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Phone 300

CITY DRUG STORE

Hereford, Texas

COMMUNITY NEWS FROM THE NEIGHBORING TOWNS

CAMERON, N. M.

U. J. Davis returned to Granite, Oklahoma, last week after spending the summer with Mr. and Mrs. A. A. Dethrage.

I. Z. Isler freighted a load of gas from Clovis for Arnold Bunch Friday.

Mr. Tipton returned to his work at Clyde Isler's after a visit with his family at Spring Lake last week.

A. A. Dethrage and Lester Davis made a trip to Fort Sumner and returned with a load of pears Saturday.

The families of E. D. Rice, Morgan Smith, and Cecil Clayton attended church at the revival meeting that is being held by the Holiness in the valley beyond Apache Canyon.

Because of the sickness of Mrs. Hutchinson, the Rev. W. B. Hutchinson did not fill his appointment at New Hope Sunday morning.

Mr. and Mrs. Pink Green spent the week visiting relatives and friends here. They came from their home in Oklahoma to Clovis to attend the funeral of a relative at Clovis.

Mrs. Bunch spent Sunday visiting her daughter, Mrs. Blanch McCathern.

Mr. and Mrs. J. D. Cameron called on Mrs. Montgomery Saturday and bought some peaches.

Hardin Litton and family of Chickasha, Oklahoma, were on their way to visit his brother, Ben Litton at Denver, Colorado, and spent Saturday night at the Dethrage home having been neighbors in Granite, Oklahoma, for several years before Mr. Dethrage came here.

Several from this community are attending the revival meeting that is being held at Bellview.

Mr. and Mrs. Lee Watkins spent a few days the last of the week at Fort Sumner.

J. A. Nichols and family of Wellington, Texas, are visiting Mrs. Nichols' mother, Mrs. Ella Isler and other relatives here. They came in the car.

Dunn brothers were threshing their wheat last week. They expect to thresh for Grover Sogdill this week.

Mr. and Mrs. Clyde Isler, Mrs. Josie Creelins, Reid Isler and family, Paul Mote and family and J. A. Nichols and family called on Mr. and Mrs. J. Z. Isler Sunday evening.

Mrs. Conley Gann and her brother, Pat Fitzsimmons, are sowing the Gann place to wheat. Conley came out from Amarillo the last of the week returning, as he has a seven dollar a day job at Amarillo.

Henry Stovall and little daughter, Lorene are on the sick list.

Our community was made sad by the death of Grandma Stalkup Saturday. She suffered intensely with locked bowels. The family were pioneer settlers here. She was eighty years old. The funeral was conducted at Wheatland by the Rev. Willingham of San Jon and burial at the Wheatland cemetery, Sunday. Her sons A. W. of this place and Otis of Amarillo were present at her bedside.

Mr. and Mrs. Cleveland Johnson gave a dinner Sunday in honor of Mrs. Johnston's sister, Mrs. J. A.

Nichols and family of Wellington, Texas. Those who ate dinner were: W. M. Hubble, J. A. Patterson, R. A. Lowe, Dallas, Willie and Lonnie Johnston, A. A. Dethrage, Paul Mote, Reid Isler, Grover Cogdill, and John Nichols, each with their families and Mr. and Mrs. J. Z. Isler, Bessie Williams, Mesdames M. A. and M. T. Johnston, and Floyd Mote. Other guests who called were: Hob Moss and family, J. O. Wood and family, Bally Hubble, Roland Leach and Pat Fitzsimmons. Seventy ate dinner and twelve others called in the afternoon. All enjoyed themselves fine.

SIMS COMMUNITY

Mr. Ben Rice and family of Glasscock Ranch, also Mr. Rice's father and mother of Fort Worth visited in the Reed home last Sunday.

Mrs. John Skeggs, also her mother-in-law, Mrs. Skeggs of Decatur, Texas were in Adrian last Tuesday morning.

Mr. J. P. Collier of Adrian had quite an accident and narrowly escaped being seriously hurt on his return from Amarillo one day last week when he and another tourist ran their cars together. All the men received bruises and did considerable damage to both cars.

Ira Stephenson transacted business in Adrian last Tuesday morning. Carroll Reed and wife of Jericho, Texas are spending a few days with his parents J. A. Reed and wife.

Elbert Whitten returned from Holbrook, Arizona last Saturday after several weeks visit with his grand parents. Elbert was very glad to get back to the Panhandle of Texas. Farmers are very busy preparing wheat land at present. There will be a large acreage sown this season if the rains do not hinder as they did a few months past.

Mr. Johnston and family of Amarillo have moved into our community on the Rail H headquarters. We welcome them to our community. Jack Chapman returned to his home in Fort Worth after a few days visit with relatives and friends in Adrian.

Mr. and Mrs. P. M. McAdoo living near Adrian are enjoying a visit from her daughter, Mrs. Joe Speed and husband at present. Mr. and Mrs. Speed are moving to Denver, Colorado. Mr. Speed will work in the stock yards. J. A. R.

SUMMERFIELD

The singing school was well attended last week, and much interest is being manifested by the people of the community. The school is still in session this week, and we hope to have good attendance. Visitors are welcome. The night session is mostly spent in singing.

Canning was the occupation of the women last week. Altho we don't have a regular canning factory like the Progressive neighborhood. But yet some report nearly a hundred cans

of corn per day. The canning of corn has just begun there will probably be several hundred cans of corn put up this week.

Mr. and Mrs. C. R. Waiser and family returned home Tuesday from Hardman county where they have been the past ten days visiting friends and relatives.

A large number from this community attended the association at Hereford last Wednesday and Thursday. Those sent as delegates from the Summerfield church were: Mrs. Alva Wilson, Mr. S. P. Edwards, Mr. W. J. McMin, and Miss Ellen Actley.

Mr. and Mrs. Hal Davis and family of Waco, Texas are visiting in the Lawrence Johnson home. Mr. Davis is a brother of Mrs. Johnson.

Mr. Ray Johnson and Carl Frye left Saturday for El Paso, Texas and other places.

Mrs. Lee Curry's two sisters and families of Cloud, Texas are here visiting her.

Mr. and Mrs. M. F. Fencher and family spent last week in Dalhart, visiting relatives, returning home Friday. Mrs. Fencher's sister coming with them. Mr. Fencher's father, mother, a brother and family arrived Saturday. When it rains it pours.

Mr. and Mrs. Lee Kendall spent Sunday with Mr. and Mrs. C. P. Caldwell in the Progressive neighborhood.

Mr. and Mrs. Abe Roberson and son Gleen. Mr. and Mrs. Ky Lawrence and daughter Beatrice spent Sunday in the B. C. Roberson home.

Miss Billie Dickerly of Hereford spent Sunday with Mrs. Ray Johnson. Mr. and Mrs. A. E. Stanley and family spent Sunday in the Wheeler home north of Friona.

Mr. and Mrs. Ray Johnson and son, Joe returned home Thursday from Helena, Oklahoma where they had been visiting relatives the past ten days.

Mr. and Mrs. Britt Clark and son,

L. J., of Canyon spent Saturday and Sunday with Mr. and Mrs. George Story.

The Misses Rogsdale's of the Frío community were visitors at B. Y. P. U. Sunday night, come again. Visitors are always welcome any where any time.

The B. Y. P. U. hopes to get an invitation to render a program some time soon at Frío.

Mr. and Mrs. B. A. Atchley and daughter Ellen, Vergie, Christene and Ruth made a business trip to Amarillo Saturday.

Mr. Luther Parson of Oklahoma arrived here Saturday morning and will visit relatives. He is a nephew of George and Ira Storey also Mrs. Ray Roberson.

Misses Beulah and Caudie Roberson of Canyon spent Sunday night and Monday with their sister Mrs. Geo. Storey.

Mr. and Mrs. Miles Watson and family, Mrs. O. Hufstuder, took Mrs. Hufstuder's sisters Misses Essay and Alberta Parrot to Amarillo Sunday where they left for Denton, Texas. Miss Stanley spent Saturday night with Miss Eva Noland.

JOEL

The boys and girls club met Monday afternoon at the home of Mr. Stice. The lesson was to have been on culling chickens. Mr. Dunkle failed to get there which was a great disappointment to the club members as well as Mrs. Edd Botts, Mrs. Wm. Negeline, Mrs. Wm. Callaway and Mrs. Stice, the mothers present.

The next meeting of the club will be at the school house the first day of school, September 14. The women were discussing the question whether to have a booth at the fair or not.

E. Dora Smith is spending a few days in town.

Rev. Limey of Tulla assisted by

Rev. Blair are holding a revival meeting at Dawn which will continue all week.

Mrs. Dora Cox of Plainview has been spending the week with her niece Mrs. Minnie Walker.

Mr. and Mrs. John Renfro spent Sunday with Mrs. W. T. Smith.

Ruth Botts spent last week in Hereford at the Welliver home with Mrs. Spielman.

Guy Smith is moving this week into the neighborhood.

Mrs. R. W. Dickey of Electra and little son, Roy, Jr., came Sunday to visit her sister, Mrs. Walter London. Bill Easter and wife of Dimmitt spent the day Sunday at the Walter London home, a family reunion, as Mrs. Easter is also in the home.

Miss Floyd Jenkins, Esther Rice and Mrs. Hollis Galley and family were dinner guests last Thursday at the C. F. Galley home.

Albert Negeline is visiting his friend Roy Botts.

Lester Galley was in Amarillo on business Monday.

W. T. Smith left last week for his old home in Tennessee to visit a brother, who is sick. He will be gone

two or three weeks.

Cecil Walker and mother attended the cowboys' reunion last week at Hale Park canyon and report a very enjoyable time.

For all the good rains we have had the crops are now beginning to suffer and more rain is now needed to make the bumper crop we thought the July rains would make.

MRS. BARNARD HICKS HONORED WITH A BRIDGE PARTY

A very interesting afternoon Bridge was given at the home of Mrs. J. W. Hicks, Tuesday, August 18, in honor of the bride, Mrs. Barnard Hicks, and her sister, Miss Winnie Barnes who is visiting here from Arlington, Texas.

Six tables of young ladies enjoyed the afternoon's merriment, being served to punch throughout the games and delicious brick cream and angel food cake at the close.

A beautiful hand painted powder box was given as honor guest prize to Mrs. Barnard Hicks and a card tray to the visiting Miss Barnes.

6% FARM AND RANCH LOANS 6%
AMORTIZED PLAN
INTEREST RATE AND TERMS FIXED BY LAW
Prepayment in part or in full can be made at any interest bearing period after five years
PROMPT INSPECTIONS AND QUICK SERVICE
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Hereford, Texas

MORE BRICK STORES
Hereford needs more business houses. If you own a business lot, and want to build, we can help you finance it.
If you want to rearrange a loan you now have, See Us. Loans made on city business property at 8%, interest payable annually. No red tape or commissions. Liberal valuations.
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EMPIRE BALTIC CREAM SEPARATORS
As Good as the Best For Considerable Less in Price
National Steam Pressure Cookers for economical Cooking and Canning.
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Just A Good Place To Buy Hardware
We Will Appreciate Your Business.
STREU HARDWARE CO.
"Home of Service and Quality"

New
Furniture
Just Received Car of New Furniture
Priced to Sell
ANTHONY'S SECOND HAND STORE
South Main Street Hereford, Texas

Fresh!

