

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 74

HEREFORD, DEAF SMITH COUNTY, TEXAS, OCTOBER 5, 1923

HEAVY RAINS CONTINUE IN THIS REGION

OVER THREE INCHES IN
HEREFORD RECORD-
ED IN OCTOBER

TRAINS ALL LATE

Canadian River Bridge is
Shaky, With Approach-
es Washed Out

The unprecedented spell of rainy weather which has prevailed here for the past ten days continues unabated, with almost daily precipitation and cool and shivery weather conditions. Daily newspaper reports show that the rainfall is practically national in scope. It is raining everywhere, the train service is tied up on nearly all lines, and the end is not yet in sight.

Friday the clouds were threatening all forenoon and a light overcast felt very comfortable to most people. Hereford had received 3.1 inches of rain already during the first four days of October which, added to the 23.05 inches received for the year up to October 1, makes a total rainfall to date for 1923 of 26.15, over four inches above the yearly average. Two tenths fell October 1, two inches and fifteen hundredths on October 2, and seventy five hundredths during the night of October 3-4.

The cotton crop of course is not making much headway under such conditions but reports from farmers indicate that the plants are slowly opening in spots and only need a couple of weeks of sunshine to make a splendid crop of fleecy staple. Open weather for the next thirty days would mean a busy gin here and a tremendous fall wheat acreage.

The condition of the Canadian river bridge at Canadian, Texas, has delayed train service for several days. The Amarillo News of Friday morning says:

"Information was received Thursday afternoon from Canadian to the effect that twenty feet of the eastern approach of the wagon bridge over the Canadian river at Canadian was washed out by the high water in the Canadian river. The part washed out consisted of wood piling but the concrete piers are not affected.

"Traffic will be interrupted for some time. This bridge across the Canadian river was built in 1916 at an initial cost of \$74,000. Two state and federal highways cross the bridge at Canadian. State highways Number 4 and 33—locally known as the D-C-D highway and the Southwest Trail.

"The railroad bridge is reported in a dangerous condition although trains are still crossing."

Golf Tournament Delayed Through Bad Weather

Wet weather has sadly delayed the completion of the golf tournament now in progress by the Hereford Golf Club, but it is hoped to push the contest through as soon as some sunshine appears. In Class A only one match remains, that between Rev. Paul J. Merrill and Dow Mercer. In Class B three matches remain, Marris vs Homer Fox Canning vs Russell, W. C. Pitman vs C. A. Skelton. The Class C champion has been determined, in the person of W. E. Dameron.

The officers of the club are facing two difficult problems at present. One is the habit of some members of inviting non-members to the course, although this is in direct violation of the rules. The other is the Caddie problem. In the first instance the officers state they believe that a caution is all that is needed. But the Caddie puzzle is more difficult to solve. There is little need for caddies on the course to start with and of late the boys have been getting out of hand and in addition are bringing other boys to the links who have no business there. There is a strong sentiment to cut out the caddies entirely and bar them from the course hereafter. A meeting will probably be called in the immediate future to determine these two questions.

Firemen All Set For Big Fracas on Friday Night

The Hereford Firemen were all set Friday afternoon for a big jollification at the Stock Pavilion Friday night. Two big cards were arranged, one a wrestling match between Cal Farley, champion A. E. F. mat man, against Jack Hudson, another husky. The boxing match was to be between Big Boy Williams of Hereford and J. E. Raney of Roswell, both 210 pounders.

The double attraction has caused a lot of interest among the fans and a big crowd was anticipated.

Lightning Flash Struck Chimney J. H. Head Home

The family of J. H. Head had a very narrow escape last Tuesday night when a flash of lightning struck the chimney of the Head residence, during an electrical and thunder storm that opened up the heavy rain that followed. The flash struck the top of the chimney and scattered bricks on all sides of the house. Several bricks were found next day in the bottom of the chimney. The flue-stops in two rooms were blown out, the top of a stove and the pipe were wrecked, and the house filled with soot and gas. Otherwise small damage was done and none of the four occupants of the house was shocked.

Mr. Head states that following the flash something struck their bed and upon investigation he found one of the flue stops had been blown across the room. Another stop went entirely across the room, through an open door, and to the far side of the parlor. At first he feared fire but when the lights were turned on this dread was dispelled.

The house was occupied that night by Mr. and Mrs. Head and Mrs. Grover and daughter. The small damage inflicted and happy outcome of the affair is a source of congratulation by Mr. and Mrs. Head's friends.

First Arrivals from Japanese Quake



Mrs. Don Tinsley, wife of the agent of the Admiral Oriental Line at Yokohama, grabbed her daughter Yvonne from the rubble in Yokohama as the first quake was felt and fled to the SS. President Jefferson in the harbor. They arrived at Seattle September 15.

More Prizes Won At Tri-State Exposition Awarded

Fred Galle of Castro county won ribbons at the Tri-State Fair on third cockerel, third pullet and third pen in a strong class of about eighty Banded Rock chickens. Mr. Galle entered about twenty fine birds and made an exceptional showing when the competition he faced is considered.

N. C. Vogele, with his Rose Combed Reds, won first cockerel, first, second and third pullets and first pen. This class was not so strong at the Fair, but Superintendent Curry said the Reds would be a big attraction at the coming Poultry Show in Amarillo.

Hines & O'Brien took a couple of ribbons in the cattle division at the Fair, but the exact classes in which they won are not available here.

Dodsonville Man Here to Plan Land Improvement

T. R. Whisenant of Dodsonville, Texas, spent this week in Hereford, returning home Thursday morning. Mr. Whisenant owns a section of land 11 miles south and two miles east of Hereford and was here making preparations to improve his land.

Miss Alice Johnson Back On Job After Vacation

Miss Alice Johnson, who has been recuperating in Colorado for the past several weeks, is back on the job as stenographer for the First State Bank & Trust Company. Miss Alice has gained several pounds in weight and says she is feeling fine and dandy after her vacation.

Buying Cattle

Mr. and Mrs. W. W. Winn of Tucumcari, are in Hereford this week looking over the cattle in this vicinity. Mr. Winn said he was trying to buy about six hundred head of cows for his ranch near Tucumcari.

Pershing Faces Firing Squad With Smile



Gen. John J. Pershing, head of the U. S. army, celebrated his 63d birthday, September 13, being "shot" by movie-men. The film will be filed at the war department for posterity.

