DON'T WAKE UP ANY OF FOLKS 'SPECIALLY KATIE BE JABBERS!

WHERE TH' DEVIL ARE TH' STAIRS!?

HELP! MURDER!

LET ME UP, WILL YA?!

TURN ON THE LIGHTS

WHAT'S THAT?!

WHOSE THAT? GET OFF MY FOOT!!

VE GODS! I'VE BEEN STABBED!

THE PLACE IS HAUNTED!

WHAT DO YOU MEAN BY COMING HOME AT THIS HOUR AN' WAKING EVERYONE IN THE HOUSE, HUH?!

YOU'RE BROKEN UP AUNT EMIE'S BEAUTY SLEEP!

WE'VE BEEN WAITIN' UP FOR YOU PAL!

SORRY OLD MAN!

OUCH! LET GO OF MY EAR!

CALL THE POLICE!

THERE'S A BURGLAR IN THE HOUSE!

ATWATER KENT RADIO
New Model
40

ATWATER KENT RADIO
New Model
40

THIS new Atwater Kent electric set is as fine a radio as you ever saw or heard. We're proud of it. And you'll be proud of it too, when you see how well it looks in your home—how clear the tone is, how easy it is to operate. Let us demonstrate it to you at home—just phone us today. Radio speakers in 3 sizes, \$20.00 up.

ORR'S TAILOR SHOP

Trades Day
Oct. 15

Specials

Trades Day
Oct. 15

for Third Monday Trades Day Also Friday and Saturday

OCTOBER 12 AND 13.

- | | | | |
|---|--------|--|--------|
| Hope Bleached Muslin, 8 yards for | \$1.00 | AN EXTRA BARGAIN FOR MEN | |
| 36-Inch Fast Color Percales, 8 yards for | \$1.00 | \$1.50 White Broadcloth Shirt at | \$.98 |
| LL Unbleached Muslin, 13 yards for | \$1.00 | \$1.95 White Broadcloth Shirt at | \$1.48 |
| 36-Inch Heavy Grade Outing, at, per yard .. | 15c | \$2.45 White Broadcloth Shirt at | \$1.98 |
| Good Quality, smooth, soft finished Bleached Muslin, yard | 10c | Big Smith and Pools 8 ounce Blue Overalls, extra full and roomy, a real bargain at | \$1.50 |
| Eight-Ounce Best Quality Feather Ticking, guaranteed to hold feathers, at, yard | 25c | A real good 220-weight blue Overall for men and boys at | 95c |
| 36-Gauge Rayon Bloomers for Ladies and Misses, at | 59c | Men's Sox, smooth toe and heel, all colors, at real bargain for, pair | 10c |
| Ladies' Silk and Rayon Hose at | 48c | Men's Rockford Work Sox, smooth toe, at, pair | 10c |
| An assortment of Collar and Cuff Sets, up to \$1.98 Values, at | 39c | Black Satin-Faced Crepe at | \$1.98 |
| | | Poiret Twill, all colors, at | \$2.48 |
| | | Poiret Twill, better quality, black only | \$2.98 |

BLANKETS

- 2 1-2 Pound Gray Cotton Blanket, colored borders, size 68 x 76, at
- 3 Pound Cotton Blanket, colored borders, size 66 x 80, at
- 4 1-2 Pound Half Wool Blanket, colored plaids, Size 66 x 80, at
- 5 Pound Half Wool Blanket, colored plaid, Size 72 x 84, at
- Part Wool, Indian Design, single Blanket, Size 66 x 80, at

EXTRA SPECIAL!

- \$4.45 Quality Velvet, red, brown and navy at Yard
- Black, Navy and Tan Velveteen, at
- Corticello Silk Thread, three spools for
- Trimnings for Dresses, Lamp Shades, Etc., Greatly Reduced!

U. N. T. Cotton Thread, seven spools for

A table full of odd and end shoes, \$3.95 to \$6.95 values, at, Ladies, \$1.98; Children's \$1.48.

A SMALL RACK OF DRESSES

\$5.95 to \$6.45 Values, at, two Dresses for \$10.00
\$10.95 Values at Two Dresses for \$15.00
\$16.95 Values, at, Two Dresses for \$25.00

SPROWLS-CRONIN & CO.

Mmes. J. H. and J. A. Pitman, Misses Ann Miller and Eloyse Pitman were Amarillo visitors Saturday.

Miss Eloyse Pitman who is teaching in Friona, spent the week end in Hereford with her parents, Mr. and Mrs. J. A. Pitman.

Just received another shipment of jacks, all sizes and priced right. AT RICE'S.

Gingham Girl Flour at WOMACK'S.

Enders stainless steel pocket knives, guaranteed, at the CITY DRUG STORE.

The way we handle your produce will satisfy you. A trial will convince you. WEST TEXAS FEED & SEED CO., Phone 265.

Mrs. Clara Elliston, of Cheyenne, Wyoming, wife of Pat D. Elliston, visited in the A. H. Elliston home here last Thursday. Mrs. Elliston sails this week for Cartagena, Columbia, South America, to join her husband who is with the Tropical Oil Company of that place.

We have just received a new shipment of Elizabeth Arden Toilet goods. Get yours now while the stock is complete. At CLARK'S DRUG STORE.

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

We have just received a new shipment of Elizabeth Arden Toilet goods. Get yours now while the stock is complete. At CLARK'S DRUG STORE.

Mrs. J. Ersel Beyer of Cherryvale, Kansas, returned home Friday

after a visit with her father, A. W. Gregg and family.

Mmes. C. T. Guseman and Oscar Easley spent Monday in Amarillo.

To exchange for residence or land, Vendor's Lien Notes. RALPH BARNETT. 38-2tc

Mr. and Mrs. Jim Byrd of Los Angeles, spent Friday here visiting their aunt, Mrs. George Stambaugh, and a cousin, Boyd London and family.

That lovely Elizabeth Arden "Cupid Breath" perfume at the CLARK DRUG STORE.

Mr. and Mrs. Henry Wilkinson and family of Amarillo visited last Sunday in the home of Mr. Wilkinson's mother, Mrs. Mary Wilkinson.

Mrs. Tom Carter spent Saturday in Amarillo.

New mid-season Hats have just arrived. SHORE MILLINERY SHOPPE.

That lovely Elizabeth Arden "Cupid Breath" perfume at the CLARK DRUG STORE.

DIMMITT FAIR
(Continued from Page One)

ed a book of sermons 148 years old.

There were two individual farm exhibits, the Rosedale Farm, owned by W. A. Murphy, and Allredge Farm, owned by J. H. Allredge. The Dimmitt Home Economics

school girls conducted a lunch stand where they served lunches and drinks. The Dimmitt Produce Co. displayed a Purina exhibit housed in a checker-board tent. Outstanding exhibits were the flower and fancy work booths, occupying almost the entire center sections of the auditorium. Mrs. L. D. White was superintendent of the fancy work department and Mrs. Mark Cowser of the fancy work and painting departments. Henry Holting, six miles south of Nazareth, exhibited a freak White Face Hereford calf with six legs. The Hereford cattle, hogs and Jerseys were rather light but of fine quality. Messrs. B. A. Fuller, Les Womack and C. A. Robinson had charge of these departments. The poultry department consisted of seven classes, with a few turkeys. The White Leghorn was the heavy exhibit, followed by the Reds. R. O. Dunkle, assisted by Carl Marsh and T. K. Morris of Tulla were the judges of all farm products, including all live stock. The can-

ned goods exhibit was complete with all kinds of farm products that should be stuffed into a can. The baking, pastry and candy departments attracted great atten-

tion and filled two sections. All in all, it was a great fair and one that reflected credit upon the enterprising citizens of Castro county.

IT'S BETTER TO DARN THE SOCK—

Before Your Toe Sticks Through

—Small minor adjustments, and careful weekly attention to your car, means large savings in REPAIR BILLS later on!

Let it go too far, and the car will never be the same again!

—We offer a Modern Garage, with modern ideas of doing a job right!

Beavers Bros.

PHONE 383

U. S. TIRES AND TUBES

Dodges Brothers Cars—Graham Brothers Trucks

Trades Day Specials For Saturday and Monday

Rag Rug, 18x36 29c

(A big 65c value)

Parlor Broom, a dandy 39c

Royal Society Embroidery

Thread, 10 skeins for 25c

We carry the largest stock of Thread in town.

We appreciate your business and will continue to give you more for your money as we have tried to do for the past fourteen years.

Skelton's Variety Store

REAL ESTATE

CITY—FARM—RANCHES

Real Estate Loans Priced to Sell

Hill & Ricketts

Phone 358

SPECIALS FOR SATURDAY AND MONDAY TRADES DAY

CHERRIES, one gallon can	\$1.12
APPLES, one gallon can	\$.54
APRICOTS, one gallon can	\$.64
SOAP, P. & G., 26 bars	\$1.00
SYRUP, Brer Rabbit, half gallon	\$.52
CATSUP, bottle	\$.19

The Groceteria

SERVICE AND QUALITY

We Deliver Phone 31

Household Necessities

Everything for the household, from sewing needles to washing machines. Many useful items for the men folk, such as Good Tools with which to do those odd jobs about the house before winter.

And, by the way, we have a real GAS RANGE we would like to show you. "QUICK MEAL" is the name. Yes, it has the famous LORAIN HEAT REGULATOR; and while you are in you might like to look over our HEATERS. We have the REZNOR and the IRONTON Radiant Clayback Heaters, which are as good as the best.

And for you-folks in the country we have something new in THE COLEMAN HEATER, which is a winner. Also some real oil and gasoline ranges.

Come in—we are always glad to see you and serve you.

Don't Forget Hereford's Trades Day— MONDAY, OCTOBER 15!

