

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 37.

Hereford, Deaf Smith County, Texas, Thursday, September 29, 1927.

Seth B. Holman, Publisher.

## GRAND ELECTION ON PROPOSED CITY HALL SET FOR OCTOBER 10

### OPPORTUNITY CLUB MEMBERS NOW NEARING END OF SECOND LAP IN \$5,000.00 RACE FOR BRAND'S FREE CHRYSLER

### SECOND PERIOD RUSH FOR 100,000 EXTRA CREDITS IS ON IN BRAND'S CAMPAIGN

Biggest and Best Remaining Special Bonus Offer Ends Promptly at 9:00 p. m., Saturday, October 1; Next Week Votes Go Down Again; Now Is the Time When Car Can Be Won or Lost.

**LIST OF SUBSCRIBERS**

Miss Leta Baker	310,000
W. Frank Ball	220,000
Mrs. Marie Doolittle	312,000
Mrs. C. B. Subank	300,000
Miss Inez Jewell	311,000
Albert Cox	67,000
Miss G. M. Chapman	34,500
Mrs. W. R. Schilling	127,000
Mrs. A. T. Frey	102,000
Miss E. Dora Smith	67,000
Mrs. Ullman Hunter	2,000
Miss Velma Caldwell	225,000
Miss Fable Allred	117,000
Miss Nolan	311,000
Miss ...	2,000
Miss ...	2,000
Miss ...	177,000

### Hereford Football Squad Meets Clovis Tomorrow

Another gridiron clash which bids fair to be more hotly contested than last Friday's affair with Tulla is scheduled for tomorrow afternoon at 3:30 when the Hereford Whitefaces will meet the Clovis eleven at the high school grounds.

### Liberty Loan New Exchange Is Announced

The three banks of Hereford are much interested in a communication received from Lynn P. Talley, Governor of the Federal Reserve Bank of Dallas, concerning Second Liberty Loan Bonds, a great many of which are held locally.

### Truck Caravan Of Chevrolet Here Saturday

Newest model truck and commercial car manufactured by the Chevrolet Motor Company, will be on display here Saturday when the famous Chevrolet caravan parades through the streets.

### GOLF "PRO" HERE

Dan Kinney Teaching Hereford Golfers a Few Points of the Scotch National Pastime; Commends Local Links.

### Better Class Amusement Is Goal of Club

There is a happy medium between these two extremes and the man with vision and nicely balanced judgment is the one who "brings home the bacon" and grows from year to year.

### THANKS!

At the regular meeting of the Chamber of Commerce, a resolution was made by E. B. Black and passed by the group to commend the Brand for its subscription campaign.

### Plans for the 1928 annual Deaf Smith County Free Fair, particularly along the line of outside attractions, were discussed Monday at the Chamber of Commerce luncheon.

According to President A. O. Thompson, a number of complaints were registered concerning the class of amusement at the carnival showing in connection with the fair.

### William Brechtel and Lawrence Fischer, of Bremen, Indiana, visited here last week at the home of Mr. Brechtel's niece, N. C. Vogels.

### KERRS MOVE TO HEREFORD

Judge and Mrs. C. F. Kerr of Canyon, moved to Hereford last week. They will make their home in the new Cogdell duplex apartments at the corner of Sixth street and Sampson avenue.



(AN EDITORIAL)

### MAN ENGAGED IN BUSINESS

Who is wrapped up in the idea of making his venture a success, may very easily allow his enthusiasm to get the best of him in the way of excessive purchases of machinery, fixtures or stock.

### William Ireland Succumbs To Heart Trouble

William Ireland, father of Mayor E. S. Ireland and Mrs. C. F. Kerr, of Hereford, died suddenly of heart trouble yesterday morning at the home of his son, E. S. Ireland.

### CITY HALL PLANS HERE THIS WEEK

Architect's drawings of proposed new structure arrive; Bonds Voted On October 10.

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Architect's drawings of the proposed new Hereford City Hall and fire station arrived here this week from E. F. Rittenberry, Amarillo architect.

### HEREFORD DEFEATS TULLA IN FIRST GAME

Getting off to a brilliant start and accumulating a substantial lead which they maintained to the last the Hereford high school football team defeated the Tulla team by a score of 31 to 0 last Friday afternoon at the high school field here.