We handle only the highest grade groceries—the kind exacting housewives demand. Our groceries are always fresh. We give the same careful attention to phone orders that we give to the most exacting housewife—who shops personally.
Try Us In September!
L. W. CARLYLE

ROCKWELL BROS. & CO.
LUMBERMEN
Phone 4
SATISFACTION MUST BE YOURS



WYCHE ITEMS

The Wyche Club met with Mr. and Mrs. Clayton last Wednesday afternoon. They served home made candy. The next meeting will be at the school house.

Miss Callie McKinney visited Montie Cook from Friday until Sunday.

J. W. Dugan and daughter visited in Wildorado last Thursday.

Lorine Williams visited Montie Cook last Friday afternoon.

Walt Bradley attended the old settler reunion at Canyon Wednesday and Thursday.

Mrs. Gordon Gold visited her parents, Mr. and Mrs. A. I. Morrison last week.

James Dugan visited Dannie McKinney last Thursday.

Mr. and Mrs. Ed Cox visited relatives in town last Sunday.

Mr. and Mrs. J. C. Williams returned home from Vernon where they have been visiting for two weeks.

Nedra Clayton visited Mary and Mildred Hough from Friday until Sunday.

Several from this community attended the picnic at Happy last Saturday.

Myrtle, Jerle and Bruce Keith visited Ida and Hora Edwards last Sunday.

The Witherspoon and Estes Sunday school class of the Presbyterian church took dinner Sunday with Mr. and Mrs. C. J. Paddock.

The Rebecca Lodge had a lawn party at Mr. and Mrs. C. J. Paddock's home last Friday night.

Hazel and Ona McKinney took dinner with the Dugan girls Sunday.

Mr. and Mrs. Jack Miles, Mr. Miles and daughter Willie and son Teddie and Mr. and Mrs. Harry Schultz and Mrs. J. B. Nadler of Slegman, Arizona went down to the creek and had a fish fry and a nice time, Wednesday evening. About eighteen guests took dinner Sunday with Mr. and Mrs. Harry Schultz.

Rev. Cotnal of Hereford preached at the school house Sunday afternoon.

Mrs. Hough of Canyon spent the week end with her son Raleigh Hough.

PROGRESSIVE

Rev. Gear held a revival meeting in our community last week. His sermons were greatly enjoyed by those who heard them. Rev. Gear preached at Friona Sunday evening.

A number of the girls enjoyed a bunking party last Friday night at the home of Misses Maurine and Lois Thompson. Among those present were: Misses Marguerite Russell, Berta Walker, Augustine Bassit, Vel-

ma Caldwell, Flosse Bowman and Floy Huff.

Miss Floy Huff of Canyon, spent a few days visiting in the home of Miss Berta Walker, last week.

Misses Augustine Bassit, Floy Huff, Velma Caldwell and Messrs. Cecil and Leroy Hodges were guests in the home of Miss Berta Walker last Thursday evening, where they enjoyed some delicious ice cream.

Relatives of Mr. and Mrs. Mebag, who came in last Saturday evening were given quite a surprise Sunday when a number of folks came in, bringing a delicious lunch and helping them spend a very joyfull day. Among those present were their relatives, Mr. and Mrs. Cass Lance, Mr. and Mrs. Earl Lance and children; Mr. and Mrs. Joe Kendall and Bettie Joe, Mr. and Mrs. Charlie Walsler and family and Mr. and Mrs. Fate Walsler of Hereford.

Miss Margaret Bowman of Hereford is spending a few days visiting Mr. and Mrs. Jeff Roberson of this community.

PRICES FOR CANNING WHEN MATERIAL IS FURNISHED:

Snap Beans, snapped	.10	.08
Snap Beans, unsorted	.12 1/2	.10
Shell Beans, Shelled	.10	.08
Shell Beans, unshelled	.15	.12 1/2
Black eyed peas same as beans		
Corn cut ready for cans	.12 1/2	.10
Unprepared corn	.15	.12 1/2
Beef & Pork	.15	.12 1/2
Chicken dressed and cut	.15	.12 1/2
Chicken undressed	.20	.18
Succatash ready for can	.12 1/2	.10
Tomatoes	.12 1/2	.10
All fruits	.12 1/2	.10

MARKET PRICES:

Snap beans	25	20
Shelled Beans	30	25
Snap B. E. Peas	25	20
Shelled B. E. Peas	30	25
Corn	30	25
Roast Beef	50	35
Steak	65	40
Tomatoes	30	20
Tomatoes and Okra	35	25
Succatash	30	25
Peaches	35	25

NORTH EAST CORNER (Fairview-Union Schools)

Our Community is getting dry again and hope the good master will send us a real good rain pretty soon.

Mrs. C. O. Phillips and daughter Bernadine left last Thursday for Gatesville to spend a while with relatives.

Mr. and Mrs. J. L. Randel, of Wichita Falls are visiting relatives here this week. They are both connected with the City National Bank at Wichita.

Mr. H. J. Oglesby and family made a trip to Amarillo last Friday.

Miss Ruby Gene and Leuada Bowen visited in Wildorado most of last week.

The revival at Wildorado is being attended by a number of our citizens and they say the evangelist must be doing good for he skins somebody at every service. The writer believes most of what he says but when he called all the women lazy scoundrels we couldn't swallow that.

Mr. Warner Lee and Miss Amelia Hazelwood slipped off to Amarillo on Saturday and were married which was quite a surprise to most folks. We wish for them a long and happy life.

Quite a number of the young folks visited in the home of Bro. A. M. Dowell Sunday and went to Church at Wildorado at night. The services at Palo Duro were called off in order that people could attend the revival.

Mr. W. B. Bowen and wife and W. R. McClain and family spent Sunday in the home of J. C. Allred.

Mr. W. R. McClain has been pretty sick the last week but is better now.

Mr. J. E. Thomas made a business call at Wildorado last week.

Getting wheat land ready is the order of the day here at present and there will be a good excreage put in if the farmers can get the cash to buy seed.

ARNEY-BLUE RIDGE

Mr. and Mrs. J. H. Cook and son returned home last Wednesday from Elk City, Oklahoma where they have been visiting friends and relatives for the passed week.

Everyone in our part of the neighborhood are just now starting to work after the fine rains.

Mr. and Mrs. Charlie Cox are off on a months visit at Glenrose, Texas where they have gone for treatment.

Mr. J. H. Cook motored to Happy last Friday afternoon to transact business.

Last Thursday night a very large crowd gathered at the home of Mr. and Mrs. Lee Hutchinson for a surprise birthday party for Mrs. Hutchinson. Everyone who were present enjoyed themselves, we played games of all descriptions and just before returning home we were served to refreshments. And in the middle of the table was Mrs. Hutchinson's snow white birthday cake which was decorated with forty-seven tiny pink burning candles.

Mrs. Floyd W. Fortner and Mrs. Marion Davis visited at the home of Mrs. Davis last Wednesday afternoon.

Mr. Lacy Boyd is visiting a few days with relatives and friends of Childress and Electra.

Mrs. W. T. Bailey returned to her home last Sunday afternoon from McKinney, Texas where she has been visiting her parents and other relatives and friends for the passed month.

Mr. J. H. Cook and daughter, Velma motored to Childress, Texas last Wednesday to transact business and to visit relatives and friends.

Mrs. Mabel Perkill is spending a week or two visiting her parents, Mr. and Mrs. Lee Hutson.

Mr. Claud Fox was transacting business in Happy Monday.

Mrs. J. H. Cook spent Thursday in the home of Mr. and Mrs. J. E. Boyd.

Mrs. Hyrum Fullwood of McAllen, Texas, returned to her home Friday after quite an extended visit with her parents, Mr. and Mrs. C. J. Goad and other relatives and friends of Hereford.

Mrs. John Turner is spending a few days visiting her parents, Mr. and Mrs. C. L. Goad.

FRANK METCALF CONNECTED ST. JOSEPH LIVE STOCK CO.

Frank Metcalf, former local resident but now of St. Joseph, Mo., arrived last week on a short business trip. Mr. Metcalf is connected with the Lawhorn & Murray Live Stock Company of St. Joseph.

Ralph Smith, local band leader, announces that the first band concert will be held on Thursday evening, August 27, 8:45 o'clock, at the Magnolia filling station just west of the court house.

The band has been organized a month and this is the first public rehearsal that has been planned. Regular ones will be held after the band is thoroughly organized. Some twenty-five members are included in the local band, and most of them are experienced musicians and former members of the Hereford Band, which made such a reputation over the Panhandle a few years ago.

A High School band and a High School orchestra, will be organized just as soon as school starts this fall, according to announcements made by Mr. Smith.

H. H. Hawkins has just received a shipment of twenty five choice pure bred White Leghorn pullets from the famous Kazmeyer poultry farm at Bryan, Texas. These pullets will be placed in the breeding pens at the Golden Rule Hatchery, along with some three hundred hens that have already been placed here. Fifty more

from the Kazmeyer flock have been ordered and are expected at an early date.

Mr. Hawkins states that one of the strongest breeding flocks in West Texas will be placed on the Golden Rule Farm to help supply baby chicks for the market next year. The first bunch of baby chicks will be hatched off in time for the Deaf Smith County fair, September 18-19.

Renew Your Health by Purification

Any physician will tell you that "Perfect Purification of the System is Nature's foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs, —once or twice a week for several weeks—and see how Nature rewards you with health.

Calotabs are the greatest of all system purifiers. Get a family package, containing full directions, price 35 cts.; trial package, 10 cts. At any drug store. (Adv.)



YOU AND YOUR CAR!

When you need service on your car —you want it to be prompt service. Prompt and efficient service is our specialty. All we ask is a trial.

Magnolia Gas---Magnolia Oils---Tires and Tubes Accessories

Just Drive In!—And Watch Us Work!

Magnolia Filling Station

Arthur C. Thompson, Prop.

EARLY SALE OF

BOY'S SCHOOL SUITS



THE EXTRA PAIR DOUBLES the WEAR

These suits are made—"FIRST FOR WEAR"—In all-wool serges and worsteds. Next —are in style lines—which carry out the same fashion trends as in dad's suit. Two pairs of trousers—one long pair—and one pair of knickers. All the popular colors. Some are four piece suits. Coat—vest—and two pair knickers.

Outfit That Boy Now For School!

FOX MERCANTILE CO.

Charley Sez:

Yew kin jest knew thet et'll be uh pleasure tew spend yore munney ef yew'll come tew th Cash an Carry Grosary and get thozе quality goods an thozе plezunt services. Mure fer less iz our motter.

