

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 72

HEREFORD, DEAF SMITH COUNTY, TEXAS, FRIDAY, SEPT. 28, 1923

Did the Folks Turn Out Thursday?--- You Tell 'Em

SO CLOSE TO ONE HUNDRED PERCENT COOPERATION YOU COULDN'T TELL DIFFERENCE

ESTIMATED THAT BETWEEN 1,500 AND 2,000 PEOPLE FROM DEAF SMITH COUNTY ON HAND AT AMARILLO THURSDAY

AMARILLO PEOPLE APPRECIATE IT

And Showed the Hereford Crowd Every Possible Courtesy. Big Parade on Arrival Made Hit and Band Concerts Appreciated. Booth Center of Attraction

CONGRATULATIONS!

To the People of This Community:

"We feel that congratulations are in order over the splendid spirit of community teamwork manifested on the occasion of Hereford's Cotton Day at Amarillo, September 27. It was practically a one hundred percent effort, and we believe the resulting advertising, both at home and abroad, fully justifies the work and money expended.

Our theory is that we cannot induce other people to come here and invest in our lands without first selling the Hereford country to the Hereford people. Thursday's united front shows that county pride and confidence is deep-rooted and spreading among our own people in a way that is bound to win in the end.

It's a great start toward better things. Let's keep pounding at it, day in and day out, week in and week out. If we have any differences among ourselves from time to time, let's get together like business men, bury the difference, and keep our faces turned to the one big thing—to tell the world about our natural resources, and how it is to any man's interest to join us in developing them.

Thankfully yours,

THE HEREFORD CHAMBER OF COMMERCE

By D. L. McDonald, President
E. D. Fox, Vice President
C. C. Rockwell, Treasurer
Seth B. Holman, Secretary

A spirit of "pull together" such as Hereford and Deaf Smith county has seldom shown before was exhibited Thursday when the entire town closed up shop, the school let out, and over 200 automobile loads of people called at the Ford Garage for their car placards, cotton bolls and ribbons. From seven o'clock until nearly noon they came in a steady stream, although the big crowd left between seven and eight thirty o'clock. By squads of seven or eight they hiked for Amarillo and practically all of them went straight to the meeting place on Polk street and fell in behind the band for the parade down town. The Amarillo Fair and many of the city officials, accompanied by the Fair Band, met the tourists and led them in the parade. The Hereford people were shown in every possible way that Amarillo appreciated this great outpouring, and the Hereford delegation was highly pleased at the courtesies shown them on every hand. It was "Hereford Day" in Amarillo with a vim and all day long the streets were crowded with Hereford cotton boll bearers and badges.

The first eight cars in the parade bore the legend "Hereford" spelled out one car to the letter in cotton. C. C. Rockwell's car was decorated with cotton stalks heavily laden and with signs stating that this was wild cotton grown near Hereford. During the day Hank Ramey, dressed something on the order of the old-time "Ye Town Crier," rang a bell and repeated his story that "Hereford sure does raise cotton." Sank's antics got many a laugh out of the milling crowds.

At about two o'clock in the afternoon the Hereford Band rendered a concert in the Fair bandstand to a packed audience, and again at 7:15 at night. On both occasions the solo singing of Mrs. Carl Mountz to the band accompaniment was a special feature that drew fine applause.

The first bale of cotton ginned by the Hereford Gin Company, that of A. J. Baker from Castro county, was only finished about eleven o'clock Thursday

morning, too late to get into the parade. But it was immediately sent to Amarillo in the big Conestoga Arrow car and paraded up and down the streets for advertising purposes. The car was handled by Doug and Ira Connell.

The bale was finally placed in an empty booth at the Fair grounds and was the center of attraction.

The Booth

The Deaf Smith county exhibit at Amarillo did not get into the money in the competition, nor was this expected. No effort was made to comply with the catalogue regulations as to pecks, and quarts, and bushels, etc. Instead the booth was decorated with everything that grows in this community for the sole purpose of publicity, and it certainly drew this in large quantities. Many compliments on its appearance and general make-up were heard during the day.

Hereford people drew many individual prizes in various departments of the Fair, a list of which will be shown as soon as completed.

The Band

The outstanding feature of the day was the fine work of the Hereford Band, led by its old teacher, Prof. R. N. Brothers. The boys played splendid music and were of inestimable value in giving a punch to the drive of the day. Mr. Brothers came back with the boys Friday but was planning to leave for his home at Wills Point Saturday.

The Fair

The Tri-State Fair is all that it was reported to be, according to general sentiment here after Thursday's trip, and Amarillo deserves great credit for such a representative exposition. The attractions are ample and entertaining and the exhibits simply wonderful. It has drawn tremendous crowds every day and is an event that should be perpetuated from year to year.

Taken all in all, Thursday was one of the best days in Hereford's history and is a good omen for the future. It has cemented a better understanding between the two towns and was undoubtedly of great value to both.

Ordered Martial Law in Oklahoma



Gov. J. O. (Jack) Walton of Oklahoma, who placed his entire state under martial law to suppress looting. He also forbade a special and extraordinary session of the State legislature which would impeach him. He has been severely criticized by newspapers.

McDermott Place Acquired by Man From Hico, Texas

The Hereford community has a new farmer, who arrived here Wednesday with his household goods.

He is E. D. Smith, and hails from Hico, Texas, in Central Texas.

Mr. Smith was brought here through a three-cornered deal by E. W. Morgan, through the real estate firm of Elliston & Son. Mr. Morgan traded the old T. T. McDermott place west of town for another farm and then traded this for a brick building in Hico. Mr. Smith, who has a wife and three children, desired to be close to the West Texas Normal and will farm the McDermott place while his daughter and two sons attend the normal at Canyon.