Streu Hardware

J. C. Cummins

QUICK Phone 340 SERVICE

Plumbing

Delco-Light Frigidaire

Electric Wiring, Light Fixtures, Gas Installations

GAS STOVES AND APPLIANCES

Don't Forget Hereford's Trades Day— MONDAY, OCTOBER 15!

FOR TRADES DAY, MONDAY, OCT. 15

AND ON EVERY OTHER DAY

We offer you a clean stock of beautiful FURNITURE, priced right—and genuine appreciation of your business.

Anthony Furniture Store



Home Furnishings Galore!

—We have a house full of nice things the housewife will adore:

—SEWING MACHINES . . . RUGS . . . FLOOR COVERINGS . . . LIVING ROOM . . . DINING ROOM . . . BED ROOM SUITES . . . PAINTS . . . LACQUERS . . . ENAMELS . . . CALCIMINES . . . WALL PAPER . . . WINDOW SHADES . . . GAS RANGES AND HEATERS . . .

Both New and Used Furniture.

JONES FURNITURE CO.

Phone 111



THAT CAN'T BE

BEAT

—The Best Cuts of Meat, fresh, pure meats that will make your meals delightful.

FISH AND OYSTERS NOW!

Texas Meat Market

Bring Your Hogs TO HEREFORD On Fridays

And Receive Highest Market Price on the Plains!

HEADS AND CORN

—I will be in the market for Heads and Ear Corn. Will pay according to market and quality each day.

G. W. BRUMLEY

PIGGLY WIGGLY

We pass to our customers the advantage of buying through PIGGLY WIGGLY'S 2,900 stores in America.

Specials For Friday and Saturday

Apples DELICIOUS Extra Large Each 5c

Jello Any Flavor Three Boxes 25c

Spuds Nice White 10 Pounds 19c

RAISINS Four Pound Package 32c

GRAPES Fancy Tokays Per Pound 7½c

Marshmallows Eight Ounce Package 12 1-2c

Blackberries Gallon Cans 56c

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

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

New mid-season Hats have just arrived. **SHORE MILLINERY SHOPPE.**

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

FOR SALE—160 acres, unimproved, Lea County, N. M. Terms. **RALPH BARNETT.**

WE WANT YOU TO KNOW:
If you rent a home, you go on paying for it.
We will sell you a place—Rent will pay for it and it's yours.
38-2tc **RALPH BARNETT.**

Special for Friday, Saturday and Monday, a line of \$3.90 Hats. **SHORE MILLINERY SHOPPE.**

Miss Marie Burns Trained Nurse; Junior Burns Marries

The Brand is in receipt of information from Deming, New Mexico, that two events of big importance have recently occurred in the family of Geo. E. Burns, formerly proprietor of the City Drug Store of Hereford, and now owner of the American Cafe at Deming.

Mr. Burns' daughter, Miss Marie B. Burns, has just completed a three years training course in the Nursing Service of the General Hospital, of Denver, Colorado, and is now a Registered Nurse. Miss Beale K. Haslin, director of this service, complimented Miss Burns highly upon her work in training and upon her graduation. Miss Burns will be on the staff of the General Hospital.

The other matter affecting the family that will also be of interest to their many friends here is the news of the marriage of Geo. E. Burns, Jr., to Miss Elsie May Bell of Deming, which took place September 14. George, Jr. only recently visited friends in Hereford, who will be surprised to hear of his nuptials.

New mid-season Hats have just arrived. **SHORE MILLINERY SHOPPE.**

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

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

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

\$1.75 Radio Tubes, \$1.50 AT RICE'S.

FOOTBALL
(Continued from Page One)

The lineup:
Hereford, Cogdell le, Heard lt, Ricketts lg, Seed c, Sherman rg, Higgins rt, Longbottom re, Clennin qb, Mitchell rh, Russell (c) rh, Jewell fb, Tucumcari, Miller le, Reid lt, Pool lg, Smith c, Moon rg, Huffman rt, Mollinar re, Lee qb, Stallard lb, Luye rh, Frances (C) fb.

Substitutions, Hereford, D. Roberson for Cogdell, Gilliland for Heard, Drake for Ricketts, Bowman for Seed, Brumley for Sherman, Stone for Higgins, Tapp for Clennin, Glibreath for Mitchell.

Referee, Earl Wood; Umpire C. C. Acker.

Coach McCollum inserted almost an entirely new team in the last half and the youngsters continued the good work without difficulty. Nearly ever man on the big squad had a chance to show his wares. Following the game the Pep Squad entertained the visiting team and fans with a sandwich lunch in the Domestic Science rooms of the high school, where short addresses were made on both sides and the Tucumcari bunch returned home expressing appreciation of the reception given them here and gave sportmanlike explanation of the result of the game by simply saying, "You just outplayed us."

After the game this Friday with Panhandle the Hereford eleven goes to Texico the following Friday for a game, entertaining the Tulla eleven at Hereford on October 26.

LOOK! LOOK!
HERE ARE SOME OF THE GOOD THINGS WE ARE OFFERING YOU:

Cream Puffs, Oat Meal, Vanilla and Coconut Cookies, Raisin Bread.
Specials for Saturday and Monday—Trades Day—**PRUNE CAKE.**

Save Your Bread Wrappers and Ask Us About Our Beautiful Premium Dolls.
SPECIAL ORDERS SOLICITED

HEREFORD BAKERY

L. E. BROADDUS, Proprietor

BARGAINS IN REBUILT MACHINERY

I have one complete rig consisting of one 16-foot Case combine and one 15-27 Case tractor. This machinery has just been thoroughly overhauled and is priced at a **REAL BARGAIN.**

C. A. SKELTON

What Counts In Motor Lubrication

—It isn't only the make and the year of your car that counts in determining the correct oil. It's important to know the "wear" of your engine. Drive in and we'll give you the answer to your car's lubrication problem. We'll prescribe the proper grade of Sinclair Opaline Motor Oil that will suit the present condition of your engine—and seal its power. Perfectly.

SINCLAIR OPALINE MOTOR OIL
Fits the Degree of Wear



Abo Filling Station

FEDERAL TIRES AND TUBES



Ready for Winter

IT WON'T BE LONG NOW!

—A little attention to your car while it is warm and comfortable will beat shivering over it when the goose pimples run up your spine!

Is Your Oil Right for Cold Weather?

BETTER DRIVE IN!

Abo Filling Station

We Give Gold Bond Stamps.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

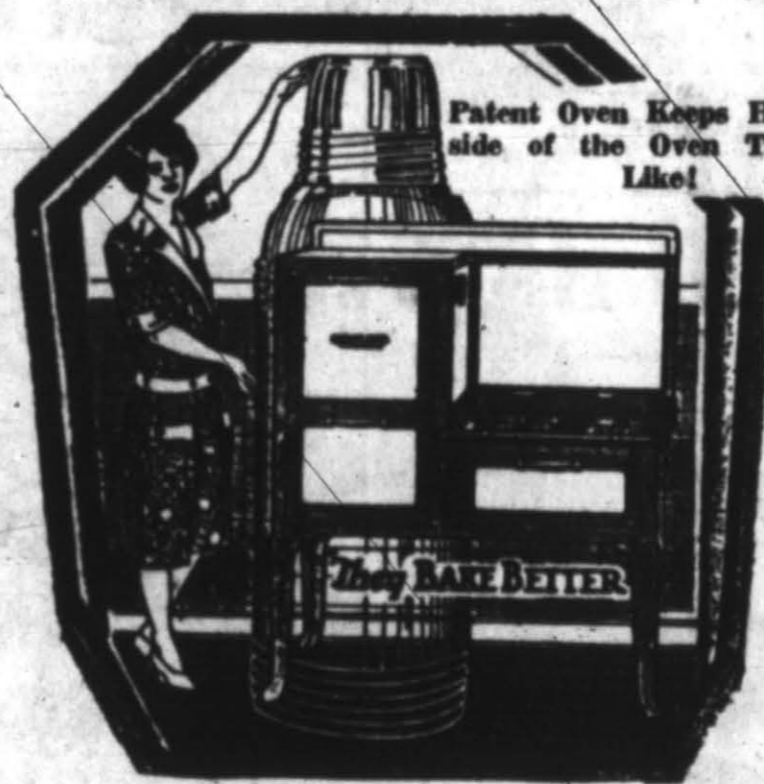
W. E. Dunlap

HARDWARE

Phone 256

Detroit Jewell Gas Ranges

"THEY BAKE BETTER"



Patent Oven Keeps Heat Inside of the Oven Thermos-Like!

Porcelain Enamel—

INSIDE AND OUT!

PATENT OVEN BOTTLES UP THE HEAT.

OVEN HEAT CONTROL.

OVEN HAS 5 SIDE AIR CIRCULATING AIR CHAMBER ALL AROUND! CUTS DOWN GAS BILLS! NO WASTE: A L L THE HEAT HELD ON THE INSIDE!

—DETROIT JEWELL RANGES represent the culmination of sixty-four years of stove building experience! Greatest improvements known to the science are built into them—POWER—ECONOMY—BEAUTY.

COME IN AND SEE ITS IMPROVED FEATURES!

J. C. CUMMINS

Don't Forget Hereford's Trades Day—**MONDAY, OCTOBER 15!**

Sweaters

Sweaters

WE HAVE JUST RECEIVED A NEW SHIPMENT OF WOOLASTIK SWEATERS MADE OF FLEISHERS YARNS.

WE HAVE THEM FOR MEN, WOMEN AND CHILDREN—ALL COLORS AND ALL SIZES.

WE HAVE THOSE ADORABLE AVIO-TRIX CAPS FOR THE KIDDIES AND OLDER GIRLS—THEY MATCH THE SWEATERS IN COLORS—AND ARE VERY ATTRACTIVE FOR STREET AND SCHOOL WEAR

J. O. Newell

WE GIVE 2% GREEN STAMPS.

LOOK!