CHARLIE & WALLACE

Your Cash Grocery

ABO FILLING STATION

South Main Street

Federal Tires

A Complete Line of High Pressure and Balloons

GAS, OILS AND ACCESSORIES

Try Our Service!

B. E. BRUMLEY, Proprietor



Badger Fisk

Beaver Tires

LONG DISTANCE TIRES AT RIGHT PRICES

We are an Official Headlight Testing Station. —Bring in that car and let us fix your lights.

Come to the Hereford Garage Station when you are in need of any thing for your car. We will treat you right and will strive to please you—in the way of service and satisfaction.—

Car Washing and Storage

Hereford Garage Station
Paul E. Foster

"Home Beautiful" Campaign is Now On--Let's Clean Up

(By T. D. Moss, Secretary, Hereford Chamber of Commerce)

Listen folks, the City of Hereford is to be thoroughly cleaned up and then we can boast of one of the prettiest and most attractive little cities on the Plains. Our weeds must be cut right now because Mayor Ireland has already proclaimed to the world that the unsightly places must be made clean. He is exactly right. Some of our children might get snake bit if the "tall timbers," known as pesky weeds are not cut down.

Did you ever stop to think how bad it looks to see all the alleys and back yards filled with weeds, grass and rubbish, when beautiful flowers would thrive in these same places? Just merely cutting the weeds will not add very materially to the place unless they are raked up and burned, along with other unnecessary things that have accumulated.

The yards and alleys are not the only places that must be cleaned up right now. All the vacant lots over town are going to be gone over so that all the weeds, tin cans and other rubbish might be extracted. If any man refused to clean up his vacant lots, the Mayor and his force will see that they are renovated and the bill charged against the owner.

Some Hereford folks don't seem to think that ashes are a part of the rubbish that we have been talking about, but they are. The Home Beautiful committee plans to wait on those people who persist in dumping all the ashes in the back yard or in the alley. Now this is done by those who do not think just how unsightly it appears to the visitor.

In many places over the City of Hereford the dirt has blown up against the sidewalk, making it impossible for the water to properly drain after a big rain. In some sections the water stands on the walks for a number of days after each shower, and proves very unpleasant to those who have to walk to and from town. This can be eliminated by raking the dirt away from the sidewalk. There is always a need for the surplus sand that has accumulated, because most people have trees or a garden where this rich soil can be made to function.

The Home Beautiful campaign is attracting considerable attention. The committee is very busy organizing the whole town into one big group to help beautify the whole city. The time for entering the Home Beautiful contest has been extended to September 10,

and every one is being urged to enter for the prizes.

Now it does not take a fine home to win a prize in this contest. Every one has an equal chance. No matter if you live in a twelve room house or a two room cottage, you should enter this fight for beautiful homes. Remember the small home will stand a better chance to win if it is cleaned up from the back of the lot to the front, than the magnificent dwelling that is surrounded with weeds and rubbish.

A move has been started to have the trunk of every tree in the City of Hereford white washed. This will be new for the Panhandle as no other town in this section has ever had all their trees white washed at one time, and no other town on the Plains has nearly so many trees as Hereford. A formula will be used that will kill all the insects and diseases that might be on the tree. Ask Dunkle about it.

In addition to the \$75.00 offered as prizes by the Hereford Chamber of Commerce in the Home Beautiful contest, the City will give a prize of \$20.00 to the most attractive block in town. This should be an incentive for all the people in any one block to work together to see that the cleanup move is done in the right way. A blue ribbon will be placed on one home in each block which presents the best general appearance.

Remember there are no charges for entering the Home Beautiful contest, and anyone has a chance to win a prize. See Mrs. McLean's committee for entry blanks and start now for the prize.

All the dead trees in town as well as the dead limbs on living trees should be removed from the orchards. They are unsightly and are dangerous to the health of other trees. This might help you to win a prize.

The Home Beautiful contest will be judged just before the county fair, September 18 to 19, and winners will be announced during the fair. A class from the West Texas State Teachers College at Canyon will do the judging, which will insure a square deal for all.

Hereford has a chance to win the name of "the most beautiful city on the Plains", but it will take the united effort of all her people to put this cleanup campaign across. Let none of us shirk our duty.

ANNOUNCEMENT PARTY GIVEN MISS MOUNTS

A very charming and unique announcement party was given at the home of Mrs. R. N. Mounts by her two daughters, Mrs. John Williams and Miss Sena Mae Mounts, on the morning of Monday, August 17, announcing the marriage of their daughter and sister, Miss Mattie, to Mr. Joe Lancaster of August the thirty first.

Six tables of hearts were played by the guests with much merriment, after which Miss Evelyn Williams came into the room dressed as a charming little news girl with a big heart apron and head band and papers were bought with the small hearts that had been given to the guests earlier in the morning. To their surprise they found the papers to contain another fatal shooting of cupid's which injured two hearts for life. And it was also found that the trial of Dan Cupid would be held at Beaumont, Texas after September 15. After their surprise exclaimed by most of the guests they were shown the chest of bridal things, which were numerous and beautiful. The chest itself was made by the groom and presented to her as a Christmas present.

On returning to the living room they found dainty little place cards on the small tables and a delicious salad course with ice tea, was served followed with white brick cream with small pink hearts in the center and fluffy angel food cake.

The out of town visitors were: Mrs. Forest Randal of Amarillo and Misses Hazel and Mabel McQueen of Canyon, Miss Winnie Barnes of Arlington and Miss Dorothy Sparkman of Waco.

Let's build a Hotel in 1925!



A good piece of meat is "More than half" of every good dinner—as every housewife knows. Our meats are fresh, carefully selected, appetizing and — satisfying. Try us.

TEXAS MEAT MARKET
Cloyd & Son

SHOWER FOR MISS MATTIE MOUNTS AT HICKS HOME

Tuesday, August 25, at the home of Misses Gladys and Mary Hicks a very unusual and beautiful shower was given for Miss Mattie Mounts, who is to be married August 31 to Joe Lancaster of Amarillo. The bridal chair was made charming by white crepe paper and streamers with a couple hanging above it. A short program was rendered with Miss Deane Dunlap toasting the bride in her charming manner and Miss Lura Gregg toasting the groom with an original and appropriate little verse. Miss Grace Skelton expressed her sympathy "To the Girl's that are Left Behind."

Every guest drew their plan for their dream house and among the many well formed and convenient homes, Miss Grace Skelton's won the prize.

Miss Lucille Hicks sang "My Little House," in her beautiful soprano voice, after which the presents were presented. All the smaller ones being placed inside a modern little paper house and the larger parcels arranged in the rear of the house, covered with green paper to represent mountain peaks and cliffs of joy.

Delicious refreshments of cream and cake were served to twenty five guests.

COLOR PHOTOGRAPHY THROUGH "THE TEN COMMANDMENTS"

Those local picture show patrons who attended the Star theatre Tuesday night, featuring "And So This is Marriage," were treated to two reels of the marvelous new color photography, in which King David's court was shown in vivid natural coloring instead of the old black and white effects. Very few people in Hereford have had the opportunity to see this

new wrinkle in screen development and Tuesday night patrons received a fore taste of what is to come on September 17-18-19 in the great picture "The Ten Commandments," which will riot in color throughout. The scenes depicted from the Bible are said to be marvelous in their natural coloring and costumes.

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

WILLYS-KNIGHT AND OVERLAND CARS
I am sub agent out of the Amarillo Agency for the Willys-Knight and Overland Cars. Demonstration Car at Your Service!
ATTRACTIVE PAYMENT PLAN
LEONARD RICKETTS, Agent
Hereford, Texas

Pencil Sets Free!
We are ready for the opening of school—with a useful present for every school pupil that purchases a pair of shoes or a suit from us. We have the most carefully selected lines of School Suits and Shoes for both sexes we have ever carried. It will pay you to look them over.
Don't Forget Those Pencil Sets—In a Neat Box and Very Useful! They include a Pencil, Pen holder and ruler.
FALL COATS for the LADIES and MISSES
Our new Fall line of COATS is here—the last word in styles, workmanship and wearability.. They are priced right, too. Better come early before the rush and have yours laid aside before the stock is picked over.
Everything For Fall Wear—For Men, For Women, For Children!
D. R. GASS & SON

"THE TEN COMMANDMENTS"
T echnical in achievement
H istorical in research
E rudite in knowledge
T hrilling in interest
E ntertaining in performance
N oble in conception
C ompelling in logic
O riginal in tempo
M elodramatic in alarm
M ajestic in aim
A ppealing in idea
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M arvelous in realism
E ncyclopaedic in scope
N oteworthy in characterization
T ruthful in text
S cintillating in cleverness
COMING TO THE STAR THEATRE SOON
Watch for the Dates

The Tide Has Turned
The borrower of yesterday becomes the depositor of today.
A big share of your harvest money in the form of bank deposits here, will be to us an expression of appreciation for the help we have rendered in the past. We earnestly solicit your friendship, your confidence and your account.
Read our message in this week's Farm and Ranch
First State Bank & Trust Company
OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS

Sallie's Temptations

(Copyright 1924—By Gladys Baker)

SALLIE—Beautiful and vivacious leader of the debutante set.
ANNE CODDINGTON—Who had gone to school with Sallie and was her best friend until she made up her mind to marry.
CURTISS WRIGHT—A brilliant young architect who has achieved an international reputation. He disapproves of the "jazz" type.
TED BILLINGS—Whose main objective in life is arranging "petting parties" with pretty girls.
ELLIE MITCHELL—Whose finishing-school education has taught her the latest and most effective, if unconventional, methods of combating ennui.
WARREN FISHER—A shy philanthropist of Wall Street whose time is occupied chiefly avoiding his wife.
MARJORIE AND BOB CHENOWETH—Of the married set and Sallie's staunch friends.

Curtiss Wright comes to Jacksonville Florida to draw plans for a railroad company of which Sallie's father is president. He is invited to stay in Sallie's home. Propinquity and Sallie's undeniable charm win him in spite of his avowed aversion to the artificial atmosphere in which she moves.

Sallie, being Sallie, gets lonely, the night after she and Curtis become engaged while Curtis is away on business. Propinquity and Sallie's undeniable charm win him in spite of his avowed aversion to the artificial atmosphere in which she moves.

Sallie, from pique, starts to Miami to attend a house party being given by the Divines who are nouveau riche. Warren Fisher, who has made love to Sallie in Pensacola boards the same train and announces that he too, is going to the house party. He persuades Sallie to get off at Hollywood, have dinner at the Country Club and then drive on to Miami, which he says is a pleasant distance away. But time slips by and Sallie, realizing the lateness of the hour and that she is unchaperoned becomes nervous and insists that they hurry on to the Divines.