### REPRESENT COUNTY

Dunkle and Moss Take Deaf Smith Agriculture Exhibit To Texas-Oklahoma Fair at Wichita Falls; May Go to Dallas.

E. D. Moss, secretary of the Hereford Chamber of Commerce, and R. O. Dunkle, county agent, left yesterday afternoon for Wichita Falls where they will enter the Deaf Smith county agricultural exhibit in the Texas-Oklahoma fair to be held there October 1 to 5.

### William Ireland Succumbs To Heart Trouble

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### Mothers' Club Meets In Year's First Session

The Mothers' Club opened the year's work with a large attendance Tuesday afternoon at the meeting held at the home of Mrs. J. B. Jones, with Mrs. W. O. Fox as assistant hostess.

### HEREFORD FAIR PAVILION CROWDED TO ITS CAPACITY WITH EXPOSITION THROUGHS

Biggest and Best in History Is Verdict of Hundreds from Deaf Smith and Adjoining Counties Who Visit Annual Exposition. Fair Said to be Growing in Popularity Every Year. Westway Leads.

A huge success! That is the opinion of the hundreds who thronged the Hereford Fair Pavilion last Thursday, Friday and Saturday during the thirteenth annual Deaf Smith County Free Fair.

The exposition was just a little slow in getting under way. When the pavilion was opened on Thursday the scene revealed was one of bustling activity and incompleteness.

On the first floor were displayed all of the agriculture and farming exhibits and community displays. Farmers of this region had been working for weeks to make this feature a success and the variety of prize winning displays showed that the country had been thoroughly schooled for products worthy of exhibition.

Other displays on the lower floor of the pavilion demonstrated some of the time and labor saving devices for use on the farm, as well as the better kinds of stock and poultry feeds.

All of the poultry feeds and remedies bearing the Purina trademark were on view at the Jones & McLean exhibit. Other stock and poultry feeds, most of them of the famous Morrison-King brand, were displayed at the Golden Rule Produce booth.

Some of the classiest stock ever exhibited here was shown in the stock pens. One bull belonging to ... weighed 810 pounds at the age of only eleven months and fourteen days.

fair in large numbers and brought with them some prize exhibits. Several calves and chickens were exhibited in addition to the more than thirty pigs for which G. W. Brumley, superintendent, had offered to pay a dollar each.

Perhaps at no place in the entire pavilion was the "fair spirit" so apparent as on the second floor, where friends met and everybody was just part of the happy family.

A small booth was arranged by the Chamber of Commerce, decorated in red and white, the chamber's official colors. Next to the Fox Mercantile was displaying an assortment of exquisite silk hats and lingerie.

More than one good laugh was heard coming from the "rogue's gallery," arranged by A. O. Thompson. This was the only fair attraction for which admission was collected, but no one regretted his bargain.

Next to the rogues gallery was the Orr Tailor Shop booth, advertising cleaning, pressing and repairing, and also the Atwater-Kent radio for which they are agents here.

Some of the classiest stock ever exhibited here was shown in the stock pens. One bull belonging to ... weighed 810 pounds at the age of only eleven months and fourteen days.

### ANTHONY RELATIVES HERE

What amounted to a virtual family reunion was held last week-end at the W. B. Anthony home here.

### BLACK SCHOOLS CLOSED

Because of fear that a case of infantile paralysis might develop into an epidemic, the schools at Black were closed part of last week and until this Tuesday, according to a statement made by Prof. Ray of the Black school, who was in Hereford last Saturday.

**The Hereford Brand**  
 PUBLISHED EVERY THURSDAY  
 SETH B. HOLMAN  
 Publisher  
 Also Publisher of  
**THE PRIONA STAR, PRIONA, TEXAS.**  
 MRS. SETH B. HOLMAN  
 Managing Editor.  
 HERBERT W. SMITH, Local Editor  
 VAN E. CURTIS, Foreman  
 W. C. NIX, Operator-Machinist  
 BOB MITCHELL, Floorman  
 Entered as second-class matter at the  
 postoffice at Hereford, Texas, under the  
 Act of March 3, 1879.  
 First number of the paper issued Feb.  
 22, 1937. First number of The Brand  
 (weekly) issued March 21, 1937. First  
 number of the Brand (semi-weekly),  
 issued May 2, 1937. Weekly Brand res-  
 ume July 2, 1937.  
 Subscription, Zone 1, per year \$2.00  
 Zone 2, per year \$1.50  
 Zone 3, per year \$1.00  
 Single Copies 5c  
 All Subscriptions Strictly in Advance.