G. F. Hembree Drowned at Sulphur Park When Wagon and Mules Are Upset by Swollen Torrents of Water

LATER—The body was recovered Friday afternoon about a mile down stream from the crossing, and was brought to the Black Undertaking parlors in Hereford.

G. F. Hembree, aged about twenty eight, custodian of the Sulphur Park Country Club grounds, was drowned in the swollen waters of the Tierra Blanco Thursday afternoon, about five o'clock, and up to noon Friday his body had not been recovered although searching parties worked into the night and all of Friday morning.

It seems that the unfortunate man, accompanied by Omer Denby and E. J. and Jack Sanders, was attempting to ford the high waters of the creek at the ford in front of the house in a wagon drawn by a team of mules belonging to Jones & Dameron. It is understood he wanted to get some watermelons on the other side of the creek. Denby first started to drive across, but changed his mind when he found the water so high and swift. Whereupon Hembree took the reins and started the wagon across. The mules slipped

on the stones of the crossing and could not keep their footing, and then the wagon bed floated off the wheels and spilled the four into the water. From the best reports obtainable it appears that Hembree, who could not swim, had hold of Denby at one time as the men and mules were churning about in the water, but lost his grip and disappeared down stream. Denby and the Sanders boys managed to get out safely, but both mules were drowned.

The pool in front of the house is deep and recovery of the body has been hampered by the high water. The Tierra Blanco has been higher the past few days than for years, owing to the continuous rains in this section. A large body of volunteers worked all day Friday in efforts to locate the body.

Hembree is survived by his wife and two small children. He has a brother, Will Hembree, at Dimmitt, and another brother, Sam, at Happy. He has lived in this county about three years, coming here from Crowell, Texas. J. E. Bray, formerly of Crowell, endeavored to get into communication with Hembree's father-in-law at Crowell Friday.

More Details of What Cream Does For the Farmer

The figures given in The Brand last week on the sale of butterfat to Hereford commission men since January first, attracted a great deal of attention over this section. In fact the story was "lifted" bodily by an Amarillo concern and reprinted by another town and distributed at the Tri-State Fair.

Now comes Sank Ramey, our energetic express agent, and supplies actual figures on butterfat handled by the express company for the month of June, 1923. It must be remembered that many farmers ship direct and the amount handled by local dealers is not all of it by any manner of means. The express figures show that in June there was shipped out of Hereford 5044 gallons of butterfat. Figuring eight pounds to the gallon this amounted to 15,132 pounds, and at thirty cents per pound, the rate at that time, the farmers received an even \$4,539.60 for this one month's shipment.

Truly the route of the "Cow, Sow and Hen" is proving to be the paying route for the farmers of the Plains.

List Your Wants Should You Need Cotton Pickers

The attention of the cotton farmers of this section is again called to the fact that if they will need outside help in picking their cotton and desire the aid of the Hereford Chamber of Commerce in this search they must first file their names, number of pickers wanted, and price to be paid with the organization before any definite steps can be taken.

T. H. Vinson of Castro county was in The Brand office Thursday and stated that there were about 300 to 400 acres around him where Mexican pickers would be wanted. Mexican pickers can be secured across the line if needed. It is understood, and the Chamber of Commerce will try to get them if requested to do so. But before this is undertaken it will be necessary to secure the number desired and other details.

The Boy Scouts enjoyed an address last Monday night by G. A. F. Parker, president of the Western National Bank, whose subject was "Thrift." The boys expressed their appreciation.

Plainview Newspaper Asks For Gregg Park Cut

The recent publicity given by the Chamber of Commerce in its literature at the Tri-State Fair and by The Brand to the unusual church edifices in Hereford and the beauty of the city parks is bearing fruit in several ways. For instance The Brand is in receipt of the following letter from the Plainview Herald:

"Will you please be good enough to send us the cut you used on your front page Tuesday showing the Gregg Park Triangle in Hereford?"

"It is one of the best examples of civic attractiveness we have seen in a long time and we want to use it in The Herald, after which we will return the cut to you promptly." The cut is being supplied as requested.

New Protector



High over our national capitol at Washington the U. S. Navy's new giant dirigible, ZR-1, glided, turned and dipped a salute to Government heads last week. The great aircraft sailed around Washington Monument, over the White House, and the Lincoln Memorial and at Arlington Cemetery dropped a huge wreath on the grave of the Unknown Soldier.

Austin Read left for Bovina Friday morning to take the third trick at the Santa Fe office. Mr. Read has been with the Santa Fe since last spring and is only making a temporary move to Bovina.

The boys expressed their appreciation.

EXHIBIT AT LUBBOCK IS WORTHY ONE

IN SPITE OF WEATHER COUNTY EXHIBIT IS DRAWING

WAS TOO MUDDY

For Band and Crowd to Go But Effort is Worth Price it Cost

Next Monday's luncheon of the Chamber of Commerce will be held at the Cordova Hotel, at which time the results of the advertising accomplished at the Tri-State Fair and at the Lubbock Fair will be checked up, and plans discussed for further work of an immediate nature.

Dispatches from Lubbock indicate that the Deaf Smith exhibit has been getting its share of attention from the visitors this week, although installed under unfavorable conditions. Continued rains all over this country has cut down the attendance and made it impossible for Hereford folks, and especially the Hereford Band, to make the trip as had been planned. But the booth has been in competent hands and stands comparison with other county exhibits. No effort was made to compete for prizes, as that required experienced men, who were lacking, and more time for preparation. Potter county took first premium at Lubbock. The Amarillo News of Friday morning says of the Lubbock Fair, in part:

"The agricultural exhibits this year are far superior to any ever before exhibited on the Plains and the score card was more nearly filled by every contesting county.

"It took all day to judge the county exhibits and the state fair score card was used throughout. Every exhibit had to meet the requirements of the score card and was graded accordingly. There were less than a hundred points difference between the first five places.

"It continues to rain all over the Panhandle and South Plains, including the Pecos and South Plains Fair, and everything else. Judges have been stuck in the mud, the airplanes have been delayed by the clouds, crowds have been cut in two by the rains and the Fair is a success in spite of all.