The car breaks down and they are forced to take refuge in an unfrequented inn in a small town. Before Sallie retires Warren Fisher enters her room and makes desperate love to her. She repulses him and becomes terrified when he admits that the car story was planned so that he might be with her alone. She rushes from the room, and on leaving the hotel notices a suspicious looking man in the lobby who watches her every move. She arrives at the Divines, dishevelled and late. She receives a cool welcome but refuses to talk. The next day Mrs. Divine, afraid of her flimsy social position, has Ellie ask Sallie to leave. She and Ellie return home and Sallie receives a note from Mrs. Warren Fisher saying that she will call for a supper. Mrs. Fisher calls, discloses she has had a detective watching Sallie and her husband intends to name Sallie in a suit for seduction. Ellie steps in to the defense of Sallie. She succeeds in convincing Mrs. Fisher that Sallie is innocent. After Mrs. Fisher departs, Sallie faces the future, and sees ahead of her only darkness. She learns that Ellie's lover had also been Warren Fisher. Ellie announces that she is through with "Married Men."

Sallie finds the following dreary weeks hard to endure, older hostesses cutting her off their invitation lists, and her younger "friends" finding various reasons for not sticking with her.

Sallie has dinner with Marjorie and Bob, who have remained loyal. Bob advises Sallie to go to work, so she opens a Kindergarten for the poor children at her father's plant, finding a certain amount of happiness in serving others, until one day she learns of Anne's engagement to Curtis. A few weeks later Ellie arrives and wants Sallie to go abroad with her. Sallie heeds the call to service instead, and ministering to the poor Clanceys is surprised one day—

as follows:

CURTISS—SO SALLIE BURNS THE POTATOES
 "Can I be of any assistance?"
 Curtiss Wright was standing immediately outside on the green patch of lawn.

"I must have looked funny with the hammer in one hand, the curtains in the other and a mouth full of tacks, which I began to remove. I looked at him across the rows of red geraniums and before I realized what I was doing, I laughed.
 I hadn't meant our meeting to be like this. But couldn't help it if my senses were singing and my heart leaping with joy. For a brief moment, I allowed myself the overwhelming rapture which his presence inspired and then, remembering Anne, my dignity returned.

I sat on top of the ladder and regarded him with serious eyes. I must have asked the usual platitudes and then he asked if he might come in.
 "Certainly," I replied.
 Then it occurred to me to ask him why he was here.
 "Oh, I've just returned and longed to see how things were going at the

plant. The Clanceys are my special friends so I thought I'd drop by. I was attracted too, by the charming appearance of their home—the window boxes and the flowers outside."
 "Yes, Miss Sallie did all of it" came a voice from the adjoining room, "I can't come out Mr. Curtiss, if you'll be excusin' me, Sir, but I won't let Miss Sallie go unpraised. She's a little bit of heaven, Sir, and without her, Lord knows how we'd a gotten along at this tryin' time."

"I was covered with confusion and tried to stop her but she kept right on. Curtiss seemed to hang on her words.
 "Her a goin' both day and night and makin' the house a fit place for a queen" she continued "and her used to a life of 'curds and whey."
 "Really, Mrs. Clancey, if you don't stop, I'll be very uncomfortable. Please now" I pleaded and then I noticed that Curtiss was sniffing the air.
 "Great heavens!" I exclaimed, "the potatoes I put in the 've! Now they're burned!" I ran into the kitchen and when I came back Curtiss had his chair in the bedroom door and he and Mrs. Clancey were closely engaged. At my step, a significant silence prevailed.
 "You're looking most gloriously well."
 Curtiss came over to where I sat on the window seat and touched my arm with his hand. "I never thought I'd see you in one of these. It's most becoming though."
 For the first time, I realized I had on my pink and blue apron. In

felt at the unexpected meeting with him gave place to childlike gladness that gradually enveloped my heart.
 "Sallie" he began, "there's something I want to tell you. It's most important to my happiness. Will you listen?" There was earnest entreaty in his voice.
 A motherly instinct, as well as my uncontrollable love for him made me long to gather him in my arms and

have him unburden his soul. But there was the thought of Anne and that creeping coldness about my heart.
 "I'm sorry but I can't let those potatoes burn again on your account. You see the Clanceys won't let me do anything for them financially and the family budget is in my hands. So if you'll excuse me, I'll say good bye."
 (To Be Continued.)

MISS HELEN BUIE BACK FROM TRIP TO YELLOWSTONE PARK
 Miss Helen Buie returned home last week, from Portland, Seattle and Yellowstone Park.
 Miss Buie visited her sister in Livingston for several weeks before returning to her home here.

Good Printing at the Brand

JUST RECEIVED A CAR OF Harvest Maid Flour

Wheat is going up everyday. Lay in your Flour for the winter. Special for one week—from Saturday, Aug. 22, to Saturday, Aug. 29, inclusive—\$5.00 per 100 pounds. Nothing less than 100 pounds sold at this price.

REED CASH GROCERY

Hereford Has One---

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

E. W. Harrison

The World's Greatest Automobile Value!



What you get for your money—that is what really counts—that is the definition of value.

In a Chevrolet you get the greatest amount of quality at low cost that it is possible to obtain in any car built.

Chevrolet offers you the most for your automobile dollar. It possesses 83 distinct quality features. It possesses construction typical of the highest priced cars—a powerful, economical motor—dry plate disc clutch—selective three speed transmission—sturdy rear axle with pressed steel, banjo type housing—semi-elliptic springs of chrome-vanadium steel—beautiful streamline bodies, with closed models by Fisher, finished in handsome colors of Duco whose luster and color last indefinitely. Compare these features with those of any car that you may wish to buy.

Chevrolet gives you power, durability, dependability, comfort, economy and fine appearance. And because this car provides such an extent of quality at low cost, Chevrolet has become the world's largest builder of quality cars with sliding gear transmission. See these remarkable values today.

- Now You Can Get
- a fully-equipped, quality touring car for \$525
 - a racy, streamline roadster for \$525
 - a fine coupe with balloon tires and disc wheels for \$675
 - a Fisher Body Coach seating five people comfortably for \$695
 - a handsome sedan, beautifully upholstered and with full equipment and appointments for \$775
- All prices f. o. b. Flint, Mich.

New Low Prices
New Quality Features

Brumley - Chevrolet Co.
Hereford, Texas G. W. Brumley

Quality at Low Cost

Miss Dessie Mae Steele

Announces the Opening of a
Class in Piano
 Beginning September 14th

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

SAVE MONEY

Buy Coal in the
SUMMER

You get fresh-mined coal direct from the railroad cars to your bin. That means less breakage in handling your coal.

Let me use YOUR bin to store a few tons of

LABELED COAL—2 Cars on Track
 I Will Pass the Money I Save Right On to You

All kinds of Cow Feeds, Chicken Feeds, and everything

We Pay Cash For
 Poultry, Eggs, Cream and Hides

We strive to do the impossible—Please Everybody

GOLDEN RULE PRODUCE CO.

We Deliver Phone 108



MOTOR MIKE
 We wish you knew that it is true.
 Oh, tired and weary man,
 That you should get your car fixed up.
 And if you will you can.
 Surely you can get it fixed up if you will only bring it down. We have expert mechanics, gasoline, grease, oil, and everything you need for your auto.

Beavers Bros.



NEIGHBORS

BY ROBERT STEAD

AUTHOR OF "THE COW PUNCHER,"
"THE HONEYMOONERS"

Why does love in so many instances begin to wane shortly after the honeymoon? Why do two people who found the companionship of each other so agreeable before marriage find it so bothersome afterward? Is the lack of temperament more fatal to wedded happiness than an excess of it? These questions are answered in this story. There is revealed the great—the one and only cause—that underlies a majority of marital unhappiness. Other novelists have dealt with it, but have hedged it about with so much theory, moralizing and psychology that their conclusions have had no practical value. Mr. Stead treats it in a clear, direct manner, with no high-sounding or puzzling phrases or any ideas drawn from the schools. In the first place, Stead is rarely gifted in his ability to make the people in his stories real. His characters seem to the reader just other folks with whom he is surrounded. Their comings and goings, their actions, etc., seem like one of the contacts with people or like looking out of a window at them. Their being enclosed in the pages of a book is, like a closed window, the only thing that prevents one from talking to them. In this case he brings one into just such a close relation with the characters of his story which revolves around two principals, a young woman and young man of average ability and attractiveness—just like many of your neighbors. He relies upon the very force and reality of his human illustration to make it effective, and he accomplishes his purpose. You will realize why Jean Lane was justified in refusing to marry Frank Hall until certain things had been corrected, and why, after those corrections were made, there was a reasonable assurance that their married life would be happy. You will be interested in learning what the great defect in Frank was, the defect which occurs in women as well as in men, and which causes so many matrimonial voyages to come to grief. You will learn that this defect is easily corrected.

A happy, optimistic story of the Canadian Northwest, a true picture of homesteading in the prairie and foothills country, with its hardships, perils and rewards. The author himself was raised on a homestead and participated in various phases of pioneer life. He followed successively farming, publishing a country newspaper and mercantile pursuits until he graduated into authorship. He has published several volumes of poetry and is regarded as one of the foremost versifiers and poets of Canada. He is also one of the leading novelists of the country to the north and is undoubtedly the chief in depicting the romance and reality of its western plains regions.

CHAPTER I

My earliest recollection links back to a gray stone house by a road entering a little Ontario town. Across the road was a mill pond, and across the mill pond was a mill; an old-fashioned wooden mill which was the occasion and support of the little town. Beside the mill was a water wheel; not a modern turbine, but a wooden wheel which, on sunny days, sprayed a mist of jewels into the river beneath with the prodigality of a fairy prince.

The mill pond was held in check by a stone dam which crossed from the road almost in front of our door to a point on the mill itself. The stone crest of this dam rose about two feet above the level of the water in the mill pond, and was about two feet wide. Along this crest my father walked on his way to and from the mill, but I had strict orders not to attempt the feat, with the promise that I would be thrashed "within an inch of my life" if I did.

And now I must introduce Jean Lane, daughter of our nearest neighbor, Mr. Peter Lane. Jean is to travel with us through most of the chapters of this somewhat intimate account, and you may as well meet her at four, bare-footed and golden-haired and blue-eyed, with a wisp of white cotton dress and a gleam of white teeth set between lips of rose-leaf. Demurely down the road she came to where I lay sprawled on the river bank contemplating the leisurely precision of the water wheel beyond. When she reached me she paused, sat down, and buried her feet in the soft sand of the bank.

"I want to go to the mill," she said, when her little toes were well out of sight.

"But you can't go to the mill," I said, with the mature authority of six. "You'd fall in."

"I wouldn't, neither," she glanced at me elusively from under her yellow locks—"not if you helped me."

It was a difficult situation. Here was I, a young man of six, honored by a commission of great responsibility from a young woman of four. My native gallantry, as well as a pleasant feeling of competence, urged that I immediately lead her across that two foot strip of masonry. But the parental veto, and the promise of being thrashed within an inch of my life, sorely, and, as it seemed to me, irrevocably, curbed my chivalry.