Mr. Smith is well hooked up with tools and teams and intends to break out his place at once.

Two More Bird Dogs Are Bundled Off to College

"Nigger" and "Tobe," two Pointer dogs owned by Dr. W. F. Gabbert and C. A. Skelton, respectively, left Hereford Monday morning for Higgins, Texas, where they entered Brown Dog College for a complete course of training. Both Tobe and Nigger are thoroughbred Rip-Rap pointers and will be taught the art of pointing for the next few weeks. Dan, community dog, will remain at home, having been thoroughly trained by Professor B. W. Brown. He is owned by Mrs. W. F. Gabbert, D. L. McDonald, Charles Bennett, J. O. Newell, Dow Mercer, and C. C. Rockwell. Dan dog is the son of the famous Mott, formerly owned by Dr. Gabbert.

PICKERS FOR COTTON CROP ARE NEEDED

ONE CALL ALREADY RECEIVED HERE FROM CASTRO COUNTY

NOTIFY C. OF C.

If Pickers or Jobs are Wanted Notify Chamber of Commerce Office

S. J. Taylor of near Arney was in Hereford Friday morning inquiring for cotton pickers. Mr. Taylor said that he had out two hundred and fifteen acres of cotton and that a portion of it was ready to pick right now. Mr. Taylor estimates his crop at a quarter bale to the acre.

The Hereford Chamber of Commerce stands ready to bring cotton grower and cotton picker together. That is one of the kinds of service it renders to the public.

Mr. Cotton Raiser, if you have cotton to be picked of an acreage greater than you can handle with your own force, notify the Chamber of Commerce, at The Brand office, and cotton pickers will be secured for you.

Mr. Cotton Picker, if you want a job file your application with the Chamber of Commerce, at the Brand office, and a job will be found for you.

George Hitz of Indianapolis Returns to Home

George Hitz of Indianapolis, Ind., who has been looking over his property interests near Black, and visiting his relatives, returned to his home on Friday morning's train.

W. N. Pierce is Named R. R. Agent at Umbarger

W. N. Pierce, third trick operator at the local depot for the past two years, has been promoted to the position of Agent for the Santa Fe at Umbarger and took charge of his station Thursday morning.

Hal Wilson, a Hereford boy who has been operator at Umbarger, has been shifted to St. Francis. C. F. Forester is the new third trick operator at Hereford.

P. O. Inspector Looks Over Local Situation

Postoffice Inspector M. B. Johnson, from Amarillo, was over Monday to give this office the regular check-up. Mrs. Cox states that he made no serious criticism of the way the office work is being carried on, and seems pleased at the result of his examination.

Crosses Atlantic in 30 ft. Boat



Alain J. Gerbault, French tennis star, left France April 5, alone in a 30-foot boat. For 142 days, battling storms, fever, thirst and hunger, he sailed West, arriving at New York September 17. His feat is history in ocean sailing. He was often without sleep three and four days at a time. Now he says he will sail the Pacific.

Boyles Purchases New Car for Passenger Work

R. G. Boyles purchased a new Reo Speed Wagon for his Stage Line between Hereford, Canyon and Amarillo. Mr. Boyles now has a dandy new closed in car that will accommodate seven passengers and plenty of room for baggage. About six months ago Mr. Boyles came to Hereford and started this stage line, using a Dodge touring car but the increase of business has forced him to make this change to a larger and more comfortable car. Mr. Boyles makes the trip to Amarillo every day, including Sunday.

LUNCHEON ON MONDAY VERY IMPORTANT

PLAN FOR NEW YEAR'S WORK TO BE OUTLINED THERE

PUBLICITY LEADS

In the Plan for Securing of More People in the Plains Country

One of the most important meetings of the year for the business men will be held next Monday at noon at the City Cafe, at the regular weekly luncheon of the Chamber of Commerce, postponed last week on account of the Fair preparations.

An outline of work for the coming year, with its estimated financial budget, will be presented Monday by the board of directors. The new board has worked hard on the outline of this matter and are thoroughly "sold" to the possibilities here if the people will agree to the plan and back them up. As stated before the keynote of the coming year is "More People," and this is to be attained through more and better publicity methods. The "Cotton Day" at Amarillo Thursday was the first shot from the new gun forged for the good of Hereford.

Every man in this community, whether a member of the Chamber of Commerce or not, has a cordial invitation to attend the luncheon next Monday and hear the plans made for the advancement of the county the coming year.

Frost Dope All In Favor of Opening of Cotton

Some Doubting Thomases locally having expressed the fear that frost would probably stop the opening of the cotton crop on the Plains this year and that therefore the country would go to the demeriton bowwows, some data contained in the 1923 meteorological summary of the Amarillo Weather Station may be of some interest.

This summary shows, among other things, that the average date of the first killing frost for this country since the year 1882, through the year 1922, is October 24. That's a long way off yet and if the average holds true this year there is ample time for all the cotton to be picked. Beautifully. The same summary shows that the earliest killing frost here in all these years was September 22, that the last killing frost in any spring was on May 23, that the average killing frost in the spring is on April 16, and that the average growing season here is 196 days. The average rainfall for these years has been 21.98 inches.

So cheer up! Maybe it will come out all right, after all. Folks looking for trouble usually find it, but the farmer who gets out his cotton is the farmer who is optimistic enough to work at it all the time and jumps the hurdles and crosses the bridges as he comes to them.

Hail Storm Hits Plainview Hard Thursday Night

A damaging hail storm struck Plainview Thursday night, according to the following story in the Amarillo News of Friday morning.