"Attendance the opening day was close to the 7,500 mark and will be practically as many for the second day. Everybody is grinning in spite of the weather, and great interest is being taken in the many displays. The agricultural exhibits are the best that have ever been shown in West Texas, according to Fair followers. Fourteen counties are represented and practically everyone of them will go to the State Fair at Dallas. Special exhibit cars have been chartered to take the exhibits there intact following the close of the fair here Saturday night.

"The poultry building was filled to overflowing and it was necessary at the last minute to double deck one side of the building to care for late entries.

"The free entertainment features have been more elaborate and pleasing than ever before. The Wortham shows are the carnival attraction with more than \$4,000 worth of supplemental attractions in the form of a huge hippodrome performance, twice daily. A band contest with eight bands entered and other special features of interest.

"The huge sham battle was completed on schedule in spite of the rains. The muddy fields of France were recalled to hundreds of ex-service men as the French seventy-fives came lumbering into position in the midst of flying mud and water. A tank built to scale an airplane, for soldiers, cavalry, and machine gunners assisted the artillery in destroying the enemy's fort in the famous yellow house canyon."

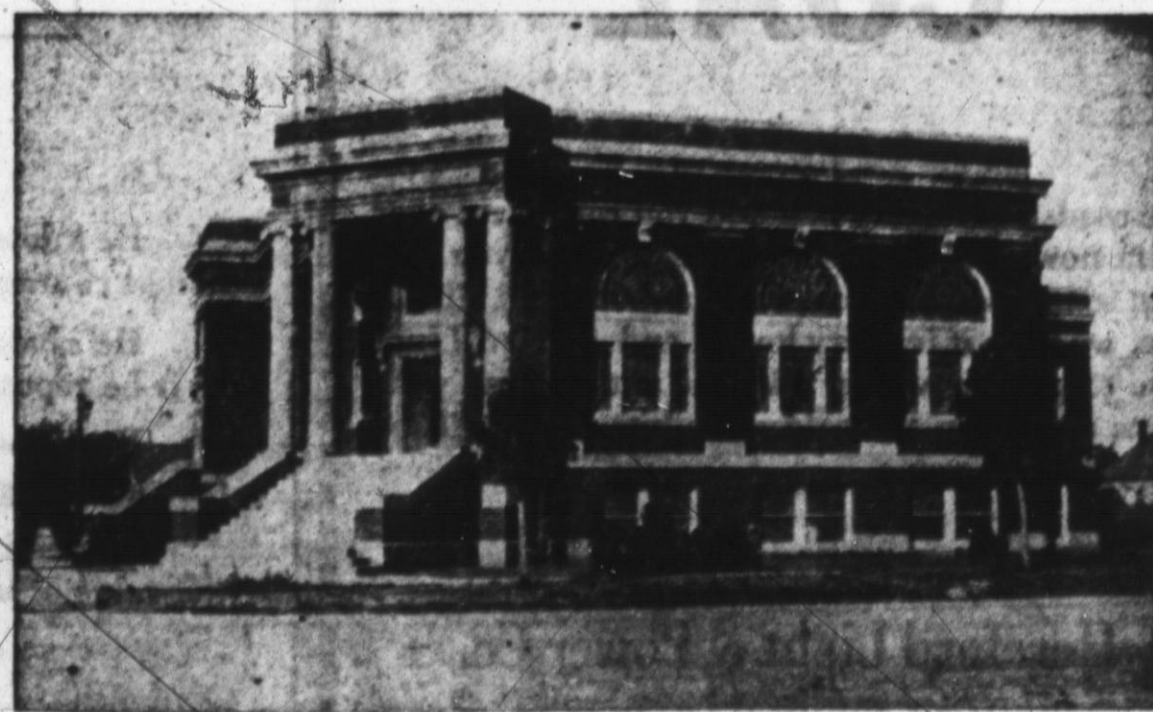
Clovis Couple Married Here by Rev. Lipscomb

E. E. Newland and Miss Gettrude White, both of Clovis, N. M., drove overland to Hereford last Tuesday afternoon and were united in marriage at the Methodist church by the Rev. E. N. Lipscomb. The young couple were attended by the bride's mother and immediately after the ceremony returned to their home in Clovis.

Mr. and Mrs. J. W. LeGrand, Los Angeles, Here

Mr. and Mrs. J. W. LeGrand and son Angelo, of Los Angeles, Calif., reached Hereford Friday morning from Monroe, Iowa. The LeGrands attended the G. A. R. National Convention in Milwaukee while in the north. Mr. LeGrand owns considerable land near Hereford and usually comes to Hereford once a year.

First Methodist Church Hereford, Texas



The Methodists at Hereford finished their church building early in 1922 at a cost of \$53,000.00. Its arrangement for Sunday school work, as well as church social entertainments, is among the most perfect in the South. The beauty of the main auditorium, with a seating capacity of 600, is seldom surpassed in the leading cities. Hereford Methodist church has a membership of 520 with better attendance at church services, Sunday school, Missionary Societies, League and Prayer Meetings than the average church.

SUNDAY SERVICE

Church and Societies

Methodist Church
 Sunday School, 9:45 a. m., W. H. May, 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.
 7:30 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 7:30 p. m., Mrs. A. O. Thompson, Director.
 Don't miss these services. We promise you something worth while.
 L. N. Lipscomb, 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 on the doctrines of the Catholic Church. A special lecture will be given Sunday evening, October 7, "Why Priests Do Not Marry." 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.

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 7:45 p. m.
 Choir Practice Tuesday, 7:45 p. m.
 Training For Service Class, Wednesday, 7:45 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.
 A warm welcome and the open Bible await you.
 Paul J. Merrill, Pastor.

Presbyterian Church
 9:45 a. m. Special program "Rally Day."
 11 a. m. Preaching by the pastor.
 3 p. m. Junior Christian Endeavor. Miss Inez Jones will meet all children of Junior Endeavor age.
 6:45 p. m. Intermediate and Senior Christian Endeavor.
 7:45 p. m. Preaching by the pastor. Subject appropriate for the Day.
 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 will be "Promotion Day" in our Sunday school. The S. S. year starts with Sunday, and it is a fine time for other members to begin Bible-study in the Sunday school.
 Morning Worship at 11 o'clock. The pastor's theme will be, "Why Baptists"

Do Not Practice 'Open Communion'?
 This is to be a fair, frank, and friendly consideration of a question that is often asked by our friends and often thought of by some members.
 Sunbeams, Mrs. Gladys Manjeot, superintendent, at 2:30. Parents assist.
 All Baptist Young People's Unions at 6:30. Note the change in time!
 Evening Worship with observance of Memorial Supper.
 Visitors are cordially invited to worship with us.
 COME AND WELCOME! The Home-like Church.