"Tyler, take you over, Jean," my father said, "my father won't let"

my father, crying a little, and saying, "Please don't scold him, Mr. Hall. I made him do it."

I expected my father to scold her, but he took her up in his arms and held her to his breast.

"You're a brave little girl, Jean; you're a wonderful little girl," I heard him say, and he kissed her on the face, which he hardly ever did to me. Then homeward he led me, wet and miserable, and speculating silently on what it may mean to be thrashed within an inch of one's life.

But it proved to be a day of surprises. I was not thrashed within an inch of my life, nor at all; I was undressed, and rubbed with a warm towel, and put in bed, and given a large tumblerful of hot choke-cherry wine, because it was still early in the season and the water was cold. And my little sister Marjorie came and looked at me with large, dark, comprehending eyes, and said, "I know why you didn't get thrashed."

"Why didn't I get thrashed?" I ventured.

"Because you were so awful wicked. When you're awful bad you don't get thrashed; its only when you're a little bad," she explained.

I had to stay in bed for the remainder of the day, which I think was more a punishment than a precaution, so I had opportunity to think on Marjorie's philosophy. It was evident that she was right; I had the proof in my own experience; I had been very wicked, and had escaped punishment. My consciousness of evil-doing, however, rested lightly upon me. I had escaped the strap which hung behind the kitchen door, and which was a much more immediate menace than any possible torments of the after world. I spent the remaining hours of the day in imagining situations in which I would save Jean from all kinds of disasters.

Next morning found me none the worse for my experience; indeed my dip over the dam already seemed a more or less vague recollection. After breakfast I made a journey to the big pine which grew at the very end of our little farm—a surviving monarch of the forest that in some way had escaped the locust cloud of ax-men which had swarmed through the country twenty years before.

Perhaps it was as I lay under the great pine on that sunny summer morning and watched the filmy clouds float gently overhead that I caught my first glimpse, shyly, wonderingly, through the golden gates of romance. It was a vision of Jean; a vision which has remained with me through the years, growing, thrilling in my moments of happiness, fading in my hours of darkness, but at no time quite obscure. Perhaps it was my first glimpse of that vision which brought me on that morning to my feet where the great pine's swaying laceration of sun and shadow patterned the green grass and set my heart liltting with the joy of being alive.

I was about to shape my lips for a whistle when I became conscious of a presence. It was Jean, her golden locks held together by a midgeet sun-bonnet, save for some vagrant curls which nestled against the peach-pink bloom of her cheeks; her chubby bare feet seeking cover in the grass.

"I saw you going to the big tree," she explained, "so I came too."

"Uh-huh," I commented cautiously, being gripped with a sudden sense that this young woman had led me into difficulties only a day ago. Men cannot be too careful.

She sidled toward me. "Do you know what you have to do for yesterday?" she queried.

"No," I said, with some misgiving, thinking that possibly my behavior had been reported to the Lanes to my disadvantage.

"Gwandma says when a young lady saves a young gentleman, he has to"

"mawwry-her," she said, speaking very slowly at first, but finishing her sentence with a little run. "So you have to mawwry me."

She was beside me now, and her face was radiant with the excitement of her secret.

"But I can't marry you! Only grownups do that!" I protested.

"Won't we be grownups some day?" "I guess so," I admitted. And then with a sudden burst of resolution I added, "And then I'll marry you."

She held her face up to me and leaned over and kissed it shyly. Then, hand in hand, we retraced our way down the cowpath, along the rows of sprouting corn, by the stables and past our house. Jean led me to her own home, which was next to ours, down the road.

"You have to ask mamma," she said, as our little figures dropped their shadows across Mrs. Lane's kitchen door.

"This was more than I had bargained for. I was beginning to discover that Miss Jean was a young woman of action as well as decision. But I was game."

"Mrs. Lane," I said, bracing myself for the ordeal, "I want to marry Jean."

Jean's mother looked at me with a smile that broadened until it broke into open laughter.

"I am 'afraid you are very precocious children," she remarked. "I didn't know what that meant, but she gave us each a doughnut, and we went away happy, Jean twirling hers on her finger for a wedding ring."

(To Be Continued.)

NOTICE TO BIDDERS
The Commissioners' Court of Deaf Smith County, Texas, will receive bids at Hereford, Texas on September 21, 1925 for the purchase of one or more ten ton road tractors.
EARL W. WILSON,
County Judge, Deaf Smith County, Texas
32-4t
At Hereford, Texas, August 24, 1925.

Remington Portables are The Best and Easy to Buy. —THE BRAND.



Jean's Head Came Out Over the Ledge and Her Little Arms Were Reached Down to Mine.

GET FULL VALUES FOR YOUR GROCERY MONEY

There is a great amount of satisfaction in feeling that the money you spend for GROCERIES is bringing you a full measure of quality-value. We guarantee that you will be satisfied with what you get here.

Give Us Your Next Order and See what Quality and Service We Are Giving

GYLES GROCERY
Phones 81 and 271

Ford

Announcing Important Changes in Bodies and Chassis

Added Beauty and Utility
Closed Cars in Color

No Increase in Prices

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars. See your nearest Authorized Ford Dealer today for complete details.

Ford Motor Company
DETROIT, MICH.

Advance Showing Autumn Shoes



For Men, For Women, For School Kiddies

New Fall Footwear for all ages and sexes—the latest word in style, fit, workmanship and wearability.

Standard Lines that Satisfy

Red Goose shoes for the school children have established a permanent and pleasing place for themselves in this community through the years of giving satisfaction. A big stock to select from.

We extend a cordial invitation to the ladies of the community to inspect our attractive Fall displays.



J. O. Newell

WHAT'S DOING IN WEST TEXAS

Furnished by West Texas Chamber of Commerce

SONORA—A two-day's meeting of the sheep and goat men of this territory has just been closed at the Experiment Station near here. Over two thousand persons were in attendance at this meeting. B. Youngblood and J. M. Jones both of A. & M. College were the principal speakers.

BRADY—The Brady Chamber of Commerce Egg Demonstration farm may now be said to be in actual operation. The half-dozen eggs representing the first out put of the farm are on exhibition in the show window of the Broad Mercantile Co. and are creating considerable interest.

PLAINVIEW—The first district meeting of the West Texas Farm Bureau was held here on August 20-21. The district comprises thirty-eight counties immediately surrounding Hale County and more than 2,000 farmers attended this meeting. Col. Clarence Ousley was the principal speaker.

CISCO—The Williams Service Co. airplane transportation and mail service, to operate between Fort Worth and Los Angeles has notified the Cisco Chamber of Commerce that the company will use the Cisco aviation field for landing passengers, mail and freight. The company will have a representative here shortly to install the forty acre tract secured for the landing field in Cisco.

LORAIN—In a special election held here this week, bonds amounting to \$30,000 were authorized for the purpose of improving and extending the water works system.

MINERAL WELLS—The first bale of cotton for the 1925 season was brought here today by W. W. Harrington of the Pleasant Valley Community. After being ginned the bale was auctioned off in front of the Chamber of Commerce building by the Davidson-Caldwell Hardware Co for \$23.65. The bale weighed 420 pounds, bringing a total of \$99.33.

AMHERST—Amherst votes bonds amounting to \$50,000 for a water works system. The election was carried by a large majority. Contracts will be let shortly.

FRIONA—The Friona Star, published by John White, secretary of the Commercial Club, is said to be the newest weekly newspaper published on the Plains. The paper is now being printed in Clovis, pending the arrival of the machiner for the new plant.

ARTESIA, N. M.—The first high line for power transmission in this section has recently been completed from Roswell to Artesia. The line carries 33,000 volts and the juice will be turned on this week. This system will enable Hagerman, Dexter, and Lake Arthur to have the same class of service as will be maintained here.

MUNDAY—According to H. P. Barnes, agent for the Wichita Valley railroad, who has just returned from Boulder, Colorado, the receipts at Munday exceed those at Boulder, Colo., a city of 16,000 population by more than \$60,000 per year. Mr. Barnes says this is due to the extraordinarily large amount of agricultural products shipped from this territory.

LUBBOCK—W. D. Benson, Sr., of Breckenridge, who has a large amount of property here, let contracts this week for a two story brick building in the business section of Lubbock to house a United Stage Depot which has been needed here for a long time with stage lines operating in every direction out of Lubbock.

FRIO-EASTER ITEMS

Mr. and Mrs. Percy Estes and family and Mr. and Mrs. Walter Easter and family and Mrs. Green are spending the week in different points in Mexico.

Mr. and Mrs. Knox and Mr. and Mrs. E. V. Sullivan and Osville Van Horn visited in the Mobley home Tuesday night.

Messrs. Carl Frye, Kay Johnson and R. T. Green left Saturday morning for different points in Mexico.

Mrs. W. M. Fields and daughter, Nanny visited in the W. J. Sullivan home Tuesday morning.

A large number of this community and from town enjoyed a tacky party at Mr. and Mrs. Rogers Thursday night. Ice cream and cake was served

at a late hour. Those who were present are as follows: Mr. and Mrs. Tice and family, Mr. and Mrs. Kincaid and family, Mr. and Mrs. Knox, Mr. and Mrs. Green, Mr. and Mrs. Lindsey, Mr. and Mrs. Springer, Mr. and Mrs. Earl Springer, Mr. and Mrs. Williams, Mrs. Mosley, Mr. and Mrs. Rogers of Hereford, Mr. and Mrs. Frank Gyles of Hereford, Mr. and Mrs. Edgar Mosley also of Hereford, Misses Steele, Springer, Eva, Zelma and Maurine Sullenger, and Ima Sullivan, Messrs Jess Laughlin, Clayton Woolrey and Mosley, Mr. and Mrs. Leo Williams received the prize.

Miss Steele returned to her home in Silverton after visiting her sister Mrs. Albert Springer for a few weeks. Mr. and Mrs. Springer returned with her to spend the week end.

Some of this community attended the play at Jumbo Saturday night, which was given by the Easter B. Y. P. U.

Mr. and Mrs. Axe entertained the following couples with ice cream and cake after the play Saturday night, Misses Eva, Zelma, and Maurine Sullenger, and Ima Sullivan, Messrs Jess Laughlin, Clayton Woolrey, Bob and Linn Axe

Mr. and Mrs. Mobley spent Sunday with Mr. and Mrs. Leo Williams.

Mr. and Mrs. Harlin visited in the home of Mr. and Mrs. Joe Stagler Sunday.

Mr. and Mrs. E. V. Sullivan spent the day with Mr. and Mrs. Bob Knox Sunday.

Mrs. Owens spent the week end with her parents Mr. and Mrs. Joe Stagner.

Mr. and Mrs. Will Harris and family of Summerfield visited in the home of W. J. Sullivan Sunday afternoon.

Mr. Jess Laughlin visited home folks at Summerfield Sunday.

Mr. and Mrs. A. T. Jones and family are visiting in Childress, Texas this week.