HERE ARE A FEW OF OUR PRICES:
Men's Half Soles, per pair, No. 1 \$1.25
Men's Half Soles, per pair, No. 2 \$1.00
Ladies' Half Soles, from 85c to \$1.00
All Rubber Heels \$.50

J. C. Copeland's Shoe Shop
(Successor to Hull's Shoe Shop)

PURINA

Purina Poultry Feeds
Purina Dairy Feeds
Purina Hog Feeds

COAL

A CAR OF GOOD COAL ON THE TRACK,
THURSDAY, OCTOBER 11.

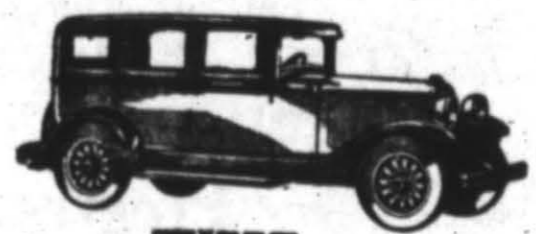
—Salt, Hay, Grain, Cake—
Everything a stockman or farmer needs.

WE BUY CREAM

TRADES DAY, MONDAY, OCTOBER 15!

JUST PHONE NO. 1

Jones & McLean



NEW CHRYSLER "65"

Wider, longer, lower bodies—new "slender-profile" radiator, harmonizing with cowl moulding—bowl-shaped lamps, on new design tie rod in which all bolts and nuts are concealed—beautiful cowl moulding and cowl lamps with lamp cables concealed—external fittings of new and costly chromium plating—new development of Chrysler military front and cadet visor—new arched window silhouette—new "air wings" full crowned fenders, with long graceful sweeps—beautiful interior metalware; vanity cases and smoking sets of exclusive Chrysler pattern—new design instrument panel in black and silver—bodies set lower on the sills and insulated from the frame with rubber mountings—moulded type running boards—gasoline tank shield covering both the tank and rear end of frame—new type interior moulding—large size windshield with rubber tubing core for sealing the doors—dash liner inside of each dash panel, acting as insulators—saddle type spring cushions—covered foot board—wider doors—new chromatic colors in rich harmonizing tones.

RENFRO BROTHERS

LOCAL DISTRIBUTORS.

Sunday School Lesson

International Sunday School Lesson for October 14.

SPIRITUAL GIFTS

I Corinthians, 12:7-31; 13:1-8, 13.
REV. SAMUEL D. PRICE, D. D.

Those who ask what are the logical consequences of Christianity will find their answer in the lesson text now under study. Religion is not something that is mechanical or that can be evaluated in terms of material things. To begin with, the basis is the Triune God and Jesus said of the Father: "God is a spirit; and they that worship him must worship him in spirit and truth." John 4:24. Using spiritual means, according to their possibilities, you reach the Christian idealism portrayed in I Corinthians 12-13. Those who are ready to assert that Christianity has failed should have it in mind that people have been negligent in following the materials and methods of Christianity. Now read both chapters with utmost care and see something of the possibilities in life.

Some effective spiritual gifts are possessed by only a few. All do not have special wisdom and knowledge, power of working miracles or of stating prophecy. Some even speak in strange languages and others can interpret though they have never studied those languages. Such "gifts" come by the favor of the one God. Regardless of what any one possesses he should not be boastful over another. Rather all are to consider themselves as part of the body of Christ and as such each has his own essential function to perform.

In contrast with such things, which are spectacular, there is a possession, which can be common to all and the exhortation is "Desire earnestly the greater gifts." Then Paul sets forth in the great Love chapter, I Corinthians XIII, a perfection in spiritual gifts which all can enter into. This chapter should be committed to memory, even as multitudes have done.

Herein we are told that deeds in loving kindness count above all high sounding professions or spectacular achievements. Angel-spoken do not take the place of deeds of love. We must so act toward those we meet in the every day life that we will be comfortable folks for others to live with. It is possible to talk in the language of God and refer to "prophecies," "mysteries" and "all knowledge" but what is called for in this needy world is to walk among men as Jesus did when on earth and speak rather in deeds of love. One may even make large gifts but what is pertinent in the Christian life is that the giver shall go on his own errands of loving kindness and tender mercy.

There is a patience in love that "suffereth long and is kind" and that "endureth all things." Love

is not boastful and vaunting. It does not talk self up and the other fellow down. Love does not hunt for the little evil in another and then take delight in broadcasting the imperfection. Before telling anything that may be against another it is well to always ask at least two questions. Is it true and will any good be accomplished by the telling? Love hopes against hope that the rumor of stumbling may not be so.

Too often one thinks of the Christian life as negative, what one gives up or does not do. Such omissions are only the starting point for the positive and constructive. Now read again the Love Chapter and write out the fifteen different positive qualities in love that are enumerated. Each one of these is to be wrought out in your life that there may be a symmetrical whole.

First Methodist Church

E. B. BOWEN, Pastor.

We had a fine attendance at Sunday school last Sunday. There seems to be a splendid interest in all departments. If you are not attending we will be mighty glad to have you come.

Preaching at 11 a. m. and 7:30 p. m. by the pastor. Subject for the morning hour, "The Christian and His Prayer." The pastor will be mighty glad for you to hear this message.

Last Sunday was a fine day. The presiding elder preached at 11:00 o'clock and held the fourth quarterly conference at 2:30 in the afternoon. The reports were good. Officials for another year were selected. The board of stewards is working hard to close up this year's work in the next few days. Let every member help in every possible way.

We are always glad to have you worship with us.

First Baptist Church

V. M. CLOYD, Pastor.

Dr. Fly of Vega is to speak to the Men's Bible class Sunday forenoon at 9:30 and every man in Hereford and community is invited. Regular conference at our church next Sunday.

Ordinance of baptism administered at the close of Sunday evening services.

Sunday school, 9:45.
Preaching services 10:45 and 7:45.

Come and worship with us.

Progressive News

Mrs. French Thurman and twins and Miss Willie spent Monday with Mrs. Baker.

Katherine Hershey of Canyon and Horace Hershey of Lubbock spent the week end with their

parents, Mr. and Mrs. Ray Hershey. Elizabeth Bowman spent Saturday and Sunday with Eunice Caldwell.

Catherine, Imma Jeanne and Glenn Ricketts visited their sister, Mrs. Arch Daugherty Sunday.

Mr. and Mrs. Jasper Cockrell and family attended the Castro County Fair at Dimmitt, Saturday.

Mr. and Mrs. Fevely called in the Ricketts home Sunday afternoon.

Miss Nola Brunley spent Sunday afternoon with Mrs. Cockrell.

Mrs. Grit Curtsinger and son Brand visited Mrs. Hershey Saturday afternoon.

The following pupils are on the honor roll for the first month: Sixth grade, Catherine Ricketts; seventh, Winona Blagg and Weldon Gregory.

Mmes. Webb, Hutchison, ReFeres, Walls and Jacobs spent last Thursday afternoon with Mrs. Baker.

Misses Lois and Gusta Samuelson visited their mother in Canyon Saturday and Sunday.

Mr. and Mrs. W. O. Miles were Sunday dinner guests in the Blagg home.

Mr. and Mrs. Cockrell called Sunday evening on Mr. and Mrs. Russell.

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

Clyde Russell visited Sunday with Jim Ricketts.

Una Vernon, Oleta Reeves and Leata Reeves spent Sunday evening with Audrey and Odessa Cockrell.

Mr. and Mrs. Hershey, Mary Ella Hershey and Lucille Parks motored to Canyon Sunday afternoon to take Katherine Hershey to her school work and brought the Misses Samuelson home.

Mr. Baker from Denton came in Sunday to visit his son, T. E. Baker.

News from Bethel.

Most of the Bethel folk attended the Castro county fair at Dimmitt last Friday and Saturday.

Mrs. J. Z. Smith is enjoying a visit with her brother and wife who arrived Thursday.

E. R. Rothwell was on the sick list the first of the week.

Mrs. Kay Roberts and Grace Marie Bagwell accompanied by Jack Roberts of Tucuman spent one day at the Clovis Fair.

Mr. and Mrs. J. C. Williams and children visited relatives at Lubbock recently and attended the fair there.

Mr. and Mrs. W. H. Crawford have returned to their home with Mr. and Mrs. Frank Crawford after having spent the summer with relatives at Haskell and Stamford.

Mrs. J. Z. Smith who suffered a broken collar bone two weeks ago is recovering rapidly.

The Embroidery Club met with Mrs. Jim Bagwell Thursday.

Boyd Kimball and family were Amarillo visitors during the last two days of the fair.

Mr. and Mrs. Jenks and daughter, Mrs. Houseman and sons of Vega were Sunday guests in the Kay Roberts home. Mmes. Jenks and Roberts are sisters.

Jim Bagwell and family were dinner guests in the Dempsey home near Dimmitt Sunday.

Mrs. Vern Lust' who has been ill the last ten days is much improved.

Mr. and Mrs. C. E. Head were guests in the J. C. Williams home Sunday.

Jim Bagwell and family, Mr. and Mrs. Galloway and daughter and Mrs. Schwen were callers in the Vern Lust home Sunday afternoon.

Every time the girls start wearing something new from Paris an epidemic of colds sets in.



SMAX
builds play energy FOR CHILDREN!

SMAX—the All Wheat Cereal—contains the food elements and Bran, as a corrective, which are so necessary to all active, growing children.
SMAX is so delicious—everyone will enjoy it—serve it for breakfast tomorrow. Cooks in 5 minutes. At Your Grocers.



THOROUGHbred HATS

D. R. Gass & Son
HEREFORD, TEXAS

SIMMONS FOOTBALL TEAM AT CANYON, OCTOBER 29

CANYON.—The home-coming football game between the W. T. S. T. C. Buffaloes and Simmons University, which takes place October 29, will be of more than ordinary interest this year because there will take place on the same day the dedication of the new \$300,000 Education Building which has just been completed on the college campus.