**THE COUNTY FAIR**

(Continued from Page One.)  
 tainers of oils, cup grease and  
 other petroleum products manufac-  
 tured by that company.  
 A model bed room, containing a  
 beautiful five piece suite, made up  
 the E. B. Black Company exhibit.  
 Westway Wins First.  
 The judging for premiums was  
 completed Friday. In the commu-  
 nity exhibits, Westway took the  
 first prize of \$25.00 and Progress-  
 ive was awarded the \$15.00 second  
 prize.  
 Individual awards for agricul-  
 tural displays were as follows:  
 C. C. Cooks, wheat \$2, red cane  
 ribbon, onions \$1.  
 W. T. Smith, table beets, 50c,  
 peanuts \$1, winter squash \$1,  
 squash, ribbon, hot pepper \$1, green  
 pepper \$1, butter beans \$1, toma-  
 toes ribbon, cantaloupe, 50c, field  
 pumpkin \$1.50.  
 G. W. Smith, Irish potatoes, \$2,  
 W. B. Dameron, potatoes \$2,  
 strawberries 50c, eggplant \$1.  
 Mrs. L. Hookert, Irish potatoes,  
 ribbon, onions \$2, winter squash  
 ribbon.  
 Connell Brothers, sweet potatoes  
 \$1, tomatoes \$1.  
 Rice Hamlin, sweet potatoes \$1,  
 tomatoes \$1.  
 S. O. Wilson, stock beets, \$2.  
 Roger Orr, stock beets \$1.  
 D. E. Turrentine, stock beets,  
 ribbon.  
 J. Straub, pie pumpkin, \$1.50,  
 cabbage, ribbon, higeria bundle \$1.  
 Bill Dennie, Kohlrabi, \$1.  
 Mrs. Curry, radish, \$1.  
 Mrs. W. N. Elkins, okra, \$1.  
 H. H. Williams, wonder berry \$1.  
 D. W. Hawkins, strawberries, \$1.  
 W. B. Webb, strawberries, ribbon.

Russell Daniel, pie pumpkin, \$1.  
 W. C. McKinney, kashaw, \$1.  
 O. E. Sherman, summer squash  
 \$1, green beans 50c, kaffir heads \$1,  
 blackeyed peas \$1.50, corn \$1.  
 H. L. Rice, eggplant, \$1.50.  
 D. Hudnell, wheat \$1.  
 Claude Sharp, wheat ribbon, bun-  
 dle wheat \$1.  
 Woodrow Gilbreath, bundle wheat  
 ribbon.  
 Doc Robinson, kaffir, \$2.  
 J. C. Gregory, kaffir, ribbon.  
 Guy Waiser, maize heads, \$1.  
 Albert Frye, maize heads, ribbon.  
 J. D. Perkins, peaches \$1, pears  
 \$1.  
 Wehber, sorghum syrup \$1.  
 D. Robinson, muskmelon 50c.  
 Fred Axe, blackeyed peas \$1.  
 Mrs. I. Ricketts, field pumpkin,  
 \$1.  
 O. H. Wall, field pumpkin, ribbon.  
 L. P. Perkins, maize bundle, \$1.  
 hegaria bundle ribbon, kaffir bun-  
 dle 50c.  
 P. G. Perkins, maize bundle 50c.  
 W. A. Knox, maize bundle, rib-  
 bon.  
 Ky Lawrence, higeria, \$2.  
 O. O. Curtis, onions ribbon.  
 Albert Frye, maize heads ribbon.  
**Jersey Cattle Awards.**  
**Aged Bull.**  
 R. M. Tankersley, first and senior  
 champion.  
 A. B. Schultz.  
 M. M. Morris.  
 J. R. Lipscomb.  
**Senior Yearling Bull.**  
 W. H. Nunn.  
 Lester Galley.  
 Goldston and McConnell.  
 G. W. Kuntz.  
 C. M. Bell.  
**Junior Yearling Bull.**  
 O. L. Rutherford, first, junior  
 and grand championships.  
 J. L. Lookingbill.  
 S. O. Wilson.  
 Berry Orr.  
 D. E. Turrentine.  
**Senior Bull Calf.**  
 Ky Lawrence.  
 Berry Orr.  
 J. R. Lipscomb.  
**Junior Bull Calf.**  
 Berry Orr, first and second.  
**Cows, Two Years and Over.**  
 N. J. Lenox, first and senior  
 championship.  
 J. B. Phillips, second and third.  
**Senior Yearling Heifer.**  
 M. M. Morris, first and second.  
**Junior Yearling Heifer.**  
 J. R. Lipscomb, second and third.  
**Senior Heifer Calf.**  
 Herman Schultz, first and grand  
 championship of entire Jersey  
 show.  
 Berry Orr.  
 M. M. Morris.  
 Berry Orr.  
 J. R. Lipscomb, fifth and sixth.  
**Junior Heifer Calf.**  
 Jack Gilliland.  
 D. R. Grimes.