Miss Frankie Mae Corn is visiting in Hereford this week.

Mrs. George Garrison and mother of Hereford spent Tuesday afternoon with Mrs. Carl Frye.

Mrs. R. T. Green visited in Hereford Saturday night.

Mr. and Mrs. Tom Sanders visited Mrs. Sanders mother, Mrs. Woolrey, Sunday.

Mr. and Mrs. Henry Allman spent Sunday with Mr. and Mrs. Leo Williams.

Immitt and Frio played ball at Frio Saturday afternoon, the scores were 8 to 11, in favor of Dimmit.

Misses S. T. and Nannie Fields have friends visiting them from Chick, Coche, Texas.

Mr. and Mrs. H. O. Sullenger of Bethal and her sister of Amarillo visited in the L. R. Sullenger home Sunday.

Mr. Mike Easter spent Sunday in the Joe Stagner home.

Miss Nettie Lee Green visited her sisters, Mrs. Dixon and Mrs. Lomas of Hereford from Wednesday until Sunday.

Mr. and Mrs. Fullwood of Hereford visited Mr. and Mrs. Lindsey Sunday.

Osville Van Horn visited the Axe boys Sunday.

Mr. and Mrs. Percy Estes and family, Mr. and Mrs. Walter Easter and family and Mrs. Green returned Sunday from Mexico.

Mr. and Mrs. Tom Sanders motored to Amarillo Monday.

We had good attendance at Sunday School Sunday morning at 10:00 o'clock and good singing Sunday night.

Rev. Blair of Dawn will start a Baptist meeting August 30 at Frio.

Let's build a Hotel in 1925!

Around 200,000 acres in the northern and western part of Deaf Smith county has been placed on the market for colonization within the past few months, and most of it will be settled before spring, is the prediction.

Practically all of this land is being sold in 100 and 320 acre farms and 98% of it is being sold to actual settlers. This means that around 1000 families will probably move into the northern and western part of this county. Such a development will mean much to Hereford, Vega, Friona and other neighboring towns. It will double the exports from this county for next year and triple them by 1927, after the thousands of acres are placed under cultivation.

Nearly 100 actual settlers have moved into Hereford's trade territory during the past few months, but the big development is expected to start this fall. The J. E. Hill ranch, the Syndicate lands, the Flag ranch and the Mormon ranch are some of the largest bodies near here that have recently been placed on the market for colonization.

The Way of a Woman

Digger:—"What was the excitement down in the hall. Did you have words with the landlady?"

Roommate:—"I had words — Dig'ol der—but no chance to use them."

You May Have Pellagra!

Many Sick People Have Pellagra and Don't Know It. Read What these Two Texas Ladies Say.

W. C. Roundtree, M. D. Texarkana, Texas.

Dear Doctor:—I was very nervous, had hurting in my stomach all the time, could not eat or sleep, lost weight, skin turned brown, feet burned, mouth sore, swimming in the head, dizzy headaches, shortness of breath, constipation, and general weakness. I tried many different kinds of medicine and many doctors, but got no relief until I took your Pellagra Treatment. In one month I was sound and well. I now do all my work and have gained 27 pounds. I had Pellagra and didn't know it.

Mrs. Edna Murphy, De Kalb, Texas April 1, 1925

W. C. Roundtree, M. D. Texarkana, Texas.

Dear Doctor:—My normal weight was 150 pounds. I lost weight until I only weighed 115 pounds. I had all the symptoms of Pellagra—stomach trouble, hands sunburned, diarrhoea, very nervous, had crying spells and thought I would lose my mind. I took your Pellagra Treatment in 1923 and it entirely relieved me. I have had no

trouble since and I now weigh 175 pounds.

Mrs. L. H. Young, Yantis, Texas, April 1, 1925.

If you are suffering from any of the

symptoms mentioned in the above testimonials write for booklet "The Story of Pellagra," and FREE Diagnosis. W. C. Roundtree M. D., Texarkana, T. W. C. ROUNDTREE M. D. Texarkana, Texas.

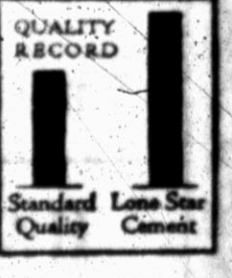
Geo. A. Stambaugh
HEREFORD, TEXAS
THE STORE FOR SAFE BUYING
Dry Goods—Groceries

HEY!
Say, Have You Seen
Our New Pump
Ain't she a Dinger!
She Measures Just Right, and
That Gasoline—What
a Kick!
We also have a
First Class Mechanic
Specializing on Chevrolets
But He Can Handle and We
Guarantee any Job
SOUTHWEST TRAIL GARAGE
(Formerly Thompson Garage)
LOUIE OLSON, Prop.

SEED WHEAT
We have just unloaded a car of
TURKEY RED SEED WHEAT
this wheat is recleaned and sacked and is the best seed that we could find, if you are going to plant wheat see us and get the best.
BETTER SEED—BETTER CROPS
Jones & McLean
COAL AND GRAIN

INTERNATIONAL SYSTEM
LONE STAR
PORTLAND CEMENT
Consistent Growth—
A Real Test of Supremacy

From a small mill operating on half-time to two modern mills operating twenty-four hours daily throughout the year—
From a yearly production of 800,000 sacks to one of 9,000,000 sacks annually—an increase of over one thousand per cent—is a record of the growth of the Texas Portland Cement Company.
This permanent, steady growth—an infallible guide to supremacy—is a direct result of the silent tribute which discriminating contractors and builders pay to a super-grade product.
The famous International Wet-Blending Process used in the mills of this company is regarded as the last word in production efficiency. Under this system, the chief chemist and mill superintendent can always come within 1/10 of 1% of the quality at which they aim.
LONE STAR Cement has a quality 50% above that required by U. S. Standard Specifications. Cement manufacture, as these mills are operated, is an exact science.
Yet LONE STAR Cement costs no more.
We give it our unqualified endorsement.



Fires, Windstorms, Tornadoes and Hail Wreck
Property Worth Millions Each Year
They come anytime—anywhere—
—No section is immune.
The season has arrived. It will be crowded with the usual disasters.
Roofs, chimneys, porches, whole buildings destroyed.
The same old story—No Insurance. Vain regret.
Don't be penny wise and proud foolish. Substitute certainty for chance.
Be fortified against elements you can't control.
Let this strong agency carry the burden of the blow.
It only costs a penny or two a day to be safe instead of sorry.
GET FIRE, WINDSTORM, TORNADO AND HAIL INSURANCE NOW!
Don't Flirt With Fate
HEREFORD INSURANCE AGENCY
Office Phone 273 Ralph Barnett, Manager. Res. Phone 359

Rockwell Bros. & Co.
Hereford
LONE STAR Cement Lumber Plaster
Paint Lime Brick Roofing
Ask us for cost figures and other facts on repairs, improvements and construction of any kind. Valuable information supplied without obligation.

BUY IT IN HEREFORD

It Pleases Us to Please You.
 "Your Satisfaction Our First Consideration"
 Phone 249.
Reed Cash Grocery

Williams Bros.
 The Oldest Grocery House in Hereford.
 Where You Get a Square Deal for a Round Dollar.

We are still selling the famous old Plymouth
 Twine and Van Brunt and Superior Drills; also
 John Deere Binders. See us
Garrison Brothers

ELECTRICAL SUPPLIES
 Wiring for the house, garage, outbuildings—We are
 your "Electrical Servants"
Texas Utilities Company

The merchants of Hereford carry as complete
 stocks as can be found in any town of like size.
 The prices are on a par with general price levels
 the country over

Hereford merchants want your trade. They
 are resolved to leave nothing undone that will give
 their patrons What They Want, When They Want
 It, with complete satisfaction and service thrown
 in as a matter of course.

The Hereford market is yours. It cannot exist
 without you. Therefore it's sound common sense
 for the merchants who are advertising their goods
 in The Brand to see to it that their customers are
SATISFIED in all things, at all times.

Read the advertisements on this page and in
 this paper and then test out the statements made
 herein.

Merchants Bureau Hereford Chamber of Commerce

TIRES
 Regardless of slight price advances we are still
 below competition.
H. L. Rice

Service-U-Like Filling Station
 MOTOPOWER, The Gasoline that Lubricates.

We Need Your Business and Will Save You
 Money on every Purchase
Skelton's Variety Store

Your Last Chance—End of Season Sale will soon
 be over—if you haven't attended, come and
 get yours!
The Popular Store

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

DR. J. P. LLOYD
 Elliston Building
 DENTIST

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

G. F. LeGrand, M. D.
 Office Upstairs in
 Dameron Bldg.

J. W. Hicks, M. D.
 Office in Dameron Bldg.

Dr. John W. Overton
 Physician, Surgeon and Oculist
 Office Upstairs Dameron
 Bldg.

Bring Your Hogs on Fridays
 and Receive Premium.
G. W. Brumley
 Hog Buyer



Elliston - Jones Land
 Company

Cheap Lands
 Established 1902
 "We Sell or Trade"

Call For
Sunshine Bread
 Baked Fresh Daily.
 "Patronize a Home
 Product"

We Believe in the Buy
 it in Hereford
 campaign

**SUNSHINE
 BAKERY**

Hereford Produce
 Established 1916
 Highest Cash Price Paid for All Produce.

HARRISON
 The Grain Buyer!

When in Town Eat at the Old Reliable
Stockman's Cafe
 The Best Place to Sleep and Eat.

WILLARD STORAGE BATTERIES The Best
 Battery Made
 Try Our Cheap Batteries, They are Guaranteed
Electric Service Company

\$1.00 Stationary for August
75¢
Corner Drug Store

Orr's Tailor Shop
 CLEANING — PRESSING — TAILORING
 Prompt Service by Mail

TEXACO
 The Volatile Gas
 Costs no more than ordinary gasoline.
Service Garage
 Phone 334. Deliveries Anywhere Call Us.

A Swell Line of Pattern Hats Just Received. See
 the New Jockey Hats in All Colors.
Mrs. N. C. Vogele

Baskin Abstract & Title Co.
 Abstracts of Title Covering any piece of property
 in Hereford or Deaf Smith County.

Dimmitt, Castro County News

DIMMITT NEWS

August 24, 1925.
Miss Ina Mae Hastings of Hereford is visiting in the home of her uncle, J. R. Hastings.

Mr. and Mrs. F. W. Fowler and family returned last week from a visit in Crosbyton.

Gano Hastings of Hereford was here last Friday.

Jim Lash of Plainview was a business visitor in Dimmitt last Friday.

Mr. and Mrs. Sam Cooper are the proud parents of a fine girl born August 23.

C. C. Rockwell of Hereford was in Dimmitt last Friday.

Rankin Reynolds spent the week end in Plainview and Abernathy visiting friends and relatives.

The fieldman of the Amarillo Daily News was in Dimmitt last Thursday gathering material for the Tri-State Fair edition of the News.