One of the worst hail storms in the history of Hale county visited Plainview last night at 9 o'clock and caused an estimated damage of \$5,000 in the city of Plainview. Windows in the residence part of South Plainview were broken and many were broken to pieces in the business district. Car tops were torn to shreds and several people were bruised about the head. Three were carried to the hospital. It is impossible to determine the scope of territory covered by the hail but it is known that much damage has been done to the cotton crop.

The storm to the south was very threatening here for a time, with a high wind, and it was feared the hail would strike up this way, but the path of the disturbance was deflected and missed Hereford.

THE GREAT FALL SPORT



SUNDAY SERVICE

Church and Societies

Presbyterian Church
 9:45 a. m. Sunday School.
 11 a. m. Preaching by the pastor.
 Subject: "The Christian and the Church Member."
 3 p. m. Junior Christian Endeavor.
 Miss Inez Jones will meet all children of Junior Endeavor age.
 7 p. m. Intermediate and Senior Christian Endeavor.
 8:00 p. m. Preaching by the pastor.
J. R. Sharp, Pastor.

Baptist Church
W. R. Hill, Th. M., Pastor
 Sunday School will meet at 9:45 with Mr. A. O. Thompson, General Superintendent.

This is "Come and See Day!" in Baptist Sunday Schools everywhere. The lesson will be missionary, and an interesting program will be presented by different departments, beginning at the close of lesson-period and continue till about twelve o'clock. **NO PREACHING AT THE MORNING SERVICE.**

Sunbeams, Mrs. Gladys Manjeot, superintendent, at 2:30.
 All Baptist Young People's Unions at 7:00 o'clock.
 Evening worship at 8 o'clock. There will be special music and an interesting sermon on "Resurrection Realities." Visitors are cordially invited to worship with us.
COME AND WELCOME! The Home-like Church.

First Christian Church
 Sunday School, A. Lowther, Supt., 9:45 a. m.
 Communion 11:00 a. m.
 Sermon 11:20 a. m.
 Junior C. E. 4:00 p. m.
 Intermediate and Senior C. E. 7:00 p. m.
 Evening Service, 8:00 p. m.
 Choir Practice Tuesday, 8:00 p. m.
 Training For Service Class, Wednesday, 8:00 p. m.

We are equipped to offer the best advantages in Bible school work. A splendid and efficient corps of teachers and every modern convenience as to class rooms etc. If you are not enrolled in some school we cordially invite you to visit with us at least. We feel that we can do you good and that you can help us in this important work.

Paul J. Merrill, Pastor.

St. Anthony's Church
 Mass Sunday 10:00 a. m.
 Confessions Saturday afternoon and evening, and Sunday morning before Mass.

On Tuesday and Friday evenings at 8:00 p. m. there will be lectures explaining the doctrines of the Catholic Church. All are invited.
 During the month of October there will be Rosary and Benediction every evening.

Those wishing to send their petitions to St. Anthony's Hereford Shrine, have them in not later than Monday afternoon.

Methodist Church
 Sunday School, 9:45 a. m., W. H. Ray, Supt.
 11:00 a. m. Sermon by pastor.
 Junior Missionary Society, Thursday.

8 p. m., Mrs. J. A. Stegall, Supt.
 Intermediate League, 7:00 p. m., Mrs. Jennie West Walker.
 Senior League, 7:00 p. m., I. E. Walker, President.
 8:00 p. m. Sermon by pastor.
Women's Missionary Society, Wednesday, 4:00 p. m., Mrs. J. Frank Potts, Pres.
Y. F. M. S., Wednesday, 4:15 p. m., Mrs. J. B. Jones, Supt.
 Prayer Meeting, Wednesday, 8:00 p. m.
 Choir Rehearsal, Thursday, 8:00 p. m.

Orchestra Practice, Tuesday 8:00 p. m., Mrs. A. C. Thompson, Director.
 Don't miss these services: We promise you something worth while.

L. N. Lipscomb, Pastor:
Pep Class
Christian Sunday School
 All young people are cordially invited to meet with us.

I. C. E.
Presbyterian Church
 Sept. 30, 1923
 Subject: "Triumphs in Missions."
 Leader: Louise Hopper.
 Song service.
 Scripture Reading: Acts 14:19-27 by Leader.
 Leader's Talk.
 Broadcasting the Gospel: Lonnie Witherspoon.
 Dan Crawford's Bible Schools: Thelma Gould.



THE sure-footed, long-wearing, All-Weather Tread of a Goodyear Cord is the best tire insurance you can have. The high, thick, sharp-edged blocks of that famous tread dig wedge-like through mud or snow to slip-proofing, carrying on steadily or coming to a sure, safe stop.

As Goodyear Service Station Dealers we sell and recommend the new Goodyear Cords with the beveled All-Weather Tread and back them up with standard Goodyear Service.

Wilkinson Motor Co.
H. L. Rice



In the Kameria Country: Alice Womack.
 General Feng in China. Glen Witherspoon.
 Courageous Korea: Fayne Paddock.
 Special Music: Agnes Vaughn.
 Sentence Prayers for Missions.
 Complete plans for a party for the first Friday night in October.
 Benediction.

Junior Epworth League
 September 30
 Topic: "Children in Africa."
 Song.
 Scripture: Isaiah 9-2.
 Daily Bible Hearings: by Leaguers.
 Prayer.
 "An Air Ride in Africa:" Clay Hughes.
 "Visiting African Children:" Virginia Cox.
 Song.
 "Visiting Our Own Mission:" Mary Lou Ellen Parker.
 "The Faith of a Little African Boy." Nowell Bryant.
 Song.
 Business.
 League Benediction.

Senior Epworth League
 Sept. 30, 7 p. m.
 Leader: Lois Lipscomb.