Simmons University Cowboys and the Buffaloes have been rivals over a period of more than eight years,

their games some times giving victory to one, some times the other.

Ward Golden, a fourth year man of Snyder, and Elvis Ward, of Tulla, are co-captains of the football aggregation.

The presidents of almost every college in Texas will be present in Canyon for the dedication, and the principal address of the dedicatory program which takes place Saturday morning, October 20, will be made by Dean John W. Withers of New York University, New York City.

Hundreds of ex-students and friends of the institution will be

in Canyon that day. The first section of the new Buffalo stadium will be in place so that there will be ample room for all. The College Cafeteria which seats 200 people will make it possible for visitors to secure their meals promptly. President J. A. Hill and Football Coach Mitchell Jones are looking forward to a great day.

A reduction in light rates at McCamey from 17 to 16c goes into effect in a short time. If the bills are paid promptly within a specified time a rate as low as 12c may be earned.

Notice To All Chevrolet Owners:

WINTER WILL SOON BE HERE— HOW DOES YOUR CAR RUN?

—Just a few minor things attended to now may save you a major repair bill during the cold winter months.

—This is not just merely an ad, but is an urgent plea for you to let us be your car doctor.

—We Absolutely Guarantee Our Work!

FOUR CAR LOADS OF NEW MODEL CHEVROLETS! JUST RECEIVED!

Brumley Chevrolet Co., INC.

Service With a Smile. Phone 216

Don't Forget Hereford's Trades Day— MONDAY, OCTOBER 15!



Let us know your grocery wants and you can depend upon "getting it" when we promise to deliver it to you.

You'll get the best quality of things to eat when you buy them from us.

We keep none but pure, fresh groceries. Therefore, we can send you no other kind.

Buy from US.

Don't Forget Hereford's Trades Day— MONDAY, OCTOBER 15!

Williams Grocery Company
Phone 128

GROCERY

WOMACK

SERVICE

FOLLOW OUR WEEKLY CHAIN OF ADS IN THE BRAND

Dried Fruits and Canned Goods

Are Here! A wide and appetizing selection from which to chose. We invite your inspection of these dainty, appealing creations.

WE BUY EGGS AND PAY THE MARKET PRICE

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



Years of extra leisure for YOU Mrs. ★

THREE HOURS TODAY—five hours tomorrow—and so on through the years! Count up the hours you can save by letting the self-regulating oven of a Clark Jewel Gas Range cook whole meals for you while you are miles away. Note how quickly it adds up to weeks, then months, then whole years of extra leisure. Years added to your life. Years of happiness—doing the things you want to do. That's the magic of the

RED WHEEL Regulator

Why lose these precious years by waiting? Come in tomorrow and let us show you our wonderful Clark Jewel Gas Ranges with Lorain.

See the beautiful all-steel full enamel models in Alabaster White, Nile Green, or Egyptian Pearl—or combinations of these colors. Notice the beautifully rounded corners and edges, the large oven, the concealed manifold, the smooth one-piece-oven and broiler doors, the neat T-handles of the gas valves.

NOTE: To get the full effect of this advertisement take a pencil, write your own name in the blank space at the top and read it again. Then come in and let us also tell you personally the numerous points of Clark Jewel superiority which limited space forces us to omit above.

CLARK JEWEL RED WHEEL Gas Ranges

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

West Texas Gas Company

Specials

SPECIALS FOR FRIDAY AND SATURDAY

Post Bran, per box 10c
 Post Toasties, a box 10c
 Blackeyed Peas, per can 10c

Remember Hereford's Trades Day,
MONDAY, OCTOBER 15.
 COME TO SEE US AT

Twenty-Five Bars Crystal White Soap ... \$1.00
 Washing Powder, Star Naptha, large size ... 19c
 Peaches, gallon can 53c

HEREFORD WHOLESALE GROCERY COMPANY

L. W. CARLYLE

CLASSIFIED

For Sale or Trade
TOMATOES FOR SALE at Hereford Nursery, or see H. T. WEST, Phone 99. 39-1tp
FOR SALE—A J. B. Colt acetylene lighting plant in good condition. See C. R. WALKER. 39-4tp
FOR SALE—Balloons tire, 35x6.00, in good condition. A. H. ELLISTON. 39-1f
FOR SALE—Nine room stucco home, completely remodeled, modern; one block north of Central school on the Avenue. Cash or terms. JOWELL MURCHISON. 38-1f
FOR SALE OR TRADE—No. 3 International Combine, in good shape. Will trade for mules or

Jersey cows. JOE MITCHELL. 33-1f
FOR SALE OR TRADE—Twenty acres of land one mile from town, with good crop of hygeria, also good house for rent, sale or trade. FRED MILLARD. 34-1f
 \$1,800.00 buys seven room house with big lot. Easy terms. Phone 188. 30-1f
 480 Acres on crop payment plan. Address L. BASKIN, Hereford, Texas. 30-1f
 Want to borrow 8 per cent money. Good real estate security. Address BOX 235. 30-1f
FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-1fc
MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.
FOR SALE—A twelve-hole wheat drill, also small row drill. T. E. BAKER. 35-1f
FOR SALE—John Deere row binder, also 10-20 McCormick Deering tractor and plow. T. E. BAKER, Box 503. 35-1f

or two hundred yearlings. HENRY HASTINGS. 39-4tp
YOU LAND OWNER—Write me what you have to sell or trade. Give full information. We get results. O. B. RUDE, Box 581, Plainview, Texas. Office 3rd National Bank Bldg. 39-1fc
WANTED—To buy second-hand parlor coal stove. Write P. O. BOX U, Friona, Texas. 32c
WANTED—Field grazing for one or two hundred yearlings. HENRY HASTINGS. 37-2tp

Lost and Found
LOST—Some time during first week of September, one White Spitz dog. If found please notify FRED OBERTHIER, JR., and receive reward. 37-1f
LOST—An old knife, on vacant lot next to Mrs. Patton's boarding house, handle broken on one side, "E.F.S." on handle. Reward one dollar if returned to this office. 39-1tp
STRAYED to my place about eight weeks ago, a bay horse, weight

about 800 pounds, branded on left shoulder and left hip. Owner call at my place 5 miles northeast of town, pay pasturage and this ad. OWEN NEEL. 38-2c
STRAYED to my place about one month ago a light Jersey cow, been marked in both ears. Owner call at my place and pay pasturage and this ad. OWEN NEEL. 38-2c

He is hereby notified that the R. J. Kibbe pasture is posted and trespassing is forbidden. 39-2tp
 I HAVE OPENED a sewing room at 306 West Fifth Street. Prices reasonable, and work appreciated. MRS. J. H. WALKER. 39-1tp
FOR JOB WORK. TRY THE BRAND.

Lodge Directory
HEREFORD LODGE
 No. 476, I. O. O. F.
 meets Monday 8:00 p. m.
 Visiting Brothers welcome.
 Sam Hutson, NG. L. H. Foster, Sec.
 Printing Line. See THE BRAND

Money

—put into a pair of good glasses is invested, not spent. The dividends you will receive from the proper glasses will continue for years to come, and besides you will be repaid many fold in eye comfort. A thorough examination can be had at

F. M. Kester
 Registered Optometrist
 Hereford, Texas

For Rent
FOR RENT—My house, five rooms and bath, garage and barn; close in on pavement; convenient for school. Phone 396-W. 38-1e
FOR RENT—My residence, \$15.00 per month. Place to keep cow and chickens. For further information see E. F. CONNELL, MRS. C. C. SLAUGHTER. 38-1fc
FOR RENT—Small business house in Plainview. O. K. HIGGINS. 36-4tp
FOR RENT—Furnished rooms. A Round Oak Stove, practically new, for sale. See MRS. J. M. BOONE, Phone 424-J. 39-1tp
FOR RENT—Furnished and unfurnished apartments. LULU CONNELL. 39-1tc
Wanted
WANTED—Hear from owner good farm for sale. Cash price, particulars. D. F. BUSH, Minneapolis, Minn. 37-3tc
WANTED—Field grazing for one

BEFORE & AFTER



WHAT A Difference!

LET US DO YOUR CLEANING FOR YOU!
 —You won't recognize your garments when they come back from our shop—your old things will look just like new!
 —You don't realize what a difference GOOD cleaning will make... until you get the habit of letting us do your work.
WE ARE EXPERTS OUR RATES ARE LOW TRY US!

WEST TAILOR SHOP
 WILL CALL. PHONE 385

Phillip's 66 Gas
 IT'S "FULL OF PEP"
 We Guarantee 66 Gravity Test

—They simply don't make gas any better! Come and see me, folks—on the corner west of Jones & McLean's. I carry good gas, oils and accessories, and Serve You With a Smile!

Marland, Quaker State and Phillips Oils.

L. I. West Filling Station

{The new Buick}
is the new Style}



Nowhere such beauty and luxury ---- nowhere such pleasing lines and contours ---- nowhere Bodies that equal these new Masterpiece Bodies by Fisher--The entire country is saying, "That's the Style"

Setting an entirely new, revolutionary, style—introducing what will unquestionably be the trend of smart body-design during the next several years—the 26th Bodies of the Silver Anniversary Buick are enjoying universal acclaim, as the most original and distinctive, as well as the finest and most beautiful ever created by the world-famous Fisher organization!

Here is not only a new car but a new vogue—a vogue of symmetry, born of graceful contours instead of straight lines—a vogue of distinction, derived from sparkling colors, brilliant chrome-plating and arresting new roof, radiator and fender designs—a vogue of tasteful luxury, composed of finest mohair velvet upholstery, artistic hardware and fittings and new appointments of comfort and convenience.

The entire country is hailing the Silver Anniversary Buick. The entire country is saying, "That's the style!"