C. W. M. S.
 The Missionary meeting of the Ladies of the Christian church that was to have been given on Thursday night of this week has been postponed until Tuesday evening, October 9.

Senior Epworth League
 Oct. 7, 6:30 p. m.
 Subject: "Psalms of Life."
 Leader: Ona Beene.
 Hymn No. 486.
 Responsive Reading of 73 Psalm.
 Lord's Prayer in concert.
 Scripture Reading of New Testament topic (Luke 13,1-5.)
 Hymn No. 463.
 Address by Leader.
 The Problem of the Psalm—Mr. Walker.
 The Solution of the Problem—Clyde Carroll.
 General Participation at Roll Call—Louise Ricketts.
 Hymn No. 434.
 Song—Offering.
 Business.
 Benediction.

Pep Class
Christian Sunday School
 All young people are cordially invited to meet with us.

Junior Epworth League
 October 7
 Subject "How to Live an Unselfish Life."
 Song "Help Somebody Today."
 Sentence Prayers.
 Scripture Reading (Romans 15:1-3).
 Bible Stories:
 "The Thoughtfulness of Jesus" (Mat. 14, 14-21) Carl Harper.
 "Healing a Leper" (Mat. 8:1-3) Bryan Harper.
 "The Disciples Unselfishness" (Acts 3:1-11) Sarah Agnes Bryant.
 Song "Wonderful Words of Life."
 Story "The House Beside of the Road" Carl Spratt.
 Poem "U and I" read by Ellen Sites.

Leader Mary Inez Hough.
 League Benediction.
 Y. F. M. S.
 Song.
 Sentence Prayers.
 Song.
 Scripture lesson (selected) Leader.
 Missionary lesson.
 Ellen Alfter, Ruth Chapman, Mary Anten, Dyalthia Stovall, Florence Nighthale, Aline Hodge.
 Song.
 Business.
 Benediction.
 Leader—Loretta Murphy.

Federated Missionary Society
Baptist Church, Oct. 12, at 2:30 p. m.
 Mrs. W. E. Hicks, Leader.
 Subject: Japan.
 Song: "Love Divine."
 Scripture: Leader.
 Prayer of Thanksgiving: Mrs. Ward.
 Song: Miss Swisher.
 Map Talk: Mrs. Charles Donald.
 Social Problems and Christian Solutions. Mrs. M. R. Corbett.
 "Madame Butterfly": May Mounts.
 "Japanese Love Song": Mrs. A. O. Thompson.
 Prayer for "Healing of the Nations" Mrs. J. R. Sharp.

Music Study Club Program for Oct 15
 Hostesses: Mrs. Wilkison and Mrs. Steckman.
 Leader: Mrs. Hicks.
 Roll Call: Current Events.
 Paper: "The Romantic Movement and its Effect on Music," Leader.
 Story of the opera Der Freischutz, Mrs. Smith.
 Piano Trio: Der Freischutz, Mrs. Estes, Mrs. Mountz, Mrs. Wilson.
 Vocal Solo: Cradle Song, Mrs. Dameron.
 Piano Solo: Invitation to the Dance, Mrs. Mnoday.
 Chorus: To-Night, Mesdames Wilkison, Hicks, Hawkins, Beyer, Ferguson, Shalth, Guthrie, Allen, A. O. Thompson.
 Violin: Waltz No. 2, Mrs. A. C. Thompson.
 Piano Duet: Overture to Oberon, Mrs. Stanford, Mrs. Broadwell.

ABRAHAM
 A Blessing to the Whole World
 Abraham is called by God, called from idolism to establish a nation—a nation that laid the very foundation of Christianity. He becomes the father of the faithful. His people, makers of

WANTED Nineteen MEN and six WOMEN to take by Mail or at College, specialized training under contract for \$1,000 to \$1,200-a-year positions as bookkeepers, bank clerks, and stenographers. Write today for Guarantee Contract, finest catalog in the South, and SPECIAL OFFER 19. Address Draughon's College at either place below.

Draughon's
 ABILENE, TEXAS
 WICHITA, FALLS

history and preservers of His sacred scriptures. He among the greatest of men becomes a mighty blessing. Likewise we in a small way may become blessings to our fellow man.
 God called Abraham from Ur of the Chaldees. Terah, the old father made some attempts in getting away from idolism and the tures of the abomable surroundings, but in his moves he failed to get farther than Haran.
 We can picture in our minds eye the caravan of those ancient times. We see them not unlike similar oriental traveling today. The camel is used as the beast of burden, carrying the house-goods. The slaves following on foot, driving the livestock.

The Call
 Abraham might never have attained to such great blessings had he not trained himself to listen to the Voice. Preferring to give up country, home, and kindred that he might minister to his brothers' needs. His neighbor he loves as himself. Knowing God he was anxious to impart the information to others. To this end he inters lands unknown, unvisited by missionaries among people, wholly ignorant of the religion of the most High. It was impossible for Abraham to live long enough to see the fulfillment of his promises. But many of the great never live to realize the extent of their efforts—service without thought of reward.

The Lord spoke to Abraham as he speaks to men today by conscience, attuned, ready to receive the message. In obeying the missionary call Abraham not only becomes the father of a great nation, but acquires a great name and becomes a blessing to mankind. So near and beloved were His people to Him, so powerful their influence, the happiness of others even depended on their attitude toward His chosen ones.

At the age of seventy five, at an experienced old age, Abraham departs out of the land of Haran, his nephew, Lot, goes with him.
Imparting Knowledge
 Enabling Abraham to press onward with greater assurance it became necessary he become intimately associated

associated with his divine instigator and obtain knowledge—the consequences of in and righteousness. Jehovah talks face to face with him in never ceasing communication.
 The destruction of Sodom and Gom—
 (Continued on Page Three.)