Robs Calomel of Nausea and Danger

Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotabs".

The latest triumph of modern science is a "de-natured" calomel tablet known to the drug trade as "Calotabs". Calomel, the most generally useful of all medicines, thus enters upon a wider field of popularity, purified and refined from those objectionable qualities which have heretofore limited its use.

In biliousness, constipation, headache and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. Eat what you please. No danger.

Calotabs are sold only in original, sealed packages, price thirty-five cents for the large, family package; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs.—(Adv.)

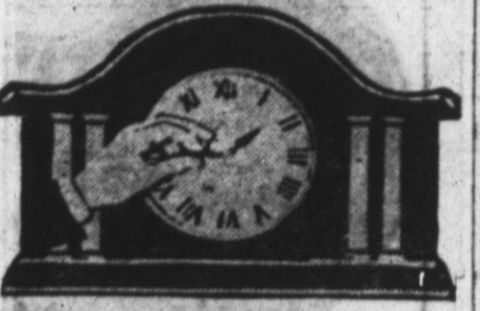
Dairy Dollar Bill Says

- The dairy cow is the most economical producer of the most perfect food.
- Dairying removes less soil fertility than any crop.
- Dairying provides a steady cash income that pays the bills.
- Dairying produces skimmed milk, the best feed for calves, pigs and chickens.
- Dairying insures you against crop failure.
- Dairying makes for diversified farming—the safe, sane, satisfactory and sure way to farm.
- When better farming methods are learned, the dairy cow will be in the lead.
- 85 per cent out of every dollar paid for "Mistletoe Butter" by the consumer, goes to the farmer producing the cream.
- To get a check that will bring a smile of satisfaction, see us

Mistletoe Creameries

H. D. REED, Agent
Phone 249

Subject: "The Epworth League's Missionary Conquest"
 Song Service.
 Scripture: John XVII, 6, 10, 11.
 Prayer.
 Four Minute Discussions:
 "Our Conquest in Korea" Elmer Patterson.
 "Life of Ruby Kindrick" Mrs. Henson.
 "Our Conquest of Cuba" Kathleen Hawkins.
 "Report of Recent Achievements in Cuba" Harold Spratt.
 "Our Mission Stations in Africa" Myrtle Beene.
 "Eight Years of Progress" Charlie Greer.
 "Discussion of the Challenge of Japan an Paine College for Support by the Epworth League" Grace Sites.
 Song—Offering.
 League Benediction.



Stopping the Clock to save Time is like Buying Poor Shoes to Save Money

Moral-Buy
FRIEDMAN-SHELBY
ALL LEATHER SHOES
 and be safe -
J. O. Newell

M. W. M. S.
 Monday afternoon, September 24, the Woman's Missionary Society meet at the church in a social and business meeting with Mesdames Ward, Bryant Beyers, Heard, as hostesses.

When the guests had practically all arrived they were given portions of pictures, cut from missionary magazines, and told to match with some one who had the other portion. After considerable mixing and mingling and getting acquainted with visitors and new members, the president called for a description of each picture—bringing out every phase of the work which is being done by the woman of the Methodist church, including our work in Africa, Brazil, China, Cuba, Japan, Korea Mexico, the United States.

Other contests followed, after which a delicious salad course was served.

Why don't you go to Church?

Complete Lines

John Deere Binders
Binder Extras
Plymouth Twine
On Hand

Garrison Bros.

About COAL

Our manager has recently returned from Colorado where he met some of the largest coal operators of the state, who control some of the best coal properties in the West. He talked "Coal" with them and later visited some of the mines and was shown every process in the mining and handling and preparation of domestic coal.

He went down into the earth eight thousand feet and saw the men digging the coal and loading same, and rode in the little mine cars, and studied every phase of the coal business. We have made some alignments that will be to our interest and that of our customers, which will be announced soon. We are convinced that coal will not be any cheaper before Spring—cars on some roads are getting scarce—and so little coal has been stored, we advise all who can to put in their Winter supply as soon as possible. With the first cold wave there will be a rush for coal and the dealers will be swamped with orders and you may not get as good service. We have plenty of good coal in our sheds at present and can supply you. Phone 388.

Hereford Light & Power Co.
 "Your Electrical Servants"
Phone 388



LET US BE YOUR Friend in Need

Perhaps you, like others, often wish for a friend who could give you good sound advice on financial matters.

Most men make money easily. Their chief difficulty lies in retaining it. They make unfortunate investments because they have neither time nor experience nor the facilities to properly safeguard the ventures.

If there is any need for information—ask us. Our officers are especially fitted by their intimate contact with business conditions and their knowledge of securities to help in the safe investment of surplus funds.

The officers of The First State Bank & Trust Co. are experienced bankers and know how to be the greatest possible service to you. Take full advantage of their skill and energy.

We Welcome the Opportunity to Serve You.

FIRST STATE BANK & TRUST CO.

Our Deposits are guaranteed by the State Bank Guaranty Fund of Texas.

The Company A Man Keeps

A man is known, they say, by the company he keeps. In business and all financial transactions this is especially true. You are judged, in part, by the bank whose name appears upon your checks.

Our name upon your checks will make the best possible impression.

First National Bank

Ford
 THE UNIVERSAL CAR

New Coupe

An entirely new body design lends distinction in appearance, adds measurably to individual comfort, and provides greater convenience in the new Ford Coupe.

Streamline body, windshield visor, and nicked fittings make this new Coupe highly attractive. Deeply cushioned seats, improved interior arrangement, and cow ventilator provide increased comfort.

Wide doors that open forward, revolving type window lifters, enlarged rear compartment and a recess shelf for parcels, back of the seat make for greater convenience.