Just Good Lumber and Building Material
 —With Good Service, developed by long years of experience.
 May We Add You to Our Long List of Satisfied Customers?
ROCKWELL BROS. & COMPANY
 Lumbermen—Phone 4

A Little Paint Will Brighten Up Your Front!

—and only one coat on that ROOF will save it for years against sun warp and winter snows and other moisture.

WE CARRY THE BEST PAINT WE CAN FIND!

—and will be glad to aid in finding you a man to put it on RIGHT.

Have you any little "tightening-up jobs ahead of you before cold weather?

—If so, call on us—we will appreciate an opportunity to serve you.

Kemp Lumber Company

Notice
NOTICE OF POSTING—The public is hereby notified that the R. J. Kibbe pasture is posted and trespassing is forbidden. 39-2tp
CREAM WANTED
 47c
 We pay all transportation charges. Butter market is steady this week. Our price is based on market value for Butter. If markets are higher we pay accordingly. Don't sell your cream for less. We need your cream. Please ship us.
 Reference: Richardson County Bank.
FALLS CITY CREAMERY CO.
 Falls City, Nebr.

reflections

The Time to Insure Is Before Tragedy Strikes In!

—Don't be like the man who locked the barn door after his horse escaped!
 —Consult with us and see how you can be fully protected against fire, accidents, theft and liability.

PLAINS INSURANCE AGENCY
 John Patton - Manager
 Hereford, Texas.

CASH SPECIALS
 Friday and Saturday,

Tomato Soup	White Swan 3 Cans for	25c
RICE	Two Pound Package	22c
Pineapple	Crushed, Per Can	22c
Pineapple	Sliced, Per Can	24c
CORN	White Swan Per Can	16c
MACARONI	Four Packages	25c

Don't Forget Hereford's Trades Day—
MONDAY, OCTOBER 15!

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

Small First Payment—Easy Terms on O.K.'d Used Cars

See these used cars today! You can get the car of your choice at an exceptionally low price—and you can buy it for a small first payment and on easy terms. These cars, carrying the red "O. K. That Counts" tag, provide you with a definite assurance of honest value, dependability and satisfaction because they have been thoroughly checked by expert mechanics and reconditioned for thousands of miles of satisfactory service. Come in and make your selection today while stocks are complete.

CHEVROLET

This Car has been carefully checked and shown by marks below

- ✓ Motor
- ✓ Radiator
- ✓ Axles
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

USED CARS
"with an OK that counts"

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

1—1925 Essex Coach, four good tires, motor in good condition	\$175.00	1—1927 Chevrolet Coupe, good rubber and motor A-1	\$330.00
1—1925 Ford four-door Sedan, good rubber	\$130.00	1—1926 Chevrolet Roadster	\$140.00
Four Good Ford Roadsters, your choice at	\$65.00	1—1926 Chevrolet truck, good rubber, motor good and good trunk body	\$240.00
1—Good Ford Coupe	\$125.00	1—1927 half ton delivery, four new tires, motor completely overhauled	\$335.00

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

WE LIKE TO TRADE!
Brumley Chevrolet Co., Inc.
 Hereford, Texas
Dependability, Satisfaction and Honest Value

WILSON'S TRIP

(Continued from Page One)

Said there was no trouble at all to get a dairy meeting at any time in Murfreesboro, as this was their chief interest. We found here that they had been forced into the dairy business as their land was very poor and would not produce much of anything unless they bought a lot of high priced fertilizer, and then the boll worms were eating up their cotton each year. So the dairy cow has turned Rutherford county from a one crop failure to a prosperous dairy farming success. The merchants are all of one accord, saying that the dairy cow has turned their credit business into a cash business. Five years ago eighty percent of their business was on fall time.

There are three banks in Murfreesboro with over three millions on deposit, with a large percent of it on time deposit. The banks are financing the farmers to buy more cows. The banks say they want every farmer in the county to have some good cows and a registered bull, and State Farm notes are the best paper they have in their note cases. The banks are having no losses from the dairy loans.

One banker stated he loaned a negro some money and he went broke farming cotton. He staked him to a few good cows and he has now paid for the cows and the old outworn cotton loans.

There are ten cows on the aver-

J. W. HENDRICKS, M. D.

Diseases of Women, Obstetrics

J. R. LEMMON, M. D.

Diseases of Children, Infant Feeding

216-11-12 Oliver-Eagle Bldg. Amarillo

age farm; the average farm contains eighty acres, with forty in cultivation; they raise feed for the cows and tame pasture, and very little cotton; farmers have a few sheep to graze on the rough, hilly land. There are 5,000 farms in the county, and 25,000 cows. The average production is 150 pounds per cow, butter fat; fifty-five cents per pound for butterfat is being paid for whole milk. Now all the cows in the county are Jerseys with a large percent of them registered.

The farmers are using manure to build up the land; you see manure spreaders on most of the dairy farms. Mr. Van Ess, field man for the Carnation Milk Co., says

the farmers in Tennessee are getting four incomes a day from the dairy cows as follows: 1. direct sale of products; 2. manure used on farm; 3. legumes as soil builders, and 4. herd-increase.

The business men of Murfreesboro made a complete survey in order to get the Carnation plant to locate there. First, they went to every school house in the county and made speeches on better dairying in order to get the farmers dairy-minded and following the speeches 200 business men went out and made a survey and got the number of cows in the county, and all facts pertaining to the dairy industry.

The field men for the big milk


companies tell us if we really want to get into the dairy business and are trying to get the condenseries to come to our town we must carry on an educational campaign by establishing some sort of whole milk plant. They say a combination plant, one that buys whole milk and makes sweet cream butter and powdered milk and also sour cream butter is the best. And if we cannot interest anyone in the combination plant, then a small cheese plant is the next best thing for a start.

We visited some very fine Jersey dairy herds here and took statements from farmers as to how they liked the dairy business, after trying it for several years. They were well pleased with prices and the treatment accorded them by Creameries and Condenseries. There have been no failures on Creameries, cheese factories nor condenseries for several years in Tennessee so far as we could learn. In every state we visited the

people were of the same mind—and that is that the dairy industry is the greatest industry ever brought to their state from a financial standpoint for bankers, mer-

chants, and all concerned. This was our last inspection stop. We headed our bus West for Home. (CONCLUSION.)

LAUNDRY WANTED!
ALL WORK CALLED FOR AND DELIVERED
J. M. ASHLOCK



ALAMO COAL
Solves Your Fuel Problem—Absolutely and Satisfactorily!

CAR NOW ON THE TRACK.
Special for Saturday and Monday—Trades Day—BRAN SHORTS!

West Texas Feed & Seed Co.
Phone 265
We Buy Produce.

Announcing

THE OPENING OF A NEW DEPARTMENT OF OUR BUSINESS TO BE KNOWN AS THE

Battery & Generator Shop

OPEN UNTIL 7:00 P. M. EVERY WEEK DAY WITH A FACTORY TRAINED MAN IN CHARGE

The Battery Shop

A Ford Battery IS EQUIPPED WITH A CONSTANT A Ford Battery Costs \$8.50 POTENTIAL ONE-DAY SERVICE Costs \$8.50

Charger and a large line of rent Batteries will always be on hand. It will be a Battery Service you will appreciate.

THE GENERATOR SHOP

CARRIES THE ONLY COMPLETE FORD GENERATOR EQUIPMENT IN HEREFORD!

—It has every authorized Ford Generator tool—and nothing else—and is for Ford Service Only.

Ford owners who have their generator work done in our shop are assured of Genuine Ford Parts, Genuine Ford Workmanship, by trained Ford Factory mechanics, at regulation Ford prices, and with the famed Ford Service back of it all as their guarantee of satisfaction.

We solicit your battery and generator work, and assure you that every little detail will be carefully looked after.

THE HEREFORD MOTOR CO.

Home of the Ford

Fall Opening Sale

- Gossard Corsets**
—Gossard Corsets and Brassieres, Fall Sale—
20% Discount!
- Rayon Bloomers**
—Ladies' Rayon Bloomers, extra heavy weight; assorted light shades. Ruffle and Plain knee. Your choice—
98c
- Shoes! Shoes!!**
—One table of Ladies' Slippers and Oxfords, broken sizes, good styles, in Patent Leather, Kid and Calf Skin. Your choice—
\$1.95
- Children's Union Suits**
—Children's Waist Union Suits, sizes 2 to 12 years. Your Choice—
69c
- Special!**
—36-Inch Fancy Suiting, ideal for school dresses. Good range of patterns to select from. Your choice
42c Yard
- Indian Head**
—36-inch Colored Indian Head; fast colors, tan, rose, blue, purple, lavender, brown, red and black
SPECIAL FOR ONLY 38c

MEN'S WORK COATS

—Men's Work Coats and Leather Vests, sheep-lined Leather Vests and Wool-lined Vests and Molekin, Sheep-lined Coats and Blanket-lined Coats with slicker inner lining. Greatly reduced during this sale. Prices range —

From \$2.95 up

- Table No. Two**
—Ladies' Patent Kid, Tan Kid, Black Oxfords, in high and low heels. Broken sizes. Your choice—
\$2.95
- Extra Special!**
54-Inch Wool Tweeds—Fall Sale Price—
\$1.39
- Ladies' Unions**
—Ladies' Union Suits, open gore, sizes 36 to 38, 44c. 40 to 46—
48c
- Special**
—Men's heavy flat fleeced Union Suits for only—
98c
- Percales**
—36-inch Percales in New Fall Printed Patterns. Your choice—
15c Yard
- Pillow Tubing**
—Viking Linen Finish Tubing, 36-inch. Special—
29c Yard
- Table No. Three**
—The best shoes we have, only in broken sizes; \$6.00 to \$7.50 values. Your choice—
\$3.95
- Boy's Union Suits**
—Boy's ribbed Union Suits, sizes 20 to 34, special for—
75c