**FLORAL PREMIUMS.**  
**Roses.**  
 Mrs. W. B. Phillips.  
 Mrs. W. D. Kellehor.  
**Dahlia.**  
 Mrs. J. H. Elman.  
 Mrs. H. L. Rice.  
 Mrs. Frank Giles.  
**Zinnias.**  
 Mrs. T. E. Seigler.  
 Mrs. B. Williams.  
 Mrs. Russell Daniels.  
**Asters.**  
 Mrs. T. E. Seigler.  
 Mrs. Claude Ricketts.  
**Ferns.**  
 Mrs. Roger Johnson.  
 Mrs. Carl Cockrell.  
**Geraniums.**  
 Mrs. Hammer.  
 Mrs. Roger Johnson.  
**Begonias.**  
 Mrs. W. B. Dameron.  
 Mrs. Frank Marrs.  
 Mrs. A. A. Foster.  
**Collection of Plants.**  
 Mrs. W. V. Sanders.  
 Mrs. L. H. Ackman.  
 Mrs. Henry Hastings.  
**Hanging Baskets.**  
 Mrs. Edith Hughes.  
 Mrs. Henry Hastings.  
 Mrs. Roger Johnson.  
**Coilas.**  
 Mrs. C. H. Dillehay.  
 Mrs. Johnson.  
**Coccomb.**  
 Mrs. Claude Ricketts.  
**ART DEPARTMENT.**  
**China Painting.**  
 Mrs. Claude Wall.  
 Miss Ela Aikman.  
 Mrs. Jim Black.  
**Oil Painting.**  
 Miss Ela Aikman.  
 Bert Conway.  
 Mrs. Jessie Roderick.  
**Wood Work.**  
 Mrs. Ray Conway.  
 Miss Golda Brumley.  
 Mrs. Jim Black.  
**Pastels.**  
 Mrs. Claude Wall, 1, 2, and 3.  
**Chalk.**  
 Audrey Daniels, 1, 2 and 3.  
**Figure.**  
 Mrs. George LeGrand.  
**Fabric Painting.**  
 Miss D. Stovall.  
 Mrs. Roy Jowell.  
**FANCY WORK AND SEWING.**  
**Crochet.**  
 Mrs. M. W. Galney.  
 Mrs. Sank Ramey.  
 Mrs. Claude Wall.  
**White Embroidery.**  
 Mrs. Roy Jackson.  
 Mrs. J. C. Ricketts.  
 Mrs. Pete Woody.  
**Colored Embroidery.**  
 Mrs. Speers.