Ed Womack of Lamesa was in Dimmitt last Thursday.

J. R. Maddox, sheriff of Floydada, was in Dimmitt Monday.

Rex Shirley of Floydada was prospecting in Dimmitt last week.

Mr. Jewett of Burkburnett was in Dimmitt last week prospecting.

Dick Cooby of Canadian, District Highway Supervisor, and Mr. R. W. Thompson, foreman of this part of the highway, were in Dimmitt Tuesday.

Mr. and Mrs. Frank Huseman of Nazareth are rejoicing over the arrival of a fine boy.

J. L. McMinn of Lamesa was a business visitor in Dimmitt on last Thursday.

Aubrey Files' brother and his family from Gorman are visiting him this week.

M. B. Johnson of Amarillo, P. O. Inspector, was here last Friday and Saturday.

Word has been received of the sudden death of the sister of Mesdames Earl and Vern Lust, Miss Lois Branson of Washington, D. C. On her way home she was struck by a train and instantly killed. Miss Lois, who was in Dimmitt last winter, left only a short time ago to be with her sister in Washington.

Mr. and Mrs. W. B. Kimball and family spent Saturday and Sunday in the home of Mr. Kimball's nephew, Bryant Kimball, near Muleshoe.

Mr. and Mrs. C. F. Newsome are the proud parents of a fine boy born August 25.

J. L. Burgess of Brownfield was prospecting in Castro county last week.

Messrs. C. H. Buttolph and Homer Hyatt made a business trip to Tulla Tuesday.

Mrs. J. D. Howell was called to the bedside of her father in Falls, who is seriously ill.

Mrs. Geo. Douglas has returned from a visit with her children in Hereford.

Mesdames Bill Webb and C. H. Buttolph motored to Hereford Monday morning.

H. H. Wright is having an addition built to his residence.

Walter McNabb of Chillicothe was in Dimmitt Monday with prospectors.

S. A. Purdy of Foley was in Dimmitt last week prospecting.

Messrs. O. B. Hankins and Edwards were in Dimmitt Tuesday with prospectors.

Oscar Jones of Flagg was in Dimmitt Monday and with him was his brother-in-law, Mr. Johnson, of Wichita Falls who is prospecting.

Mr. Stewart of Lubbock was in Dimmitt prospecting last week and visiting in the A. C. Evitt home.

Messrs. Mutt Cone and John Smith attended the Round-up and Rodeo at Tucumcari.

Mr. and Mrs. J. C. Tate and daughter, Johule Elizabeth, and Mrs. J. M. Carter returned Sunday night from Tucumcari. Press Burnam and daughter, Miss Jane, and Miss Pearl Miller, all of Tucumcari, are here for a visit with them.

J. C. Mapes has been real sick this week.

Mrs. B. B. Easter has returned, after a visit with her daughter, Mrs. London, of near Hereford.

Miss Cora White of Austin is visiting in the home of her brother, Mr. L. P. White.

Mrs. B. D. Woodlee and son, Brooks, motored to Hereford last Sunday afternoon.

The Baptist W. M. U. met at the church last Tuesday afternoon.

J. E. Walker of Brownfield was in Dimmitt prospecting last Thursday.

Mrs. F. M. Smith and son, Harold, are planning to leave this week for Tucumcari on an extended visit.

W. H. Seefelt of Cansy, N. Mex., was prospecting in Dimmitt last week.

Mr. and Mrs. Bill Webb and Mrs. J. W. Bell motored to Tulla Monday.

Misses Velma and Frankie Burnam, Nola Gollehon, Christine Reynolds and Ethel Roberts were dinner guests of Miss Amy Gregory last Sunday.

Mrs. M. R. Avery and children motored to Happy last Saturday to meet Mr. Avery, who returned from the annual conference of the vocational agriculture teachers that met in Austin.

Mr. and Mrs. Walter Welsh's children are real sick.

The Methodist revival meeting will begin September 6. Rev. A. C. Bell, who held a meeting here three years ago, will conduct the meeting. A large tabernacle will be built and an evangelist singer has been engaged.

Jim Webb of Tulla was in Dimmitt last Wednesday morning.

Mr. and Mrs. Baxter and daughter of Stephenville visited in the home of Messrs. Crawford and Reynolds last Monday afternoon. They are old acquaintances. Mr. and Mrs. Baxter have been here several days prospecting and will probably move out here in the near future.

Mrs. Joe Hastings and family are spending a few days with her sister, Mrs. Frank Barber, in Hereford.

Rev. and Mrs. W. U. Coughran and family visited relatives in Amarillo last week.

Annie Lulia Burgess has returned to her home near Happy after a three-weeks' visit with her grandparents, Mr. and Mrs. S. P. Crawford.

C. F. Kerr spent the week end with home folks in Canyon.

Mr. and Mrs. A. C. Evitt and family, Mr. and Mrs. W. E. Conner and family, and Mr. and Mrs. Lynn Williams enjoyed an ice cream supper last Saturday evening at the home of Mr. and Mrs. C. C. Reynolds.

Tom Gatling was struck down by lightning last Saturday afternoon at his home four miles south of Spring Lake. The lightning struck the wind mill doing considerable damage and killing a mule. Mr. Gatling has about fully recovered from the shock.

Frank Barber of Hereford was a business visitor in Dimmitt last Friday.

Miss Ella Thomas has returned to her home in Plainview after a visit with her sister, Mrs. Henry Stalcup.

Messrs. A. A. Bennett, T. A. Riley, J. C. Woodruff and L. H. Hausman of South Moyd, Texas, were prospecting in Castro county last Saturday.

Mr. and Mrs. A. S. Dickerson and family of Oklahoma, are visiting in the home of Mr. and Mrs. F. W. Fowler this week.

J. W. Alexander of Hereford was a business visitor in Dimmitt on last Friday.

The new grocery store, known as the Star grocery, opened for business last Saturday. Mr. Wilmer Cook is employed there.

W. W. Jobe of Hart was in Dimmitt Monday.

Messrs. J. G. Holcomb and J. C. Vatherly of Sherman were here prospecting Monday. Mr. Holcomb made arrangements to return in the near future.

Messrs. H. V. Sanders and Willis White of Spring Lake were in Dimmitt Monday.

The nine year old son of Mr. and Mrs. A. A. Tinker received a severe cut on his leg last Monday when his foot slipped off the wire fence on which he was standing.

Ray Barber of Hereford was in Dimmitt last Saturday evening.

W. A. Smith of Whitesboro was a prospector in Dimmitt last Saturday.

The Dimmitt Ladies Aid met with Mrs. Aubrey Files last Thursday afternoon with Mrs. R. B. Boren as leader. Several members and visitors were present. During the social hour punch, cake and watermelons were served.

Last Saturday afternoon the youngest daughter of Mr. and Mrs. Jim Bagwell, who live southwest of town fell into a tub of hot water and was painfully but not seriously burned. She is resting nicely at this writing.

The Baptist revival closed last Thursday night with several additions to the church. The baptising was held at the Crum lake last Friday morning

at nine o'clock with a large attendance.

Mr. and Mrs. R. L. Smith and family and Mr. and Mrs. N. B. Smith and family of Terral, Okla., have arrived to take charge of the Smith Service Station. Mr. and Mrs. R. L. Smith will be at home on the W. W. Eakin place.

Miss Ida Hyatt of Amarillo visited her aunt, Mrs. Ida Ballinger, in the home of Mr. and Mrs. Donald Duree last week.

Mr. and Mrs. S. D. Bradley of Ft. Worth and Mrs. Eunice Davis of Lockney visited in the home of Mr. and Mrs. I. B. Brooks last Saturday and Sunday.

FORD

Repair work on the school house progressed nicely the past week under the supervision of Mr. Buckner of Hereford.

John Lenox left Sunday for Ft. Worth to be with his mother who is very ill.

Mrs. Floyd Benson left Friday for a week's visit in Clarendon with Mr. and Mrs. A. E. Benson and her aunt, Mrs. Roy Beverly.

M. E. Wilson and daughters, Misses Nellie Mae and Lorent, of Cleburne, and Mrs. Tom Vaughn and daughter, Virginia Pauline of Clarendon, visited the past week with their nephew and cousin, Fielding Johnson and family.

Mrs. Fred Brownlee of Hereford spent Sunday with her brother, H. M. Smith, and family.

Miss Dell Parker spent the past week with Miss Gladys Nance of Progressive.

Misses Hazel and Peggy Rambeau and Mr. Lamb of Hereford were Ford visitors Sunday.

Tom Gunnel and Mr. Richie of Dimmitt were visitors in the Emery Balles home Saturday.

George Benson left Friday for an extended visit in Clarendon, his former home, with his parents, Mr. and Mrs. A. E. Benson.

Mrs. John L. Whitsett is the proud owner of a new steam-pressure cooker,

while her husband is a still prouder owner of a saddle horse, which he purchased from W. P. Ballard of Vega. We expect to see John take part in all the Rodeos and such now.

Mr. and Mrs. Streu of Hereford ate Sunday dinner with Mr. and Mrs. T. E. Major.

Mr. and Mrs. Fred Brunson and children went on a fishing trip the past week. We haven't heard any thing definite about the luck they had, but expect it will sound "fishy" enough.

Miss Augustine Bassett of Amarillo spent last week with her cousin, Miss Effyle Whitsett.

Mr. and Mrs. Joe Bassett and children were Vega visitors Sunday afternoon.

Mr. and Mrs. Howard Moret and Miss Rby Monnon ate six o'clock dinner with Mr. and Mrs. H. M. Benson.

Floyd Walton and Misses Dell and Veda Parker were Hereford visitors Saturday evening.

Mrs. Fielding Johnson and little daughter, Grace Adeline, have been sick the past few days.

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

FOR OVER 200 YEARS

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



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

WE PLEDGE OURSELVES TO RENDER
SERVICE
with COURTESY, PROMPTNESS and ACCURACY

and ask that you call on us when we can serve you in any way. We make both Federal Land Bank and Joint Stock Land Bank Loans, at 5 1/2 and 6% interest.

Thompson & Ireland
ABSTRACTS — LOANS
Successors to J. Frank Potts & Company

Golden Rule Hatchery Co.

FIRST HATCH OFF SEPTEMBER 18

SEE OUR CHICKS AT DEAF SMITH COUNTY FAIR

It will pay you to get our prices before selling your cream, poultry and eggs. We have the Big Alamo Lump Coal.

West Texas Feed & Seed Company

Hereford

Phone 265

LEVI STRAUSS



Waist Overalls

A new pair FREE if They Rip. Look for the Two Horses

Electric Hatchery for Hereford

Happy Hawkins is now installing a new mammoth hatchery to be electrically operated. This is just another illustration of the many and varied uses to which electricity is being put.