MEN'S SHOES

\$11.00 Florsheim Shoes, Fall Sale Price	\$9.85
\$10.00 Florsheim Shoes, Fall Sale Price	\$8.85
\$7.50 Shoes, Fall Sale Price	\$6.36
\$7.00 Shoes, Fall Sale Price	\$5.90
\$6.50 Shoes, Fall Sale Price	\$5.65
\$6.00 Shoes, Fall Sale Price	\$4.90
\$5.50 Shoes, Fall Sale Price	\$4.75
\$5.00 Shoes, Fall Sale Price	\$4.25
\$4.50 Shoes, Fall Sale Price	\$3.95
\$4.00 Shoes, Fall Sale Price	\$3.45
\$3.50 Shoes, Fall Sale Price	\$3.15
\$3.00 Shoes, Fall Sale Price	\$2.68
\$2.75 Shoes, Fall Sale Price	\$2.35
\$2.50 Shoes, Fall Sale Price	\$2.19

Ladies' Coats

—Ladies' Coats in all the new cloths for Fall—Richly fur-trimmed on both collar and cuffs, Satin and Crepe de Chine lining. Prices range regular \$14.95 to \$125.00. FALL SALE PRICE RANGE

\$11.95 to \$98.95

Challies

—Quilt Challies, 36-inch width; your choice
16c Yard

Special —Men's striped mole skin Pants, your choice; extra heavy weight—

\$2.65

Blankets! Blankets!!
—Right now when you need them we are going to sell you Blankets at a Big Reduction. Cotton Blankets, Wool-Nap and All Wool Blankets in both solid colors and fancy plaids. Space will not permit us to quote prices on all of them. As a special we will have one hundred pairs of one number we will sell during this Fall Sale while they last—

For \$1.69 Pair

All Other Blankets In the House Will Be Reduced!

Misses' and Children's Coats

—Misses' and children's Coats—most all of them have heavy fur trimmings on both collar and cuffs. Sizes range from two years to Fourteen Years.

FALL SALE PRICES RANGE FROM \$1.95 to \$10.95

—EXTRA HEAVY TURKISH TOWELS, Fancy stripes, size 19x33. Special—

21c Each

Part Linen Crash Toweling—

12 1/2c Yard

Fox Mercantile Co.

Money News Items

H. E. Ferguson was in Nazareth and Dimmitt Wednesday.
 Raymond Elleton and family spent Saturday afternoon in the Floyd Fortner home.
 Lillard Webb transacted business in Hereford Saturday.
 Arney was well represented at the Castro county fair Friday and Saturday.
 Olive Boyd spent Sunday afternoon with Bernard Tipton.
 A good crowd attended B. Y. P. U. Sunday night. Let all be present and on time next Sunday as an interesting program has been prepared.
 Sunday is preaching day and Rev. Mr. Swartz of Tulla is expected to fill his appointment.
 Mr. and Mrs. Ross Campbell were in Amarillo Thursday.
 Friends of Mrs. Bratcher will be glad to know she is up and around after a long spell of sickness.
 Miss Pauline Webb visited school last Thursday.
 Farmers are busy combining and binding row crops.
 Mr. Morris and family motored to Amarillo last Friday.
 Everyone is hoping for a good rain on the wheat. Some wheat showing up well while some is still waiting to be sowed and still others are waiting on a rain to come.
 Miss Athlee Tipton left for Plainrow Tuesday to do stenographic work.
 Mr. and Mrs. F. W. Fortner were in Amarillo Friday.
 M. Y. Bailey of Amarillo visited his son, Grady Bailey and family one day last week.
 Miss Edna Burks and Mr. and Mrs. Franklin were in Amarillo Friday night and Saturday.
 Mr. and Mrs. Bayles and family are enjoying a visit with relatives and friends.
 Mr. and Mrs. Ed Bailey and baby visited her parents at Canyon Sunday.
 J. E. Boyd, Lillard Webb, Chas. Almond, Ben Fortner and Bratcher were in Happy Thursday.
 Messrs. Tipton, Claude Fox and Franklin were visitors at the Webb home Sunday afternoon.
 Mrs. Tipton and sons spent last Sunday afternoon in the Kress home.
 Friends of Mr. Hayes will be glad to know he is improving. He returned from Dallas a few days ago where he underwent an operation.
 Mr. and Mrs. Goodman entertained the young folks with a play party Saturday night.

Big Square

Mr. and Mrs. Harold Weyer of Muleshoe spent Saturday night and Sunday in the home of his parents Mr. and Mrs. Will Weyer.
 A number of Big Square young folks attended the dance at Dimmitt Saturday night.
 Big Square worked hard on a booth for the Castro County Fair. We scored several blue ribbons.
 Mrs. Will Weyer first on loaf cake, Mrs. Laymon, devils food, and Miss Langford best house dress; Mrs. Ross Mick, hand painted handkerchief; Lucile Mick, second hand painted handkerchief; Mrs. Stiles, first on divinity candy, and Mrs. Carl Baker first on biscuits. There were other prizes but we do not have the list.
 Mr. and Mrs. Roy Haberer and children spent Saturday night and Sunday in the home of Mr. and Mrs. John Haberer at Hereford.

Ford Doings

Rev. Jas. T. Ross of Hereford will preach here Sunday afternoon.
 The community Welfare Club met Friday night at the school house with a larger crowd than usual present and a pleasant evening was spent. Three teachers of nearby schools were present, besides our teacher, Mrs. J. L. Hight introduced them by reciting poetry composed for the occasion. The four teachers present were Mrs. W. G. Fly, McCaskey; Miss Lucy Brunson, Fairview; Miss Nola Brunson, Higgins, and Miss Olive Davis, Ford. Following the introduction, Secretary Arnold of Hereford gave an interesting address, which held the attention of all. Refreshments of cocoa, sandwiches and cake were served.
 Miss Evelyn Plummer entertained her little school friends at her home Saturday afternoon when games were played until someone suggested it was time to eat. Nice refreshments of cocoa, cake, fruit salad and sandwiches were served to Misses Byndine and Virginia Brunson, Mabel and Viola Rempie, Grace Johnson, Evelyn, Helen and Marion Plummer. The guests departed at a late hour hoping Miss Evelyn would entertain again soon.
 Mr. and Mrs. Barney McCaskey and Mr. and Mrs. Sherm Garrett were dinner guests of Mr. and Mrs. Howard Morel Sunday.
 Miss Lucy Brannon of Fairview spent Saturday and Sunday with Mr. and Mrs. Fred Brunson.
 Mr. and Mrs. R. J. Dyer visited

Flagg News.

Most everyone of this community attended the fair at Dimmitt Friday and Saturday and were very proud that Flagg won third place in community booths.
 Among those winning ribbons on exhibits were Mrs. Ernest Jones, first on table embroidery; Mrs. Horace Ballou, first on baby dress; Mrs. Martin second on bed spread; Mrs. Teague, second on mantel scarf; Mrs. Martin, second on child's dress; Mrs. W. T. Summer, third on negligee; Mrs. Senter, third on child's dress; Mrs. J. B. Summers, third on knitted lace.
 On vegetables, Mrs. W. T. Summers too first on canned peas and third on beans; Mrs. Sam Birdwell, second on tomato catsup; Mrs. H. Ballew, first on fresh squash; W. T. Summers, first on watermelon; Calvin Reeves, first on cotton; Mrs. J. B. Summers, first on eggs.
 Miss Emma Beth Senter of Plainview visited home folks here Sunday afternoon.
 Mr. and Mrs. Dodson were dinner guests of Mr. and Mrs. Sid Sheffy Sunday.
 Mr. and Mrs. Morris Kimball of Dimmitt were in Flagg Sunday.
 Mrs. Herring and her secretary, Mrs. Taylor, of Amarillo, were business callers in Flagg Saturday.
 Quite a large crowd attended singing here Sunday afternoon. Several were present from Cleo. It was decided to buy new 1928 song books, have them ready by next third Sunday afternoon services, which will be at Cleo.
 Mr. and Mrs. A. E. Kieker of Childress visited in the Reeves home Saturday.

Here and There.

There were eighty-six at Sunday school Sunday morning. Bro. Saxon preached morning and evening. He will hold services at the school house each night this week.
 Mr. and Mrs. Andrews and family took Sunday dinner with Mrs. Beckett.
 Cranes are doing considerable damage to some fields of grain.
 Mr. and Mrs. Joe Stagner were guests at the W. S. Dixon home Sunday.
 Mr. and Mrs. Edgar Sowell attended church at Frio Sunday and spent the remainder of the day at the Harry Taylor home.
 Several from this community attended the Dimmitt fair Saturday.
 Misses Ruby Andrews, Florise and Evelyn Hunter spent Saturday night at the J. W. Berry home.
 Literary was well attended and a good program enjoyed Saturday night.
 Mr. and Mrs. Lester Sparkman and family, Mr. and Mrs. C. E. Tice and family, Mrs. G. F. Springer and daughter, Misses Mattie and Eloise Andrews spent Sunday with the A. T. Jones family.
 The practice that was followed by the Retail Merchants Association of distributing \$40.00 in premiums two years ago in Munday has been started again.

Flagg News.

is the Earl Dyer home Sunday.
 Miss Nola Brunson of Hereford spent Friday night with Miss Olive Davis.
 Fred Brunson and Mr. Mann made a business trip to Farwell Thursday.
 Mr. and Mrs. T. E. Major of Hereford attended Sunday school here Sunday.
 George Rempie returned home Saturday from Cordell Oklahoma, where he had been on business for several days.
 Miss Olive Davis spent the week end with friends at Canyon.
 Mr. and Mrs. Murphy and sons of Vega were Ford visitors last Sunday.
 Mr. Taylor returned home Friday from Chicago where she had been the past six weeks visiting her parents.
 Relatives from Iowa visited in the Dewey Larson home Wednesday and Thursday.
 Mr. and Mrs. George Brunson are the happy parents of a baby girl who arrived the fourth and has been named Elizabeth Earl.
 Mr. and Mrs. Harold Wilson went to Tumbart last Sunday.