Mrs. Claude Wall.  
 Mrs. Roy Jackson.  
**Tidings.**  
 Mrs. Sank Ramey.  
 Mrs. Elmo Lanham.  
 Mrs. Claude Wall.  
**Quilts.**  
 Mrs. Ray Hershey.  
 Mrs. M. B. Daniel.  
 Mrs. Rex Tynes.  
**Knitting.**  
 Mrs. Daniel, 1st and 2nd.  
 Mrs. Kibbe.  
**Howstitching.**  
 Mrs. Speers.  
 Mrs. Elmo Lanham.  
 Miss Lucille Megert.  
**Bed Spreads.**  
 Mrs. M. B. Daniels.  
 Miss Lucille Megert.  
 Mrs. Kibbe.  
**Pillows.**  
 Mrs. J. C. Cummins.  
 Mrs. J. C. Ricketts.  
 Miss Lucille Megert.  
 Miss Viola Carpenter.  
**Rags.**  
 Mrs. Edith Hughes.  
 Mrs. M. B. Dameron, 2 and 3.  
**CANNED PRODUCTS.**  
**Collection Canned Products.**  
 Mrs. Ray Hershey.  
 Progressive Club.  
**Preserves, Sweet Pickles.**  
 Mrs. W. B. Phillips.  
 Mrs. Ray Hershey.  
 Progressive Club.  
**Pickles and Relish.**  
 Mrs. J. D. Thompson.  
 Mrs. M. D. McKinney.  
 Mrs. C. C. Cook.  
**Collection Jelly.**  
 Progressive Club.  
**Glass of Jelly.**  
 Mrs. H. G. Conkright.  
 Mrs. Park.  
**Tomatoes.**  
 Mrs. L. D. Boyd.  
 Mrs. J. D. Thompson.  
 Mrs. C. C. Cook.  
**Corn.**  
 Mrs. Jasper Cockrell.  
 Mrs. J. D. Thompson.  
 Miss Perkins.  
**Carrots.**  
 Mrs. J. D. Thompson.  
**Plums.**  
 Mrs. Ira Ricketts, 1 and 2.  
**Peaches.**  
 Mrs. Ray Hershey, 1 and 2.  
**Pear Preserves.**  
 Mrs. W. D. McKinney.  
**Watermelon Preserves.**  
 Mrs. Counts.  
**Pickles.**  
 Mrs. W. D. McKinney.  
 Mrs. Ira Ricketts.  
 Mrs. McKinney.  
**Rhubarb.**  
 Mrs. Ira Ricketts.  
 Mrs. Ray Hershey.  
**Peas.**  
 Mrs. W. D. McKinney.  
 Mrs. Park.  
**Cherries.**  
 Mrs. Ira Ricketts.  
**FOOD DEPARTMENT.**  
**Angel Food Cake.**  
 Mrs. Thugman Morgan.  
 Mrs. G. R. Suggs.  
 Mrs. Jim Roberson.  
**Layer Cake.**  
 Mrs. J. W. Hicke.  
 Mrs. A. A. Foster.  
 Mrs. McKee.  
**Leaf Cake.**  
 Mrs. A. Louthier.  
 Mrs. W. R. Phillips.  
**Sponge Cake.**  
 Mrs. Henry Trefel.  
**Biscuits.**  
 Mrs. Broadus.  
 Mrs. Rosa Hamlin.  
 Mrs. Rex Tynes.  
**White Bread.**  
 Mrs. Rex Tynes.  
 Mrs. W. B. Dameron.  
**Brown Bread.**  
 Mrs. Rex Tynes.  
 Mrs. W. B. Dameron.  
**Divinity Candy.**  
 Mrs. A. Louthier.  
 Mrs. John Patton.  
**Fudge.**  
 Mrs. A. A. Foster.  
 Mrs. Nelle Sandster.  
 Miss Evelyn Bell.  
**Box of Candy.**  
 Mrs. John Patton.  
**POULTRY DEPARTMENT.**  
**White Plymouth Rocks.**  
 J. M. Henderson farm, all awards  
**Buff Orpingtons.**  
 Mrs. N. M. Barley, all awards.  
**White Orpingtons.**  
 J. M. Henderson farm all awards.  
**Light Barred Rocks.**  
 Mrs. J. L. Taylor, 1 cockerel.  
 Chas. Rice, 2 cockerel.  
**Dark Barred Rocks.**  
 Lester Galley, all awards.  
**White Wyandottes.**  
 Mary Clayton, 1, 2, 4 pullet; 2  
 cockerel, 2 pen.  
 Lois Clayton, 3 pullet, 1 cock-  
 rel, 1 pen.  
**S. C. E. I. Reds.**  
 J. M. Henderson 1, 2, 3, 4 cock,  
 1, 2, 3, 4 hen; 1, 4 cockerel; 2 pul-  
 let, 1, 2 old pen.  
 Victor Elliston 2 cockerel, 3 pul-  
 let, 2 young pen.  
 Myra Hartman 3 cockerel, 1, 4  
 pullet, 1 young pen.  
**S. C. White Leghorns.**  
 J. M. Henderson 1 old pen; 1, 3  
 cockerel, 1, 2, 3, 4 hen, 2, 4 cock-  
 rel, 1, 4 pullet.  
 Marvin Purcell, 1 cockerel.  
 Mrs. J. M. Chapman 5 cockerel.  
 Billie Hawkins, 3 pullet.  
**Boys' and Girls' Club Pens.**  
 Marvin Purcell.  
 Victor Elliston.  
 Lois Clayton.  
 Mary Clayton.  
**Grand Champion Male.**  
 J. M. Henderson, S. C. E. I.