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

Three Big Values in 30x3½ regular size clincher tires

USCO Fabric Royal Cord and the NEW USCO CORD

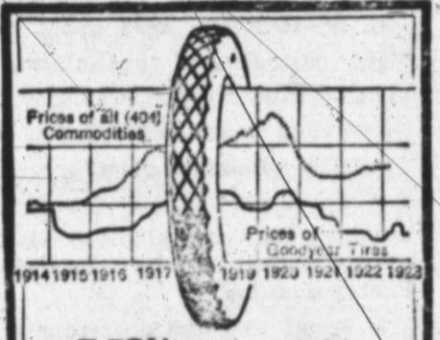
—now ready

This U.S. quality group at lowest prices ever offered



Buy U.S. Tires From—

H. L. RICE
 Hereford, Texas



YOU get a greater value in Goodyear Tires today than ever. As this chart shows, Goodyear Tire prices for years have been kept lower than the average prices for all commodities. Today, Goodyear Tires sell for 37% less than in 1920; 30% less than in 1914—though the tires have been vastly improved. This is a good time to buy Goodyears.

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

Wilkinson Motor Co.
 H. L. Rice

GOOD YEAR

HARDWARE BARGAINS

Now is the time to fix up for winter, and it will be a long time before you have a chance to get goods at our prices again:

MONARCH and SUPERIOR RANGES ——— BUCKS and VORTEX HEATERS RED STAR and QUICK MEAL OIL STOVES

at extremely low prices.
 We have a good stock of DeVoes Paints and Varnishes, Roof Paint and Shingle Stains. See our Crockery, Dishes, Mixing Bowls, Aluminum and Copper Ware.

COME IN AND SAVE MONEY
 AT THE OLD
C. O. LEE
 STAND

COAL

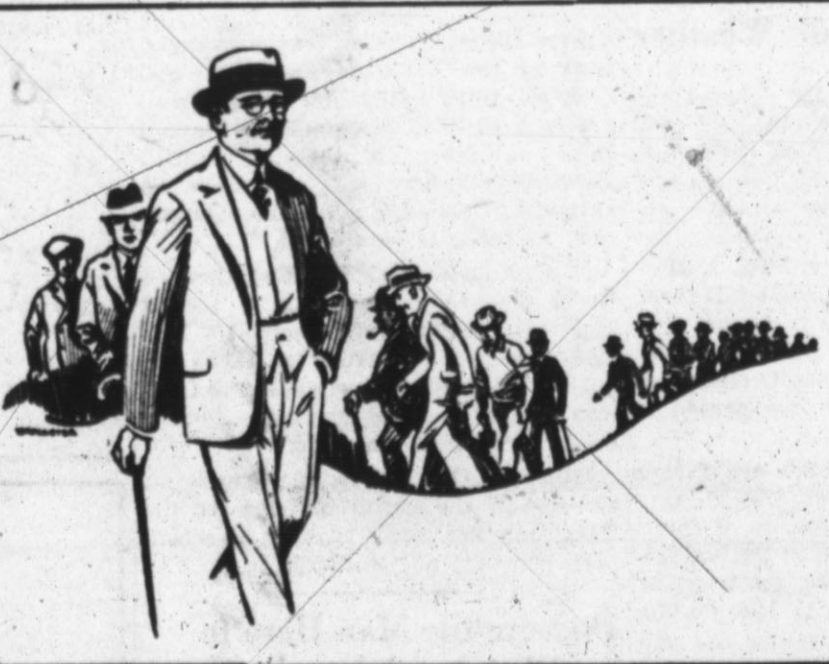
The roads are mighty bad and you can't haul over them now, but they will soon settle and you will want some good dry coal that has not taken all this rain, we have it in a dry house and you will not have to pay for water. We are anticipating your wants and when the cold wave hits us we will be ready to serve you.

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

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

Horace Sullins

WE WASH CARS
 WE VULCANIZE TUBES
 WE SELL KELLY TIRES
Thompson Garage



Always, There's a Man in Front

He knows that success of any kind is won only thru intelligent reasoning, honest courage and sustained endeavor.
 He saves a little each day, adding it to that which he already has, whether it be reputation, friends, influence or money.
 He keeps mind and eye open for new opportunities. He is in position to take advantage when the time to strike arrives.
 Benjamin Franklin was "A Man in Front." He said, "If you would know the value of money go and try to borrow some."

A saving account has solved many problems

The First State Bank & Trust Co.

FIRE!

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

Both E. Holman Walter R. Steckman
Holman & Steckman
Publishers

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

First number of the paper issued Feb. 23, 1901, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1902; first number of The Brand (semi-weekly) issued May 3, 1921.

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1, per year, \$2.50
Six 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

Horses at \$7.50 a Round.
We are closing out our entire lot of stock horses, mares and colts at from \$7.50 to \$10.00 around in car load lots. Heavier blocky mares and mules at prices equally as cheap. Worth while to investigate our bargains and first come first served. For further detailed information write or wire—
STRAIN & MONTGOMERY,
74-3t Carlsbad, New Mexico.

FOR SALE—Or trade, a 20 acre tract of land with good fire room house and bath, large sleeping porch, plenty shade and fruit trees, fine lawn, close in.
73-6t E. W. MORGAN, Owner

FOR SALE—McCormick row binder in first class condition. Phone 137.
73-7t H. C. BOWSER

FOR SALE—Bundle Sorghum. Phone 303.
FRED MILLARD 60tf

FOR TRADE—100 acres unimproved land three miles west of Hereford, for cattle. See
70-7t E. W. Kinney

FOR SALE—Mules, horses, mares, milk cows, brood sows, pigs and shoats 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 ready to go. Want a boat or air plane, land, and notes or Hereford property.—A. H. Elliston.
71tf

FOR SALE—Or Trade, 160 acres land, 85 under cultivation, good cotton land, at a bargain, see
74tf E. W. MORGAN, Owner

LOST AND FOUND

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. Steele, Seagraves, Texas.
70-5t

Lost Keys

I lost 3 keys on a ring. Also a post office key. Finder bring to The Brand office.
74-2t

\$10.00 REWARD

LOST—A black or brown mare mule, about 15 1-2 hands high, weight about 1,000, about 7 years old.
73-2t T. H. VINSON, Dimmitt, Tex.