What Are Your Banking Relations?

In all dealings with your bank you should enjoy that feeling of confidence and satisfaction which comes when the officers and employees take a personal interest in your requirements.

You are invited to make full use of our up-to-date facilities. Your account will have prompt and courteous attention, and the matured judgement of our officers is at your disposal in matters of investment.

Don't Forget Hereford's Trades Day—MONDAY, OCTOBER 15!

The First State Bank

Hereford, Texas



If You ever wanted Electricity in Your Home — NOW is Your Chance to get it

This Is Your Opportunity To Get Delco-Light At a Big Saving

Notice!

The Delco-Light Plants referred to in this special offer are standard Delco-Light Plants, fully covered by the regular guarantee we so cordially and workmanship, and fully protected by the liberal Delco-Light service policy. Each plant has the famous Lyric, air-cooled, valve-in-head Delco-Light engine, and the distinctive, long-lived Delco-Light Storage Battery. Anyone purchasing a Delco-Light Plant as a part of this special carload order is assured of the same satisfaction he would receive in placing his order individually—the same satisfaction now enjoyed by 200,000 Delco-Light users.

If you have ever figured what electric light and power could do for your home—if you've ever planned to put them in some time—if you have ever wanted them—now is your chance. You can buy Delco-Light today—get it installed with the necessary wiring and fixtures, at a great saving.

Your Home Needs Delco-Light

Stop just a moment and think what Delco-Light will do in your home. It will give you electric light at the turn of a switch—plenty of clean, safe, economical light wherever you want it. It will give you smooth, quiet electric power to do the pumping, milking, separating, churning, washing, sweeping and many other tasks. It will lighten the burdens of the women folks. It will make home a more cheerful place for your children. It will save you time and money. It will bring new comfort to every member of your family.

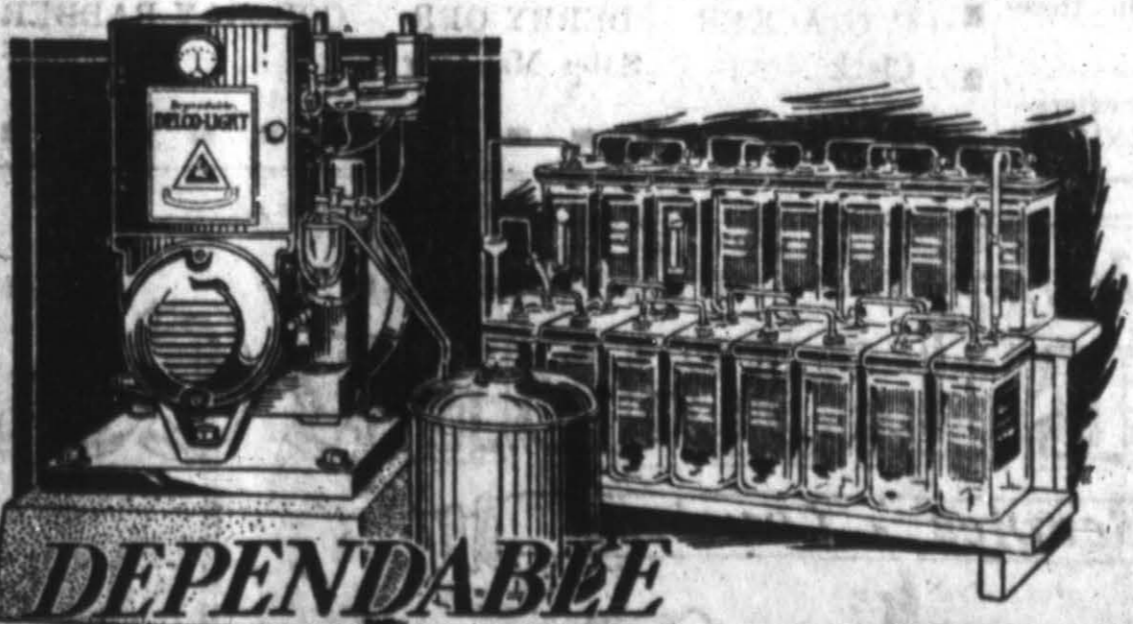
Co-operative Buying

Here is a real opportunity. I am arranging to order a whole carload of Delco-Light Plants, to be shipped direct to the farmers of this community. I will make a big saving on freight and handling charges. I can make an even bigger saving on installation, wiring and fixtures. And I am going to pass this whole saving right along to you.

Act Now—If You Want to Save

This splendid co-operative offer is open to only a limited number of farmers in this community. Now is the time to buy Delco-Light if you want to save. I am ready to send you the full facts and figures about this proposition. I am ready to lay the complete details before you. Just write your name and address on the coupon, clip it out and mail it to me. You will not be obligated in any way.

J. C. CUMMINS



DEPENDABLE DELCO-LIGHT

More than 300,000 Satisfied Users

Delco-Light Products are Made and Guaranteed by Delco-Light Company, Dayton, Ohio, Subsidiary of General Motors Corporation.



Mail This Now

Please send me without obligation complete details of your special "carload offer" on Delco-Light.

Name _____

Address _____

PUBLIC SALE

TUESDAY, OCTOBER 16

SALE BEGINS AT 11:00 A. M.

I am moving to Portales, New Mexico, and will sell the equipment of my farm located 11 miles south of Hereford, 1 mile west of Easter school house.

- | | |
|--|---|
| <p>HORSES</p> <ul style="list-style-type: none"> 1—Team gray mares, age 8, weight about 2500 pounds. 1—Brown mare, age 9, weight about 1800 pounds. 1—Bay horse, age 8, weight about 1250 pounds. 1—Bay horse, smooth, weight about 900 pounds. 1—Saddle pony, age 5, weight about 900 pounds, gentle for children. <p>MILK COWS AND HEIFERS</p> <ul style="list-style-type: none"> 1—Red Durham milk cow, age 7, giving 2 1-2 gallons of milk now, fresh January, will give about 4 1-2 gallons when fresh. 1—Red Durham heifer, age 18 months, will be fresh by January 1. 1—Brindle milk cow, age 3, giving 2 gallons, fresh soon. 1—Jersey milk cow, age 3, giving 2 gallons, fresh soon. 1—Jersey milk cow, age 3, giving 2 gallons, fresh soon. 1—Jersey milk cow, age 20 months, fresh now, heavy milk. 3—Red Durham heifers, age 7 months. 3—Red Durham steers, age 6 months. <p>This is a very select offering of milk cows and heifers, good individuals and well bred.</p> | <p>HOGS</p> <ul style="list-style-type: none"> 3—Duroc sows, age 12 to 18 months. 1—Spotted Poland China sow, age 12 months. 24—Pigs, age 24 months. \$444 5—Duroc shoats, weight about 100 pounds. <p>FARM MACHINERY</p> <ul style="list-style-type: none"> 1—Mitchell Wagon and grain bed. 1—Low-wheel bundle wagon. 1—P. & O. two-row go-devil. 1—Emerson one-row go-devil. 1—Sixteen-disc-harrow. 1—P. & O. cultivator. 1—P. & O. lister. 1—Automobile trailer. <p>Many small articles entirely too numerous to mention.</p> <p>HARNESSES</p> <ul style="list-style-type: none"> 2—Sets good harness. <p>Collars, bridles, lines, halters and many other useful articles.</p> <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> 1—Safety Hatch incubator, 250 egg capacity. 1—Eight-foot soda fountain, complete, good condition. 1—Six-foot show case. <p>Numerous other articles.</p> |
|--|---|

THIS SALE CONSISTS OF A GOOD, CLEAN OFFERING.

TERMS—All sums of \$25.00 and under, cash; sums over \$25.00, five months note, 8 percent interest, with approved security, will be accepted; 5 percent discount for cash on sums over \$25.00. Hogs and Cattle will be sold for cash.

M. W. FIELDS, Owner

OLIFF ACKER, Clerk. COL. RAY BARBER, Auctioneer.

LOCAL HAPPENINGS

I buy my Drugs at CLARK'S.

Mr. and Mrs. P. W. Price made a business trip to Amarillo Friday, returning Saturday evening.

Announcements have been received in Hereford telling of the birth of a son to Mr. and Mrs. Jack Lester of Amarillo. He has been named Jack Edward and was born Friday, October 5. Mrs. Lester was formerly Miss Marjorie Dameron, daughter of Mr. and Mrs. W. B. Dameron, of Hereford.

The "Peerless" Heaters are high quality and low cost. The gas saving burners. KEITH & BARNHART.

Donald Hawkins, son of Mr. and Mrs. D. W. Hawkins of this city and a graduate of Hereford high school, is with the North Texas State Bank of Dallas. His many friends and school mates will be glad to learn he is becoming a real young business man.

Eastman Kodaks and Films at CLARK'S DRUG STORE.

Mrs. Levi Cole of Canyon spent week end with her parents, Mr. and Mrs. M. E. Rhoades.

Specials for Saturday and Monday—\$1.00 off on every hat in the house. VOGELE MILLINERY PARLOR.

Frank Ball, with his parents, Mr. and Mrs. W. E. Ball of Laddonia, Mo., visited friends in Canyon Tuesday.

There's no doubt about it—you WILL like RICE'S INSTANT TIRE SERVICE.

Miss Ethel Wombie who is teaching at Dimmitt, spent the week-end in Hereford with her parents, Mr. and Mrs. Troy Wombie.

STOCK REDUCING SALE. Special for Saturday and Monday: 25 percent discount on every hat in the shop. HEIFNER HAT SHOP, 113 East Third Street.