**Grand Champion Female.**  
 Lester Galley, dark barred rock  
 pullet.  
**Grand Champion Pen of Show.**  
 J. M. Henderson farm, S. C. E. I.  
 old pen.

**HOG SHOW AWARDS.**  
 (Judged by R. C. Mowery, Asso-  
 ciate Professor Animal Husband-  
 ry, Texas Tech, Lubbock.)  
**Durocs.**  
 R. T. Nunn, first junior year-  
 ling boar, champion and grand  
 champion boar.  
 Geo. Lewis, 1 aged boar, 1 aged  
 sow.  
 Mrs. J. M. Chapman, 1 boar pig

**Piet Coloway, 1 junior year-  
 ling sow and senior champion.**  
 Lester Galley, 1 senior sow pig  
 and junior champion.  
 Elizabeth Chapman, 1 sow gilt.  
 Roger Brumley, 2 sow gilt.  
 Leola Counts, 3 sow gilt.  
 Homer Brumley, 4 gilt.  
**Felons Chass.**  
 J. M. Henderson farm, 1 junior  
 yearling boar, senior and grand  
 champion boar, 1st senior boar  
 pig and junior champion, 1 and 2  
 aged sows, 1 junior yearling, 1, 2,  
 3 sow pigs, aged senior champion  
 sow, grand champion sow.  
 Winona Blagg, 1 gilt.  
 J. W. Cockrell, 2 gilt.  
 James Lusk, 3 gilt.

Ralph Wolfe, 1 boar pig.  
**Club Duroc Sows.**  
 Elizabeth Chapman.  
 Roger Brumley.  
 Leola Counts.  
 Homer Brumley.  
**Club Poland China Sows.**  
 Winona Blagg.  
 J. W. Cockrell.  
 James Lusk.  
 Clyde Smithers.  
 Because of two second prizes  
 won, Miss Winona Blagg is entit-  
 led to special prize money or a  
 trip to the State Fair at Dallas.  
 There were twenty-one club entries  
 each of whom received a dollar  
 immediately after judging on Sat-  
 urday.

**M** **SPECIALS**  
**Friday**  
 and  
**Saturday**  
 OF THIS WEEK

SAVES FOR THE NATION

**FREE** One 15c Saltine **FREE**  
 Flake Crackers  
 with \$1 purchase  
 or more.

**10 lbs. Spuds 28c**

**10 lbs. Sugar not sold alone 68c**  
 limit 10 lbs.

**1 lb. RUMFORD BAKING POWDER 29c**

**COFFEE 2 pounds in aluminum \$1.39**  
 steeper or roaster

**1-4 lb. Cocoanut 10c**

**1 lb. Assorted Candy 25c**

WE SELL HEREFORD MADE BREAD ONLY

**REED'S M Phone 249**

**CHEVROLET**  
**The** *for Economical Transportation*

**World's Lowest  
 Ton-Mile Cost  
 for every line of business**

Whether you need a truck for fast  
 delivery over city streets... whether  
 your problem is the transportation of  
 ton-loads over all types of highways  
 ... or whether you need a haulage  
 unit for any sort of special purpose—  
 we have a Chevrolet Truck, with a  
 type of body to meet your particular  
 needs, that will give you the world's  
 lowest ton-mile cost\*, plus an amazing  
 performance never equalled in a  
 low-priced commercial car!

Here is a type of construction once  
 undreamed-of in a truck at this price  
 —ruggedness, strength and modern  
 design which assure you the long-  
 time, over-all operating efficiency that  
 has made Chevrolet the world's most  
 popular gear-shift truck!

\*Ton-mile cost is the cost of transporting a  
 ton of material one mile—or its equivalent.

1/2-Ton Truck Chassis \$395  
 1-Ton Truck Chassis \$495  
 1-Ton Truck Chassis with Cab \$610  
 All prices f.o.b. Flint, Mich.



**Brumley Chevrolet Company, Inc.**  
 Hereford, Texas

**'Restwell'**

Blankets, Very  
 Special at  
**\$5.00**  
 THE PAIR



These high-grade blankets are being offered at rarely duplicated  
 savings—only because we are able to make a special purchase.  
 As always, we want to give our patrons the advantage of the low-  
 est possible prices.