FOR RENT

FOR RENT—Three light, house keeping rooms, private, water and bath.
74-2t-pd. MRS. L. A. RICKETTS

FOR RENT—Three nice rooms, furnished or unfurnished, see
73tf MRS. J. L. FUQUA

FOR LEASE OR SALE—Have creek pasture and stock fields for lease and some feed for sale.
73-9t-pd. KYE HIGGINS, Hereford

WANTED

WANTED—Will do family washing at reasonable rates. North of High school.
74-2t MRS. O. O. OLSON

W. S. WILLIAMS

Live Stock and General Auctioneer
HEREFORD, TEXAS

From Neighboring Towns

NAZARETH
Mr. and Mrs. Otto Miller and Miss Rose Kohls went to Amarillo, Wednesday, returning home Saturday.

Mr. and Mrs. Joe Litsch of Hereford visited at the Henry Kohls home on Tuesday.

Henry Huseman and Miss Cecile Huseman were in Tulla Thursday. Math Gerber, Henry Hoelting, Henry Drerup and John Burkenfeld were in Amarillo Wednesday.

Sister Henrietta who has been visiting at the Frank Elshen home returned to Blaine, Ark., Thursday.

Mr. and Mrs. Ed Kleman and B. H. Kleman were in Amarillo Wednesday. Henry Bellinghaus of St. Francis is visiting at the home of Toney Bellinghaus.

Mr. and Mrs. Henry Schmucker and family attended the fair at Amarillo Thursday.

Mr. and Mrs. Scott Crum and baby spent Thursday at the A. H. Hawkins home.

Miss Dora Hoelting, Miss Elenora Hleman and Miss Madeline Pohmler attended the fair at Amarillo Thursday and Friday.

Mr. and Mrs. John Helman and Joe Huseman had supper at the Herman Huseman home Sunday.

DIMMITT

The last quarterly conference of the Methodist church will be held in Dimmitt Saturday, October 6. Rev. Hardy, Presiding Elder of Plainview, will preach at 11 o'clock Saturday morning. The business conference will be held at 2:30 in the afternoon.

Rev. Hardy will also preach Saturday evening, Sunday morning and Sunday night. Every one is invited to come out and bring somebody with you.

Mrs. Don Duree visited her mother, Mrs. J. A. Johnson, in Canyon last week, returning Friday.

Orr's Tailor Shop

10 PERCENT DISCOUNT

For a limited time, on early orders

Rob's 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-nauseated" calomel known to the drug trade as "Calotabs". Calomel, the most generally useful of all medicines, purified and refined from those objectionable qualities which have heretofore limited its use. In biliousness, constipation, headaches 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.

Miss Ruth Burton spent Saturday night and Sunday with her parents, Mr. and Mrs. John Burton, of Big Square.

Mrs. Ora Newsome and Mr. and Mrs. Charley Newsome and son Denver were shopping in Hereford Saturday.

Rev. G. R. Fort preached here Sunday morning at 11 o'clock, and preached at Mulkey school house Sunday afternoon at 3:30.

Several inches of rain and a big hail fell in Dimmitt Saturday night. While the hail did not extend very many miles out, it destroyed a good many crops, and there are a few men who will have a complete loss. Showers of rain continued on Sunday and Monday.

Misses Mary Walton, Gladys Hastings, Velma Burnam, Messrs. Fred Walton, Homer Norwood, visited Miss Ola Brashers Sunday.

Several families from Dimmitt at (Continued on Last Page).

(Continued from Page 2).

orrah is revealed to him: "And the Lord said, Shall I hide from Abraham that thing which I do; Seeing that Abraham shall surely become a great and mighty nation, and all the nations of the earth shall be blessed in Him?"

LODGE DIRECTORY

Hereford Lodge No. 649, A. F. & A. M. Stated meetings, second Monday each month.
Geo. L. MUSE, W. M.
J. S. JONES, Sec.
Hereford Chapter 248, E. A. M. Regular meetings, first Monday of each month.
CARL P. COCKRELL, H. P.
J. S. JONES, Sec.



Don't Blame the Boy—Buy him Leather Shoes

If the boy's shoes wear out sooner than expected, don't blame him. See that he wears

RED GOOSE SHOES

Being of solid leather in the vital parts—insole, outsole, heel and counter, they give 100% service for every dollar spent.

J. O. Newell

Conscious of the wages of sin no time is lost in making intercessions for his people.

Self Sacrifice Blessed

Tempting Abraham God commands him to take his only son Isaac, his first born, to Mt. Moriah for sacrifice. Symbolical of heathen worship it also becomes a test determining his love for his religion. Obedient to the Voice, unhesitatingly desirous to fulfill its purpose, he proceeds to complete his preparation, even to the last detail. Stretching forth his hand and with knife ready to slay his only son, the Lord, seeing his implicit faith calls to him, "Abraham, Abraham lay not thine hand upon the lad. The second time the angel of the Lord called, Because thou hast done this thing and hast not withheld thy son, thine only son: That in blessing I will bless thee, and in multiplying I will multiply thy seed as the stars of the heaven, and as the sand which is upon the sea shore and thy seed shall possess the gate of his enemies; and in thy seed shall all the nations of the earth be blessed, because thou hast obeyed my voice."

Two-Horse Brand Copper-Riveted Waist Overalls

were patented over 50 years ago. The patent has long since expired, but the sales increase each year and their superiority is conceded by all.

Made of 9-ounce indigo-dyed Denim, especially woven for us, cut full and roomy where the room is needed, fitted at the waist like tailor-made pants, with belt loops for added convenience. Copper-riveted at all strain points, plenty of big, roomy pockets. Sewed with special thread, and buttons riveted on, to stay on.

Insist on getting the make you can always depend on for everything that spells overall satisfaction—comfort, fit and longest wear.

Look for this Label.

Remember our guarantee—A New Pair FREE if They Rip means exactly that, and nothing else. Made by Levi Strauss & Co., San Francisco. Reliable Merchandise since 1853. Makers of Coveralls, Keep Kids Clean.

A GOOD BANK IS A GOOD FRIEND

LET US BE THAT FRIEND

Any banking or financial information we possess is at your disposal at any time.

Any advice we can give you is yours for the asking. In the meantime, if you do not carry an account with us we suggest that you open one. You can open an account in any sum at any time.