See the new Ford Coupe and other body types at your Nearest Ford Dealer's showroom.

Wilkinson Motor Co.

Ford
 CARS · TRUCKS · TRACTORS



The time to know how much gas there is in your tank is before you reach the bottom. And the time to know that you have enough fire in-

urance is before you smell smoke. Building costs are approximately 200 per cent above the 1913 level. Have you gone over your property

lately with the view of finding out what it would cost to replace it should it be destroyed by fire? This Agency will be glad to advise you, not only how much fire

insurance you should be carrying on your buildings and their contents, but also what other forms of insurance you need to properly protect you.

JONES-BARNETT AGENCY
Insurance and Bonds
As Old As Hereford.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Beth B. Holman Walter B. Steckman
Holman & Steckman
Publishers

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

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Subscription, outside Zone 1, per year

three months \$1.50

three months \$1.00

No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Classified Advertising

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

FOR SALE

FOR SALE or TRADE—4 A No. 1 young Jacks, 2 and 3 years old, all broke and guaranteed. Will trade for cattle or sell on time with security. See them, 10-miles north of Hereford, or for more information see—69-4t-Pd. C. O. NORTON

FOR SALE—Bundle Sorghum. Phone 303. FRED MILLARD 69tf

FOR TRADE—Have client with beautiful home in finest part of Ft. Worth. Strictly modern. Will trade for plains land. E. J. Brann, 823 Tex. Ntl. Bank Ft. Worth, Texas. 70-3t

FOR TRADE—160 acres unimproved land three miles west of Hereford, for cattle. See E. W. Kinney 70-tf

FOR SALE—Mules, horses, mares, milk cows, brood sows, pigs and shorthorns of all sizes, also baled alfalfa and millet. See G. F. Hembree at Sulphur Park Ranch. 70-8t

FOR EXCHANGE—My Buick six auto, with special California top, all in A 1 condition, fully equipped for traveling and rare'n to go. Want a boat or air plane, land, and notes or Hereford property.—A. H. Elliston. 71tf

WANTED

Attention Stockmen

October 1, I must raise a large amount of money borrowed to save you. Now will you be prompt as I was. Money and notes will save me. 67-tf Dr. F. E. Bowe.

Team Mules

WANTED—I want to trade a team of mules for threshed oats, will give 10c above the market price. Also have car will trade for oats. Two miles north on Avenue. 70-4t Arthur F. Holberg.

WANTED—A cattle feeder to buy maize in the field. Have 210 acres of good maize, 2 1-2 sections grass, plenty water, good fences, near Arney. 72-1t pd. S. J. Taylor, Happy, Tex.

FOR RENT

FOR RENT OR SALE—Ten room house, one acre lot, on 25 Mile Ave., 2 blocks from Central school. 69-4t W. B. PARMER

Two Houses
FOR RENT—Extra good house with bath. Also a cheap house. 50-tf H. L. Broadwell

LOST AND FOUND

STRAYED—Black or brown mare mule about 15 1-2 hands high, weight 4000 to 1100, 7 years old, from my place four miles north of Dimmitt. Liberal reward for information concerning same. T. H. VINSON. 70-tf

LOST—Four year old dehorned steer, 12 miles northwest of Hereford, branded two half circles facing, one slightly lower than the other, on left side. Reward W. H. Steete, Seagraves, Texas. 70-5t

Why don't you go to Church?
Good Printing at the Brand

From Neighboring Towns

NAZARETH

Conrad Shulte and daughter, Lizzie, were in Tulla Saturday.

Frank Wilhelm and Joe Bickel were in Dimmitt Thursday.

Mr. and Mrs. Barks of Tulla visited with the Seamon Braddock family Sunday.

Fred Galle and B. D. Woodlee of Dimmitt were in Nazareth Saturday.

John Kern of Galena, Ill., arrived here Wednesday for a visit with relatives and friends.

Ed Kern, Ren Andver and Miss Kate Schoen and Anna Gerber were in Amarillo Tuesday and Wednesday.

Henry Lange and Joe Huseman were in Tulla on business Friday.

Mr. Kern and son Paul were in Lockney and different places Thursday and Friday.

Mary Albracht returned home from Amarillo Thursday for a few days stay.

Mr. and Mrs. Daniel Fehr were in Tulla on business Saturday.

Miss Lizze Schulte spent Sunday with Miss Agnes Venhaus.

Miss Mary Albracht and Miss Eleonora Heiman went to Amarillo Monday.

DIMMITT

Mr. and Mrs. C. H. Buttolph and Mrs. C. B. Williams spent Sunday and Monday in Plainview visiting Mr. and Mrs. Lockhart.

Mrs. J. W. Alexander visited relatives in Hereford Saturday, returning Sunday.

Mrs. Cecil Montgomery and small son, Billy, left Sunday for a two weeks visit with relatives in Wichita Falls, Texas.

Joe Elliott and Dr. Miller motored to Amarillo Friday to attend the ball game. They also visited in the home of Mrs. George Doubleday.

Mrs. Ray Sheffy and mother, Mrs. Miller, visited in the home of Mrs. Clanshan, Saturday afternoon.

Mrs. Mayes Miller and Mrs. Bill Buraham and two children spent Friday with Mrs. Joe Elliott.

Dr. Miller took Miss Nola Gollehon to the Plainview Sanitarium Tuesday, where she was operated on for appendicitis. She stood the operation fine

and is getting along nicely. Her parents, Mr. and Mrs. Robert Gollehon, and Mrs. Mayes Miller accompanied her. Mrs. Gollehon will stay in Plainview with Nola until she is able to return home.

Mr. and Mrs. Wes Anthony and Mrs. C. E. McLean of Hereford spent Sunday and Monday in the home of Bruce McLean.