The famous "RESTWELL" Blanket is a mixture of only  
 the purest wool and cotton. It will outlast any but the very most  
 expensive of the pure-wool only blankets.

Beautiful plaid designs in a variety of assortments of want-  
 ed colors.

These blankets come in a generous size, large enough for  
 any bed. Truly, this is a wonderful opportunity to purchase a  
 needed commodity.

**J. O. NEWELL**  
 WE GIVE 2c GREEN STAMPS

# Don't Miss the Big CHEVROLET CARAVAN

## In Hereford, Saturday, Oct. 1st

Nearly 100 beautiful Chevrolet trucks and floats in mammoth parade

Come in today and let us explain the plan by which you may secure the FREE down payment on a Chevrolet which we are offering on that day. Balloons for the kiddies, too

### Brumley Chevrolet Co., Inc.

Hereford, Texas

#### HEALING SERVICES FEATURE IN TENT HERE THIS MONTH



A revival for everyone featuring healing services for the lame and sick, opened last Saturday in the tent located at the corner of Seventh and Main Streets. The revival is being conducted by Gideon O. DeMerchant, of Bath, New Brunswick, Canada, and E. Ralph Foster, of Rockville, Maryland, and their party who are members of the Assembly of God. Believing that the healing power of the faith which he accepted at a revival meeting some six

years ago cured him of paralysis in the lower limbs after a long affliction. Mr. DeMerchant began to preach following his cure and has gathered about him a small but sincere group of followers. "Faith will heal," says Mr. DeMerchant. "All of those who are in poor health themselves or have friends who are afflicted, are urged to come to the services." The revival will continue here until October 16th. Services are held every night at 7:45 and on Sundays at 2:30 and 7:45.

**HEREFORD CATTLE DEPARTMENT.**  
**Grand and Junior Champion Bull.**  
 Herard East's Superior Don, by Superior Diamond, out of Dona Anna 58.  
**Grand and Jr. Champion Female.**  
 D. L. McDonald's Kathleen Anxiety by Super Anxiety, out of Kathleen.  
**Senior Champion Bull.**  
 D. L. McDonald's Super Anxiety 9th by Super Anxiety out of Lady Katherine 6th.  
**Senior Champion Female.**  
 W. T. Womble and Rosa Lady

Stanway 28th, by Don Stanway Jr., out of Miss Randolph 18th.  
 According to Superintendent D. L. McDonald, one of the features of the Hereford show was the fact that both of the grand champions were yearling calves. Usually age counts for a good deal in the judging, but the quality of these animals was enough to make them prize winners.  
 More breeders were represented at the show this year than for many years past, he said. Between thirty and forty entries were made.

#### Old Timers' Convention at Floydada Celebration

What is considered to have been the greatest thing of its kind ever held in that section of the country was the big reunion of old timers of more than twelve counties at the dedication of a 22-acre park in honor of two Mt. Blanco pioneers at Floydada last Tuesday.  
 At least 500 people were present who had lived in Floyd or neighboring counties thirty years or more, and the total crowd was estimated at between 1,500 and 2,000 persons. Old settlers enjoyed the day so much they are hoping to make the affair an annual one. It was announced.

**LUBBOCK.**—At the present time there have been enrolled in the camp of the Matadors 98 aspirants who would wear the scarlet jersey. Out of this array of youngsters the coaches have chosen approximately four complete teams with which they are spending most of their time in preparation for the five games in October which represent the hardest series of consecutive grid contests ever yet attempted by Freland and his cohorts at the State's youngest college.

Freland's line this year will consist mostly of veteran material as Corley, a letterman as center, Captain Reed, DeWitt and Harris at guards, and Carpenter, Westerman and Sweeney all back in the Matador roster again, while McWilliams, Smythe, Tolson, Yernall, Castleberry and Barber are other linemen that will probably get an opportunity to show their metal early in the season.  
 At ends Coach Payne has three lettermen in Jennings, Denison and Woodward, besides a rather promising group of new and reserve material, including Crabtree of Central High, Fort Worth, Ameral Payne and Lockhart. Coach Higginbotham in the backfield has nine new men who look as if they will go. There are no veterans back for the all important general position but there is little Hardy from Marlin and Paul Marr, besides two speedy reserves of last fall, Hayhurst and Walter. Nikolaus, letterman, has returned at full, but Sears and Pickett, new men, and plenty of competition.