The First National Bank

The Bank of Safety and Service

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

HAVE WHAT YOU WANT WHEN YOU WANT IT

Gossard Corsets and Brassieres Represent Economy

It is always economical to purchase the best, even when it costs a little more. BUT GOS-SARDS COMPARE FAVORABLY IN PRICE WITH CORSETS WHICH CANNOT COMPARE WITH GOSARDS IN EITHER STYLE OR QUALITY OF MATERIALS. So when you buy Gossards you are positive of securing the most value for your money.

and Style!

Youth is always in style and Gossards keep the figure youthful—save the bother of reducing—make every costume smarter—achieve slender lines without the least pressure over digestive organs.

and Freedom!

Gossards do this—keep slender figures slender and help figures no longer slender to appear so—with complete freedom of breathing and body movement. Let our Corsetieres show you the new models. They are wonderful values.

Model 228 Price \$3.50
A highly boned corset, designed for the woman of slight figure. It has a low elastic top measuring 1 1/2 ins. above waistline. Elastic at back.

Model 596 Price \$5.50
Another lightly boned corset for the medium figure. The top is given added comfort by a curved elastic section under bust. Made of figured pink batiste.

Gossard CORSETS

They Love In Front

Fox Mercantile Company

Hereford, Texas

Last Longer—Less Adjustment

Buick Four-Wheel Brakes

Buick four-wheel brakes not only double the braking efficiency of the new 1924 Buicks by doubling the braking surface, but for the same reason lessen the wear on each brake mechanism in proportion. Buick four-wheel brakes last longer. They require less adjustment and the linings do not wear down as quickly.

Simple in construction and positive in action. Buick four-wheel brakes give added safety under all circumstances. They are of the Buick external contracting type and each brake has a three-quarter wrap or grip instead of the usual half-way grip.

Buick four-wheel brakes are operated with a slight pressure on the service brake pedal. They act quickly, smoothly and easily.

All 1924 Buicks (both four and six) have these new four-wheel brakes. In addition, the 1924 Buicks embody further advancements in power, in construction and in beauty that make Buick more than ever "the Standard of Comparison".

RENFRO & SONS

Hereford, Texas

When better automobiles are built, Buick will build them.

Local Happenings

Mrs. W. W. Meeks and brother E. E. Meeks left for their home in Artesia, N. M., Thursday morning. E. E. Meeks is a brother of M. O. Meeks east of Hereford.

Suppose an accident should happen to YOU—are your wife and children provided for?—better think about that NOW—it will be too late afterwards. Ashbrook & Wilson, Insurance

Mr. and Mrs. Chester E. Schlaudt of San Jose, Calif., reached Hereford on Wednesday morning and are visiting in the home of Mr. and Mrs. Percy Weliver. Mrs. Schlaudt is a niece of Mr. Welliver.

Suppose an accident should happen to YOU—are your wife and children provided for?—better think about that NOW—it will be too late after wards. Ashbrook & Wilson, Insurance

Mr. and Mrs. L. E. Russell and daughter of Perry, Okla., are visiting in the home of Mrs. Russell's parents, Mr. and Mrs. J. D. Thompson.

Better subscribe for the Amarillo Daily News while you can get it for \$5.55 per year, from Prewitt News Stand. 74-2t

Mr. and Mrs. Arch Collins and son left for Dallas Friday morning. They will visit with relatives and take in the Texas State Fair.

Messrs R. P. Conaway, Highpocket Johnson and Dutch Hanson of Sumnerfield were in Hereford Friday on business.

If you die tomorrow, is your family provided for? or do you want the community to provide for them? 74-2t Bankers Benefit Association

T. H. Vinson and Edgar Johnson left Hereford Thursday morning for Waco, Texas, on business.

Frank Gyles went to Canyon Thursday evening and returned home Friday morning.

Tire prices have dropped at Rice's. Yes, we don't cold patch. All tires vulcanized at Rice's.

C. H. Dale of Muleshoe is in Hereford this week on business.

Mrs. A. H. Elliston and daughter, Ruth, left Hereford for Whittier, California, Thursday morning.

We take subscriptions for anything you want in magazines and papers. Prewitt News Stand.

Mr. and Mrs. W. E. Neal of Belton, Texas, reached Hereford Friday morning.

All Felts at a reduced price. VOGELE MILLINERY.

C. H. Blanchard went to Clovis to visit friends Friday morning.

All Felts at a reduced price. VOGELE MILLINERY.

J. D. Thompson reached home Friday morning from Kansas City.

Radiator Never Leak will stop that annoying leak. Rice sells it.

Mr. and Mrs. Carl Lewis of Clovis were in Hereford over Sunday.

Mrs. J. W. McQueen was in Hereford Wednesday and Thursday visiting old friends.

Brace type rim wrenches for all cars at Rice's.

J. H. Martin and father, J. P. Martin, left for Ft. Worth on a business trip Thursday morning.

All Felts at a reduced price. VOGELE MILLINERY.

B. J. Galbreath is in Shamrock, Texas, this week on business.

A mighty good price on axles, hubs and bearings for Fords at Rice's.

C. L. Bridge of Indianapolis reached Hereford Wednesday morning. Mr. Bridge is here looking the cattle over.

"Time is money." Rice can save you both on those hurry-up tube repairs.

G. B. Warren of Truskett, Texas, reached Hereford Wednesday morning.

Mrs. W. A. McAteer, of Castro, Wyo., who has been visiting in her old home town of New Orleans, arrived here last week and will visit in the home of Mr. and Mrs. M. D. Womble for the next ten days.

DIMMITT (Continued from page 3).

tended the Amarillo fair last week, all report a good time.

Judge and Mrs. Ray Sheffy were in Canyon last week, as the Judge was called there on business. Mrs. Sheffy attended the fair in Amarillo one day before returning home Friday.

Mr. and Mrs. S. W. Reeves and son, Mrs. Leonard O'Neal and children spent the week end with Judge and Mrs. O'Neal in Tulla.

Mr. and Mrs. Venson are entertaining their son and wife from Central Texas this week.

Miss Glenola Powelson spent the week end in Hereford.

Billy Hudnall has accepted a position in Amarillo and will leave this week to begin his new work.

Dr. Miller reports the arrival of a fine baby girl to Mr. and Mrs. Tom Sparks, born Sunday evening, September 30.

Mrs. M. L. Hardy spent Friday with Mrs. Bill Bursum, and attended the parent teachers meeting at the school house Friday afternoon.