There is no telling now to just what extreme the use of it will reach in the next few years. All this means that we will use electricity in ever increasing quantities, and that the small plants will soon be outgrown by the demand, and proves the necessity for inter-connection by high-lines so that if additional current is wanted quickly—several plants can be called into service. The small towns and communities may well pride themselves on being on these lines of unlimited supply.

Texas Utilities Company
of Hereford

The First Bale



has been followed by thousands of other bales, throughout the length and breadth of our great state, and "King Cotton" reigns supreme.

Whatever your needs may be during this busy season, you will find at this bank ample service to help you promptly and to your best interest.

Do not overlook the friendly service and worth-while assistance this institution offers every customer.

The First National Bank



USED CARS

Ford Coupe	1921m
Buick Six	1921m
Buick Six	1920m
Essex Roadster	1921m
Stephens	1919m

Terms if Desired

Beavers Brothers
Phone 383

TOWN & COUNTY

Personalographs

Leroy Sturence of Whitesboro has been visiting friends in Hereford this week.

The Methodist Ladies will conduct a lunch stand during the Deaf Smith County Fair, Sept. 18-19.

Miss Eunice Grant, who has been nursing at the Deaf Smith County Hospital, returned to her home in Amarillo Thursday.

We have the Agency for the Purify Blagleg Aggressin, formerly handled by Henry Hastings. Tested by the government. See us.

CITY DRUG STORE.

Visit the Methodist Ladies Lunch Stand during the Fair. They will have just what you want to eat.

Mr. and Mrs. C. R. Jones and their daughter, Mrs. Cox, were in Hereford a few days visiting Mrs. Carl Cockrell, while on their way home to Dallas after a vacation spent in Colorado.

We are told that the Methodist Ladies will serve Hot Dogs, Candy, Cakes, Pies, etc. at their lunch booth during the Fair, Sept. 18-19.

Mrs. B. F. Marrs' sister, Mrs. W. W. White, of Keytesville, Mo., returned this week to her home after a short visit in Hereford.

Your subscription to any magazine or newspaper will be appreciated.

Hereford News Stand.

Mrs. E. F. Connell and son, George, left Wednesday morning for Brownwood, Texas, to visit for a few days with Mrs. Connell's daughter.

Hoosier Kitchen Cabinets, the best ever. \$5.00 will deliver one to your house—easy payments. E. B. Black Co.

Mrs. Ed Etzell and Mrs. Karl Shirley and children, were in Amarillo Wednesday visiting friends and shopping.

Any High School student wishing to join the high school band or orchestra please see me so I will know what instrumentation I will have. I would like to have a thirty piece band and orchestra in the school.

RALPH SMITH.

Miss Annie Price, who has been spending her vacation in Hereford with her mother this summer, left for Seattle, Washington, this week accompanied by her sister, Mrs. Bernadine Terry, who will spend the winter with her.

Bermuda Grass Seed.
30-41 JONES & McLEAN.

Joe Lancaster of Amarillo and Fred Hale, of College Station spent the week end in Hereford in the home of Mrs. R. N. Mounts.

Amarillo Daily News now Delivered to your door. See us, or carrier boy.
30-41 Hereford News Stand.

Mr. and Mrs. L. A. Estes of Wellington, parents of Mrs. T. D. Moss, visited Mr. and Mrs. Moss from Thursday until Saturday of last week.

School opens September 14. Buy your school supplies here. We have a free pencil for every kiddie who secures supplies here before that date.
—City Drug Store.

Miss Mattie Foster of Canyon was visiting Mrs. N. E. Gass Thursday.

Mr. and Mrs. Kimbell of San Bernito, Texas, were in Hereford Monday visiting in the home of Mr. and Mrs. H. D. Reed. They were on their vacation overland to Oklahoma for a visit with relatives. Mr. Kimbell lived in Hereford some time ago and was visiting many old friends.

Wall Paper. —E. B. BLACK CO.

Mrs. Jeff Davis and daughter, Mrs. Rose Davis, of Ardmore, Okla., spent several days here this week visiting Mrs. Davis' brother, W. A. Daugherty. The two ladies were on their return from a trip to Arizona and California and continued on to their home the first of this week.

Purety Blackleg Aggressin is Government inspected and as we keep it on Ice it is effective.
CITY DRUG STORE, Agents.

Miss Mable Gass left Friday of last week for Ft. Worth, Texas, and will bring her mother home one day this week.

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

Mr. and Mrs. C. D. Shaw and daughter are in Tulla this week on their farm. Mr. Shaw has just improved his farm, building a new house and other small buildings.

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

Mr. and Mrs. C. H. Dyar and Mrs. T. G. Nance were in Amarillo for a few days the middle of the week visiting Mrs. Harry Johnson and family. Mrs. Thurmon Morgan accompanied them, visiting friends for two days.

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

Mrs. J. E. Beyer and daughter, Miss Maurine, left Tuesday for Wichita, Kansas, for a visit with relatives. Virgil Beyer followed them on Wednesday and will remain there for a while for his health.

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

—COUNTY SUPT.

Mrs. Carl Jenning and her son, accompanied by little Rex Lester, left this week for Portland, Oregon, going by way of San Francisco, for an extended visit with relatives.

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

Charley Purcell and family motored to Dalhart Sunday and visit Mr. Purcell's sister there, remaining over for the Chamber of Commerce meeting held there Monday.

Cecil Lookinbill of Tulla, formerly of this city, was here Sunday for the ball game between Hereford and Tulla.

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

Miss Winnie Barnes, sister of Mrs. Barnard Hicks, returned to her home in Arlington, Texas, Saturday, after a visit in Hereford with her sister.

BABY BEEF—Try our tender steak and roast.—Hereford Produce, L. H. Spratt.

Thomas Johnson of Ft. Worth and Charles Pool of Denton, formerly of Kentucky, called on Mr. and Mrs. B. Frank Buie as they passed through Hereford on their vacation trip through the west this week.

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

Mrs. F. B. Crenshaw and daughter, Miss Veda, returned to their home in Brownwood, Texas, overland last week after a few weeks visit in Hereford with Mrs. Crenshaw's daughter, Mrs. Frank L. Lucas, and family.

Ralph Barnett for General Insurance. Phone 273.

Ed Mitchell of Tehuacana, Texas, is here this week, visiting his aunt, Mrs. W. C. Fallwell and family.

SULPHUR PARK
Fishing Privilege Fifty Cents Per Day Each Person
Rates for Picnics. Apply to N. J. Lenox at the Park. Phone 75-F11. If

Mrs. M. E. McIntire, and daughter and niece of Canyon were in Hereford Sunday visiting in the home of Mr. and Mrs. N. E. Gass.

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

Mrs. W. F. Orr and her son, Milton, left Monday for Long Beach, Calif., going the northern route in order to go by boat from San Francisco to Los Angeles which will take thirty six hours. She will visit her mother, Mrs. Dalton, and attend school while there.

Closing Out: Refrigerators.
E. B. BLACK CO.

County Agent Dunkle and Mrs. Dunkle returned Tuesday evening from a vacation trip spent in Colorado and report an enjoyable outing.

CATTLEMEN

I have the Slaughter Scales up in good repair and can weigh your cattle correctly. Pens O. K., plenty of water and plenty of grass.

NEAR STOCK PENS

Geo. McMahon

22-41-pd

Annie Laurie Buie

TEACHER OF EXPRESSION AND DRAMATIC ART

Special attention to Public Speaking—Declaiming, Extemporaneous Speaking, etc. A Little Theatre will be organized. Short Story Hour for Children. See me at my home—one block East of Court house or phone 306.

Miss Hazel Wilson of Amarillo is in Hereford this week for a few days visit with her parents during her vacation. Miss Waldine Wilson is in Clouderoft and other parts of New Mexico with a party of friends for the week.

Send your cleaning and pressing to Orr's Tailor Shop and get Double Green Stamps.

Miss Annie Fitzhugh Parker was in Canyon for a few days the first of the week visiting Miss Dorothy Burros. Miss Burros and Miss Parker attended the same school this past winter at Mount Holyoke, Mass.

See our secretary about prices on baby chicks. First hatch Sept 15.
—Golden Rule Hatchery Co.

Victrolas at special prices for next week.
E. B. BLACK CO.

Mrs. J. L. Fuqua returned Tuesday morning from California where she has been visiting her son and daughter for the past six weeks.

Double Green Stamps will only be given on cleaning that is paid for at time of delivery.—Orr's Tailor Shop.

Bring your chickens, eggs and cream to Hereford Produce if you want the best price.—L. H. Spratt.

STAR THEATRE

Friday, August 28
Friday Night Only
SCUTTLEERS
with W. M. FARNUM

Saturday, August 29
Matinee and Night
THE MANICURE GIRL
with BEBE DANIELS

Monday and Tuesday
August 31 and Sept. 1
PORT OF CALL
with EDMUND LOWE

Wednesday and Thursday
Sept. 2 and 3
A KISS IN THE DARK
with ADOLPHE MENJOU
and LILLIAN RICH

Friday, Sept. 4
(Night Only)
ARIZONA ROMEO
with BUCK JONES

Saturday, Sept. 5
Matinee and Night
SALOME OF THE TENEMENTS
with JETTA GOUDAL
and GODFREY TEARLE

MEMBER TEXAS QUALIFIED DRUGGISTS' LEAGUE

Legally Registered Pharmacist

Only druggists who are members of the Texas Qualified Druggists League are authorized to use this Emblem.

Folks in this locality can find a lot of things to be thankful for. We are thankful for the patronage of our friends and for the spirit of community-building that prevails here.

Corner Drug Store

MEMBER TEXAS QUALIFIED DRUGGISTS' LEAGUE
and Ranch and Holland's Magazine.

Read the League's messages in Farm

VACATION SAVINGS

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

THE WESTERN NATIONAL BANK of Hereford

A Timely Sale of

RUGS AND LINOLEUMS

This sale, coming just at the time when housewives of foresight are giving many thoughts to beautifying the home for the winter season, presents an excellent opportunity to economically buy rugs and linoleum to brighten up every room in the house.

Beautiful Linoleums

For bedrooms, bathrooms, kitchens—in fact, wherever you need an attractive floor covering, you will find linoleum entirely satisfactory—practical, sanitary, durable, and easy to clean. A variety of attractive, artistic patterns, in bright cheerful colorings. Prices, per square yard 98c and \$1.05. Also a number of Congoleum rugs in every room size small and large, prices ranging from \$10.75 to \$14.75, ideal for nursery rooms and childrens bedrooms. All standard makes.

Truly Great

BARGAINS IN RUGS

Good rugs, properly selected to harmonize with other home furnishings, give a homey, cheerful appearance. In beautiful oriental and floral patterns, these rugs will complete any color scheme. Included are luxurious Wilton velvet rugs, super-quality Axminster rugs, and Seamless. In room size and smaller sizes.

Wilton rug	size 9 x 12	\$59.75
Brussels rug	size 9 x 12	\$22.50
Axminster rug	size 9 x 12	\$36.95
Axminster rug	size 6 x 9	\$23.75

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

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