Mr. and Mrs. Lester Womack and son, John L., spent Monday with Mrs. Mayes Miller.

Most everyone in Dimmitt attended the big Singing Convention at Cleo school house Sunday. Everybody enjoyed the fine singing and dinner on the ground.

Mrs. John Watson gave a birthday party Saturday night in honor of her daughter, Curtis, it being her fourteenth birthday. Several of her friends enjoyed the afternoon in games of various kinds. At a late hour delicious refreshments were served.

Fred Galle and Mr. Avery made a business trip to Amarillo, leaving late Sunday afternoon.

Joe Elliott sold over a hundred fat calves in Hereford last week, for a good price.

The Baptist W. M. U. will meet on Tuesday afternoon at the church. Mrs. John Bell will lead the lesson.

C. F. Kerr spent the week end with his family in Canyon.

Mrs. Lester Womack spent Saturday evening with Mrs. W. A. Tate.

Mrs. Mayes Miller will leave the first of October for a three weeks visit with relatives and friends in Ft. Worth, Dallas, Mineral Wells and Dublin, Texas. She will spend a week in Dallas attending the fair.

Dr. Miller took Miss Jewell Watson to the Plainview Sanitarium Monday, to undergo an operation for appendicitis. We hope Jewell will stand the operation good, and can soon be strong and well again.

WYCHE

Mr. and Mrs. T. C. Williams and daughters, Lorene and Mattie Ruth, spent Sunday in the Decker home.

We have had another 3-inch rain, and all the fences washed down again where they cross the draw.

J. W. Dugan was a caller at the Clayton home Sunday afternoon.

Ray and Roy Williams spent Sunday with Joe Hough.

Ed Cox is our new trustee out here.

Mr. and Mrs. Frank Corn and family visited the W. M. Sawyer family Sunday.

R. W. Hough bought a good Jersey cow from Mrs. Wyche Monday.

Mr. and Mrs. Clem Dugan spent Sunday with Mrs. Dugan's parents at Wilkorado.

Mr. and Mrs. Ed Cox and family and Mr. and Mrs. L. H. Hill spent Sunday in the Edgar Moseley home. Mrs. Hill is Mr. Moseley's sister.

Mr. and Mrs. R. T. Nunn and son Ray spent Sunday in the C. J. Paddock home.

Miss Vera Dugan spent most of last week with Mrs. W. M. Sawyer.

Fay Paddock visited Raleigh Hough Sunday.

Nell Wyche sold her car to L. H. Hill.

Mrs. T. C. Williams was very pleasantly surprised last Thursday evening when a number of friends rushed in with all kinds of good things to eat and gave her a birthday party. This was Mrs. Williams 45th birthday. The young people played games in the yard

Orr's Tailor Shop

10 PERCENT DISCOUNT

For a limited time, on early orders

W. S. WILLIAMS

Live Stock and General Auctioneer
HEREFORD, TEXAS

LET ME FIGURE WITH YOU
ON YOUR PLUMBING. ALL
WORK GUARANTEED.
PHONE 317

Horace Sullins

A. L. BIGGS, Insurance

Dependable Service

Your INSURANCE BUSINESS APPRECIATED and PROTECTED.

Phone 50

Theatre Bldg.

Top Prices Paid

Remember the Golden Rule Produce Co. pays the market price for Cream, Eggs and Poultry, Hides and Furs and its the top price too.

We handle Oyster Shells, Apples, Squash and Honey

Golden Rule Produce

H. H. HAWKINS, Mgr.

Another NEW PERFECTION ACHIEVEMENT



Greater Cooking Speed—
Better Looking—
New Conveniences.

The best and most complete line of stoves ever shown in Hereford. Both heaters and cook. Oil burning and coal burning. We invite you to inspect our display.

Dunlap Hardware Company
INC.

The Hereford Gin

We will pay next week 9c minimum, or better if the market permits for all clean, dry Seed Cotton Brought Us.



Since 1600 pounds of seed cotton on the average make a 500 pound bale of Lint, this price means \$144.00 for a bale of cotton and seed.

Lint cotton on present markets is worth about 26 cents basis in this locality. Yesterday's New York future quotation for December was \$28.40. \$8.00 to \$9.00 per bale is required to pay freight to New York or Galveston. Also a jobber's profit is taken out, further reducing the country or local value.

Supposing the farmer sells his load in the seed:

For 1600 pounds seed cotton at 9cts. \$144.00

If he gins and sells lint and seed,
500 pounds Lint at \$26.00 is \$130.00
960 pounds Seed at \$40.00 a ton is 19.20

\$49.20

Ginning charge on this 7.10

Net \$142.10

An advantage to the seed cotton price. By Saturday, October 6, we expect to be able to accept custom ginning and every customer then has his choice of methods.

We are always in the market for any amount from 10 pounds of seed cotton to 1000 bales of Lint, and our bids will be the best we can figure, based on the best markets in the country. We are not speculators but sell promptly; so we can always buy on the prevailing market with a legitimate profit and no past losses to make up.

Call on us with or without cotton. We want your good will now and for the future and will not avoid any trouble to serve you

The Hereford Cotton Gin

F. B. TILLOTSON, Mgr.

TOWN & COUNTY

Personalographs

Allen Bell returned home Friday morning from Kansas City.

Miss Helen Lambert returned to her home in Bovina Friday morning.

Rye seed at Jones & McLean's, better act quick, only a limited supply.

R. L. Chansler of Amarillo was in Hereford Friday morning on business.

Mr. and Mrs. J. D. Duree reached Hereford Friday morning from Amarillo.

Rye seed at Jones & McLean's, better act quick, only a limited supply.