Billy Patton spent Thursday night and Friday with Dr. and Mrs. Miller.

Mr. and Mrs. J. M. McIntire and children spent Saturday and Sunday with Mrs. McIntire's parents, Mr. and Mrs. C. H. Webb in the Cleo community.

Mrs. Maud Rippy and boys and Mrs. Cartright were shopping in Dimmitt Wednesday.

Misses Maxine and Leona Polhmer, of Nazareth, were in Dimmitt last week, buying their new fall hats. They had dinner with Mrs. Mayes Miller.

Mrs. Morris Kembell visited relatives in Dimmitt last week. She left Saturday for Golphalwa, Texas, for a visit with her parents.

The Parent Teachers Club met Friday afternoon at the school building, and elected new officers. Mrs. Leonard O'Neal was elected president, Mrs. Jesse Hardy vice president, Mr. Cooper Woodburn secretary and treasurer, Mrs. E. B. Wright corresponding secretary.

Rev. J. A. Lindley taught a class on Stewardship and Missions here last week, an dill continue to teach the first part of this week. Everyone is urged to attend, as the lessons are very interesting and helpful to all.

Rev. Lindley attended the 5th Sunday Baptist meeting in Canyon last week.

Mrs. Claude Johnson and children spent Wednesday evening with her mother, Mrs. J. E. Turner.

Mrs. Bushing and daughters were in Dimmitt Wednesday to see the Doctor. The baby of Mr. and Mrs. Doc Lovelace was sick Sunday, but is now improving.

Mrs. Tom Tate returned last week from Hereford Sanitarium, where she had been taking treatment for several days.

Mrs. J. C. Tate and daughter, Johnie Beth, an dmother, Mrs. Carter, visited relatives in Amarillo last week and attended the fair. Mr. Tate attended the fair the latter part of the week.

Miss Nola Gollehon returned home Saturday from the Plainview sanitarium, where she had been the past few days recovering from an operation for appendicitis. Nola is getting along nicely we are glad to hear.

Mrs. Hembell and children visited relatives in Hereford Sunday.

Mrs. B. B. Easter spent a part of last week in the John Watson home.

Mrs. Ansley has been on the sick list but is now improving.

Mr. and Mrs. R. A. Patton entertained relatives from Tulla Sunday.

Mrs. Connie Clunahan and son James Ross pent the week end on the Montgomery ranch.

Little Carter Bursum has been sick the past week but is now improving.

Miss Edith Buchanan of Friona, visited in the home of Mr. and Mrs. Edwin Ramey last week, and went to the Amarillo fair with them.

D. F. ASHBROOK T. H. WILSON

ASHBROOK & WILSON

REAL ESTATE, RENTS AND INSURANCE

List your city property with us. We will rent your property and collect the rent

TRY US AND WATCH RESULTS

RICE BRAN

Makes the Cow Give More Cream

It's the cheapest feed on the market

A phone call brings us to your door

Jones & McLean

Phone 1

A. L. BIGGS, Insurance

Dependable Service

Your INSURANCE BUSINESS APPRECIATED and PROTECTED.

Phone 50 Theatre Bldg.

FORD MOTOR CO. ANNOUNCES

NEW LOW PRICES

F. O. B. DETROIT

Runabout, Regular	\$265.00
Runabout, Starter	330.00
Runabout, Starter, Demountable	350.00
Touring, Regular	295.00
Touring, Starter	360.00
Touring, Starter, Demountable	380.00
Coupe	525.00
Sedan, Four Door	685.00
Truck	370.00
Fordson Tractor	420.00

THESE ARE THE LOWEST PRICES EVER QUOTED ON FORD CARS. GET YOUR ORDER IN EARLY

Wilkinson Motor Co

AUTHORIZED FORD AND FORDSON AGENT

Phone 177

Complete Lines

John Deere Binders
Binder Extras
Plymouth Twine
On Hand

Garrison Bros.

C. R. Barber

AUCTIONEER
Hereford, Texas

Pure bred livestock and farm sales given special attention

FREE

Cut out this coupon, present it at our Toilet Goods Dept., and receive FREE toothbrush, tooth powder, and trial box of

RICHARD HUDNUT
Three Flowers Face Powder
For Sale at

CITY DRUG STORE

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

Frank Sez

Yes, we have no rain coats! But that iz abrite cuz we won't need no more bathz fursum tim after this wet spell.

- At your service always -

Gyles Grocery

Phone 81

Saving Money at 6 Percent Interest

A monthly deposit of \$1.00, with interest added twice a year, will give you in—

1 year	2 years	3 years	4 years	5 years	10 years
\$12.36	\$25.47	\$39.35	\$54.12	\$69.57	\$160.86

A saving of \$10.00 per month for ten years would buy a home. Start a saving account with us—

The Western National Bank

Furniture Sale Specials

Beginning Saturday, Oct. 6th.

We will engage in a campaign of Furniture Selling, which will embrace our full line of House Furnishings:

\$250.00 suite living room furniture	\$225.00
175.00 suite bedroom furniture	150.00
150.00 suite dining room furniture	125.00
50.00 Sealy mattress for	39.75
50.00 Satin brass bed for	37.50
12.50 Steel frame springs for	9.75
11.00 Iron bed two inch posts	8.75
10.00 good cotton mattress	8.50
6.00 good coil springs for	4.50
Good dining chairs, each	2.00
Good dining table for	15.00
\$8.50 spring seat rocker for	6.75
20.00 library table for	15.00
10.00 Willow grass 9x12 rug for	7.50
10.00 Woven Fiber 9x12 rug for	7.50
6.50 Axminster rug 27x60 inches for	5.00
50.00 Axminster rug 9x12 for	40.00
35.00 Brussels rug 9x12 for	27.50
27.50 Brussels rug 9x12 for	22.50
100.00 Wilton Velvet rug 9x12 for	85.00
75.00 Fine Axminster rug 9x12 for	57.50
125 square yards linolium for	97 1/2¢

Buy your linolium before cold weather.

97.50 Singer Sewing Machine for \$85.00

Every Art Rug, every Mattress, every Bed Spring, every Iron Bed, every Rocking Chair will be sold at reduced prices for the month of October.

You are invited to compare our prices and goods with any concern anywhere.

LET US SERVE YOU

E. B. Black Co.

The big Store with the little price.