Mr. and Mrs. N. W. Cayton left Wednesday on a business trip to Carlsbad, New Mexico.

FOR SALE—Modern residence, close in, small cash payment, balance like rent. RALPH BARNETT. 38-2tc

STAR THEATRE

HEREFORD, TEXAS

FRIDAY ONLY
OCTOBER 12
DOROTHY MACKAIL

in
"THE WHIP"

Saturday Matinee and
Night
OCTOBER 13
ZANE GREY'S

"THE WATER HOLE"
with
JACK HOLT

Monday and Tuesday
OCTOBER 15-16
"THE FIRST KISS"

with
FAY WRAY and GARY COOPER

Wednesday - Thursday
OCTOBER 17-18
"THE WHITE SISTER"

with
LILLIAN GISH and RONALD COLEMAN

Friday Only
OCTOBER 19
CHARLIE MURRAY

in
"DO YOUR DUTY"

TIME OF SHOWS:
Evenings 7:15-8:45
Saturday Matinee 2:00-3:30

Competitors wonder how we can sell tires so cheap. There is no secret about it. Big sales and small profits does it. RICE'S.

INTERMEDIATE B. Y. P. U.

Program October 14.
Baptists in the early days of America.

Leader: Fern Hughes.
The persecuted become persecutors: Duane Orr.
Public whippings: Alton Miller.
Liberty in Rhode Island: Ezell Patterson.

Early Baptists and education: Wayne Roberson.
Religious liberty grows: Ora Mae Thurman.
In the days of the American Revolution: Emma Jackson.
The goal is reached: John H. Biggs.

Follow Al Smith and Herb Hoover over the Atwater Kent Radio air route! The most faithful reproduction of the human voice in existence. ORR'S TAILOR SHOP. 31-4f

Messrs. and Mmes. W. Frank and W. E. Ball left Wednesday to visit the Carlsbad Caverns.

\$1.50 and \$1.25 Tams going at \$1.00 each. \$1.00 Tams at 75c each. VOGELE MILLINERY PARLOR.

Mr. and Mrs. Jack Wright spent Sunday in Dimmitt with Mrs. Wright's parents, Mr. and Mrs. J. R. Hastings.

Candy Week, October 7 to 13—Be sure to take home a box of King's Candies, the aristocratic candy for American Queens. The CLARK DRUG STORE has it.

Mr. and Mrs. W. E. Wade left Wednesday for Anson, Texas, where they will make their home.

The gas is coming and so is winter. Prepare yourself for both with a "Peerless" Heater. KEITH & BARNHART.

Miss Hazel Wilson of Amarillo spent last week end with her parents, Mr. and Mrs. J. H. Wilson.

Dorothy Perkins Quality line of toilet goods is handled by the CITY DRUG STORE.

Mrs. J. A. Blackwell of Friona was shopping in Hereford Saturday.

Prices Saturday and Third Monday Special—Cold Patch Kits 15c. AT RICE'S.

Mrs. E. B. Black left Saturday for Dallas where she will visit her son, William A. Black and wife and take in the Fair. Before returning home Mrs. Black will visit in Cleburne.

Candy Week, October 7 to 13—Be sure to take home a box of King's Candies, the aristocratic candy for American Queens. The CLARK DRUG STORE has it.

Mr. and Mrs. C. H. Dillehay and children were Amarillo visitors last Saturday.

See the \$5.00 and \$2.00 specials for Saturday and Monday. VOGELE MILLINERY PARLOR.

Miss Audrey Rogers of Plainview visited her sister, Miss Jeanette Rogers, and Miss Dessie Mae Steele over the week end.

Gingham Girl Flour at WOMACK'S.

Eastman Kodaks and Films at CLARK'S DRUG STORE.

Mr. and Mrs. N. C. Vogele and Mr. and Mrs. D. M. Rayzor spent Sunday in Amarillo as guests of J. M. Kimmons and family.

To Exchange for Land—Modern residence, well located and close in. RALPH BARNETT. 38-2tc

Special for Friday, Saturday and Monday. a line of \$3.00 Hats. SHORE MILLINERY SHOPPE.

Mr. and Mrs. R. B. Boren of Dimmitt were shopping in Hereford Monday.

See us before you buy heaters—low cost. KEITH & BARNHART.

I buy my Drugs at CLARK'S.

FOR SALE—Fresh Jersey cows, terms. RALPH BARNETT. 38-2c

Misses Thelma McMillin, Virginia Stovall, Alleth Elliston and Orlena Savage, Bessie Megert, Virgil Brumley and Edgar Ireland came in Friday from Canyon where they are attending school to spend the week-end with their parents.

You will find any nationally advertised line of toilet articles at the CITY DRUG STORE.

Special for Friday, Saturday and Monday. a line of \$3.00 Hats. SHORE MILLINERY SHOPPE.

STORK SPECIALS.

Born to Mr. and Mrs.—
A. L. Smith, October 4, a girl.
P. V. Morton, October 5, a girl.
C. J. Greer, October 2, a boy.

Halloween is October 31. Get your mask or decorations, etc. at the CITY DRUG STORE.

Miss Kathleen Hawkins, who is teaching school in Borger, spent the week end here with her parents, Mr. and Mrs. H. H. Hawkins.

Special for Saturday and Third Monday—30x3 1/2 oversize tube, \$1.20, at RICE'S.



—The Erskine Six—
—at \$860—

Today's Greatest Value
Tomorrow's Smartness

Speed, Comfort,
and Unequaled Performance.

No other stock car under
\$1000 has ever traveled

1000 miles in 984 minutes

H. N. Bishop
STUDEBAKER

CLOVER-DELL
FARM Hereford,
Texas
Annual Jersey Sale

Monday, October 15

WE WILL SELL AT AUCTION
20 Head of Registered Jersey
Cattle

Including 15 cows, heifers and heifer calves, 5 bulls and bull calves.

All richly bred in Finance-Interest blood and many descendants from one of the world's most famous breeding herds.

—PEDIGREES will be distributed at Sale Ring.
—Terms, Cash, unless otherwise arranged.
—We guarantee 10 on your investments.

Sale Begins at 1:30 p. m., October 16th, at

CLOVER-DELL FARM

Three Miles East of South Hereford on Wyche Road.
C. C. ACKER BERRY ORR COL. RAY BARBER
Clerk Sales Manager Auctioneer

STAR THEATRE

Hereford, Texas.

Wednesday-Thursday
OCTOBER 17-18



DONALD COLMAN and LILLIAN GISH in "THE WHITE SISTER."

A GREAT STAR IN HER
FINEST ROMANCE!

Overwhelming demand of the public has brought back to the screen Lillian Gish's finest starring triumph.

Millions will thrill again to the tense dramatic moments, the spectacular thrills of flood and volcanic eruption—in a love story of sweep and power and beauty never excelled on the screen.

DR. T. M. MONTGOMERY

Associated With Hyden's.

620 Polk Street
Amarillo, Texas.
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

THE MAN THAT IS BURIED IN
THOUGHT HAS NO FUNERAL EXPENSES!



Contact

—that's what starts everything moving in business as well as in an airplane.
CONTACT—that's what this bank maintains with ALL the business transacted in this vicinity, and that's why our connection can be of supreme value to ALL of our patrons.
Consult your bank before you take a plunge into some new business. It will pay.

Western National Bank
"There Is No Substitute for Safety"



Novelties
for
Hallowe'en

FAVORS
TALLY CARDS
DECORATIONS
EVERYTHING FOR
HALLOWEEN!

WE INVITE YOU TO COME IN AND SEE WHAT WE
HAVE TO OFFER YOU.

OLSON VARIETY STORE

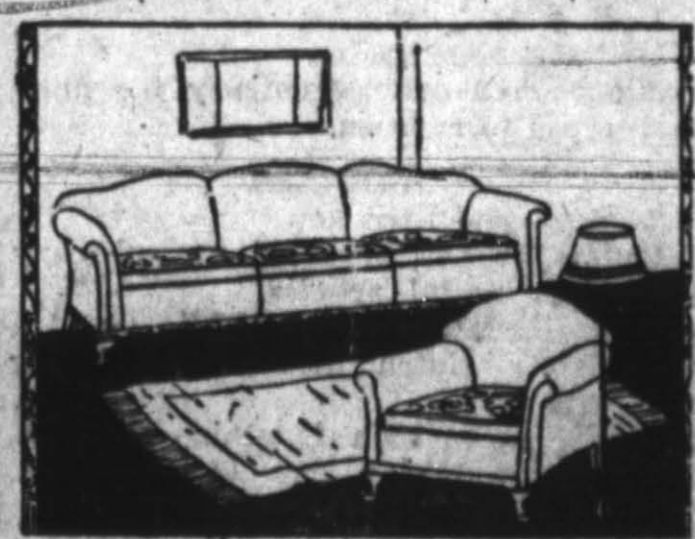
HAVE YOU!

Inspected our line of New Fall COATS, DRESSES, HATS, and the Special Baby's Line of Knitted Goods—Caps, Sweaters, Coats and Booties!

If not, you have deprived yourself of a treat—as well as substantial savings!

In addition, we carry most ANYTHING you might want or need that goes into the convenience and handiness of housekeeping—it will be a joy to inspect our line of Basket goods for the house.

Hand Tailored Sets



THESE WONDERFULLY MADE, hand-tailored two and three piece living room sets are unusual values at our present prices. The finest quality upholstery is used throughout.

Breakfast Sets



A BREAKFAST SET, IN ADDITION to being an attractive addition to your household furnishings, is one of the handiest items about the house. We have some especially pretty sets on display at this time.

E. B. BLACK COMPANY

"The Big Store With the Little Prices" SEE US FOR ALL GAS APPLIANCES.

Our Aim - To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality - Service - Courtesy