Frank Malone of St. Louis, reached Hereford Friday morning. Mr. Malone is visiting his son-in-law, Tom Webb.

P. H. Chaney of Vernon, Texas, was in Hereford Friday morning on business.

After Monday, Sept. 24, we will deliver ice very other day.
JONES & McLEAN.

Mr. and Mrs. Carl Frye went to Amarillo Friday morning. They will take in the Tri-State Fair and also visit relatives.

Mr. and Mrs. A. H. Owen of Chickasha, Oklahoma, are in Hereford this week visiting their children and families and friends.

Only a few boxes of choice picked Stark's Delicious Apples left. Golden Rule Produce, H. H. Hawkins.

Mrs. R. B. Boren of Colorado Springs, Colo., reached Hereford Friday morning and is visiting in the home of her sister, Mrs. W. A. Wright of Dimmitt.

R. L., L. H. and C. W. Roubinek returned to their home in Muleshoe, Texas, Friday morning. The Roubinek brothers assisted the Hereford Band at Amarillo, Thursday.

Only a few boxes of choice picked Stark's Delicious Apples left. Golden Rule Produce, H. H. Hawkins.

Miss Zelpha Valentine reached home Thursday morning from Breckenridge, Texas. Miss Valentine visited in the home of friends, Mr. and Mrs. E. T. Ritchie.

Seed Wheat

Have the pure Kanred wheat, free from Johnson grass seed. Market price per bushel. Test 60, yield 25 bushel acre. J. A. McGowan, 5 miles south of Vega, Texas. 71 2t

HEREFORD MARKET

COTTON (in the seed)	\$.60
Wheat	1.04
Oats	.48
Kaffir, per 100	1.35
Maize, per 100	1.40

The Delco-Light Washer

The most remarkable washing machine ever built. Designed by Delco-Light engineers. Made from accurate tools and properly machined. All complicated and troublesome parts eliminated. No clutch; no trains of gears; no dangerous exposed parts. Built to Delco-Light standards throughout. Scientific tests prove that it actually washes clothes cleaner.

Made in 32 volts and 110 volts for both city and country.

Electric Service Station

Service

is our specialty

Free

- Crank Case Service
- Water Service
- Air Service
- Car Inspection Service
- Cars left in Storage here inspected every day.

We Sell

- Gasoline, Oils, Tires and Accessories.
- Our Tire repairing Service is the best in Hereford.

Service Garage

(Continued from page 3).

SUMMERFIELD

social time interspersed by talks and music by Mrs. Carroll. A sumptuous supper was served and a hearty vote of thanks was showered on Mrs. Carroll for her untiring efforts; a vote of thanks was also given the Castro county commissioners. Games were indulged in during the evening, when a rain storm came up and broke up the party, a few who remained until the rain was over found it difficult to get home, never theless it will be a week long remembered by all.

A surprise party for Miss Ruth Storey on last Wednesday evening was enjoyed by the young folks of the neighborhood. The evening will long be remembered. All present brought laden baskets and a spread was laid for all. It will be a day that Miss Ruth will remember for a long time.

Miss Helen Storey entertained the young people of the Summerfield district to a pleasant social evening, last Friday night. All present expressed themselves as having a very enjoyable evening.

Mr. Ed Bogine of Pochontas, Iowa, is visiting a few days with his sister, Mrs. Henry Bohrens and family.

PROGRESSIVE

A surprise social was enjoyed in the home of Mr. and Mrs. Frank Richards on Saturday night. The surprise came high being shared by the crowd. Unmindful of the coming event, the host and hostess were loathe in leaving the

C. R. Barber

AUCTIONEER

Hereford, Texas

Pure bred livestock and farm sales given special attention

city, preferring to spend an hour enjoying her evening's entertainment to heeding the call of the ranch, with her manifold duties.

Not until a few friends revealed a restless spirit and almost invited themselves to supper, did they turn their thoughts homeward. Many guests were there. The young people had the time of their lives, enjoying both old and new games, using the great outdoors for their playground.

Fathers and mothers played 42.

CLEO

This community has had a great deal of rain in the past week or two, nearly everybody is planting wheat when it is dry enough.

The singing convention held at Cleo yesterday was enjoyed by all who was present. This convention is the last one of its kind this year in Castro county. The first one next year will be held at Hart, Texas.

Fred Galle is attending the Amarillo Fair.

O. H. Dixon, Fred Hamm visited in the Frio community last Sunday.

Ruth Hart visited with her sister, Annie Hart, in the Frio community last Sunday.

H. E. Mundell and Clyde English made a business trip to Hereford last week.

Miss Lila Cone is going to school in Canyon this quarter.

O. M. Burch and family visited in the home of Mr. and Mrs. J. D. Burch on Saturday night and Sunday. We are always glad to have them back to our community.

BOVINA

Now that we have moisture, sunshine will be very welcome. Last Tuesday night was almost cool enough for frost in this locality.

While at school Thursday Martin Ezell was in the basement playing with other boys, and received a cut above the eye. He was sent home by his teacher, Miss Tarr, to be cared for.

Prayer meeting was largely attended last Wednesday evening.

Miss Marie Richards was able to be in town Friday, and was spending the day with Mrs. Willis Parker. Miss Richards was very sick the past two weeks.

B. FRANK BUIE, Attorney

Office in Court House, Hereford, Texas Will carefully and legally represent residents and non residents alike

5,000.00 Reward

To any boy or girl who will deposit with us one cent, and double their deposits every day for 30 days, we will pay a reward of \$5,000.00 in cash.

The Western National Bank

Why Not Save That Machinery?

that you paid all that good money for. Why let it deteriorate 20 per cent a year when a good shed will save this money for you. You will save the cost of the shed in two years on machinery. Let us help you plan a handy machinery shed.

PANHANDLE LUMBER CO.

OUR AIM - TO HELP IMPROVE THE PANHANDLE

Transportation at Bargain Prices

LAST year the Rock Island System received an average rate of **ONE AND ONE-THIRD CENTS** for hauling a ton of freight one mile.

It furnished the cars, tracks, roadbed, bridges, locomotives, coal, trackmen, accountants, depots, superintendents, repair forces, dispatchers and trainmen and received just about the price of a stick of chewing gum!

Out of this 1 1-3 cents the railroad had to meet wages, taxes, coal bills, materials, repairs, loss and damage claims, interest on borrowed money, depreciation.

You don't have to know anything about "valuation" or other high sounding words tossed about on political platforms to be able to see at a glance that this charge is low for what you get for it.

Do you know any other easily available form of transportation so cheap? It costs you more than this to run your automobile a mile.

The Rock Island is far more than the two steel tracks and depot you see at your station. It is your friend honestly trying to serve you well. It is a great institution of 8,000 miles whose facilities are necessary to your community and to the nation's business.

It has no magic source of funds. It cannot get money out of the air. Like any other business, it must earn its way to keep going.

And it must do it on one and one-third cents received for handling that ton of freight a mile.

Night and day the Rock Island is engaged in the people's service; it is your neighbor and helper.



Rock Island Lines

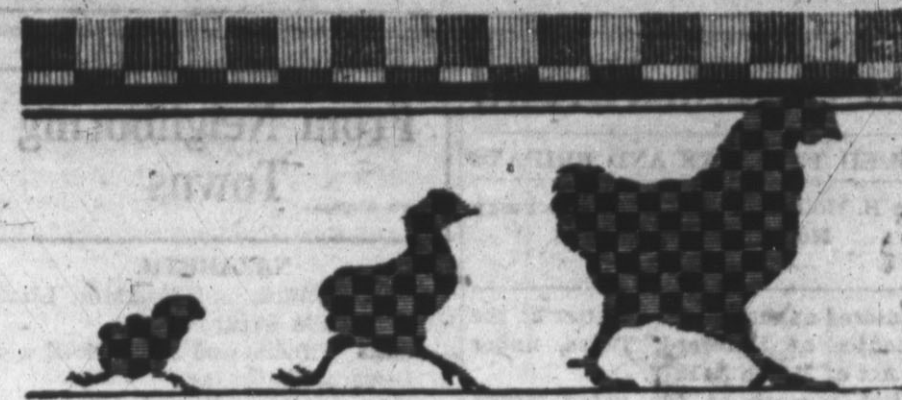
"Over Seventy Years of Service"

"It is as wrong to bear false witness against a railroad as against any other neighbor."

H. A. Canning opened up his meat market Thursday morning. He is also serving short orders. He has a large new building and everything is in order. Naemie Mary Ezell spent Thursday with Mrs. Harry Green, who is an invalid.

Mulky Ezell returned to Clovis Wednesday morning. He reports his wife who is in Clovis, some better.

Orval Glover is reported better of his throat trouble Wednesday morning, after spending a few days in Clovis, where he received treatment.



Help 'Em Grow Quicker

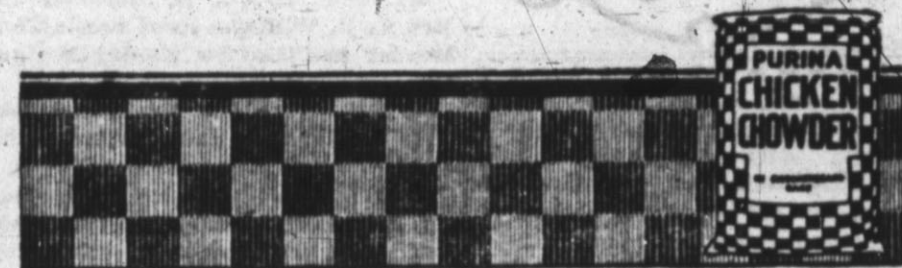
The early maturing bird is the profitable bird. Early broilers bring more money. Early matured pullets make heavy egg production in winter.

Purina Chicken Chowder builds big bodies, feathers, blood and vital organs quickly.

JONES & McLEAN

Headquarters for

PURINA POULTRY CHOWS



Big Fall Sale of FURNITURE and Rugs

Our stock was never more complete than now and we were never more eager for business. We are prepared to serve your every want and we guarantee to save you money on everything.

Living Room Furniture

- \$350.00 Regular 4-pc. Overstuffed Suite, Fall Sale Price **\$275.00**
- \$275.00 Regular 4-pc. Overstuffed Suite, Fall Sale Price **\$225.00**
- Other Suites at like reduction.

Bedroom Furniture

- \$300.00 Regular 5-pc. Walnut Bedroom Suite, Fall Sale Price **\$225.00**
- \$225.00 Regular 5-pc. Walnut Bedroom Suite, Fall Sale Price **\$175.00**

We have quite a variety of styles in Period Bedroom Furniture which is the latest and every suit is being offered as a bargain.

Dining Room Furniture

In this department we shine. Our selection of Period Dining room Furniture will match in style your Living Room Furniture.

- \$300.00 Regular 8-pc. Italian Grey Dining Room Suite, Fall Sale Price **\$225.00**
- \$250.00 Walnut Dining Room Suite for **\$195.00**

Rug Department

We have an elegant line of Rugs on hand for you to select from and we are glad to please you. The price is right.

We carry a complete line of Hoosier Cabinets, Singer Sewing Machines, Pianos and Victrolas.

E. B. Black Co.

The big Store with the little price.