**Famous Toasts.**  
 Buttered \_\_\_\_\_  
 It's \_\_\_\_\_  
 Post \_\_\_\_\_  
 \_\_\_\_\_ed Marshmallows.  
 Warm as \_\_\_\_\_  
 Here's How!

#### Hog Cholera Is Threatening This District

An epidemic of hog cholera at Panhandle which threatens to spread throughout the entire district was the occasion for a warning last week by E. W. Little, city veterinarian at Amarillo. Already three good herds of stock had been exterminated when the warning was issued.

Signs of infection have been discovered on several other herds near Panhandle and all hogs within a large radius were vaccinated to prevent the spread of the disease.

According to the statement of Dr. Little, all precautions have been taken with the dead hogs, to prevent the spread of cholera, but that does not insure that it can not spread to adjoining counties. Vaccination, Little says, is the only sure preventive. While it can not be ascertained yet just how far the disease will spread, farmers in the entire Panhandle district are warned to take all possible precautions to prevent the spread of cholera.

If vaccination is neglected until the disease appears there is a good chance that the entire herd will be destroyed. Vaccination of a healthy herd is usually completely effective and is absolutely the only sure protection.

#### New Mexico Man Wins Champion Cowboy Title

Bob Crosby, of Kenna, New Mexico, world's champion cowboy in 1925, was awarded that honor again at the close of the annual Pendleton Roundup, held at Pendleton, Oregon. He was awarded the Roosevelt trophy.

Ed Bowman, of Safford, Texas, took the prize as champion calf roping and a Fort Worth man, Dick Shelton, won the steer bull-dogging championship. Crosby also took first place in the steer roping division.  
 Josephine Wick, a Colorado Springs, Colorado, girl was acclaimed champion cowgirl.

**She's Like That.**  
 "What kind of girl is Alice?"  
 "Well, she can only be kissed on two occasions."  
 "So? And what are they?"  
 "When it rains or when it doesn't."

#### Dalhart May Get Smelter of Big Metals Company

People of Dalhart are enthused over the prospects for a new large industry there. The American Metals Company is considering that city as a location when they move their present plant from Blackwell to a point in the Panhandle of Texas.

The chief promise for which the smelter people were holding out last week was the assurance of an adequate gas supply at a reasonable rate. It is understood that Dalhart, in co-operation with the Prairie Pipeline Company, is able to make the necessary rate.

Railroad facilities which are said to be second to none in the Panhandle, are at present the chief inducement to the company to locate their new plant in Dalhart.

#### Rabbit Fur Disguised Under Variety of Names

Girls who are in the habit of parading new fur coats with fancy names before the eyes of envious friends are running from now on the risk of having their bluffs called.

According to a report of the Biological Survey of the U. S. department of agriculture made public last Monday, rabbit furs are being sold in this country under a variety of names which bids fair to rival in number and novelty the titles of Pullman cars.

Rabbit skins, variously dyed and treated, the report shows, appear on the market as arctic and bay seal, beaverette, chinchilla, cony, electric beaver, electric mole, ermine, French chinchilla, meskin beaver, meskin moline, minkony,

sealine, squirreline, visonette and many others.

Hubby—"What, another new dress? How on earth am I going to pay for it?"  
 Wife—"Well, I didn't marry you to give you financial advice."

#### City Loans

Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office. Let us take up your present indebtedness and make it mature to suit your income and ability to pay.  
**RALPH BARNETT,**  
 Manager.

## THE FLORSHEIM SHOE

At the big games in the Stadium, and in the big game of life, FLORSHEIM shoes are worn by those men whose achievements are in keeping with their appearance.

THE SPUR  
 For the Man Who Cares

Most Styles \$10

### Fox Mercantile Company

**FOOTBALL**

(Continued from Page One.)

getting clear to the Hereford 20-yard line before he was downed by Russell.

It was a great game and Coach Riggs deserves great credit for whipping such an inexperienced team into such shape.

The play-by-play account follows:



FOR **Satisfying**

MEALS

Selection is easy here because we have all cuts and the prices are most reasonable.

Make our shop your shop.

**Texas Meat Market**

PHONE 353—WE DELIVER

**L. C. PENRY**

LAWYER

First State Bank & Trust Co. Building.  
Office Phone 3, Home 190

**First Quarter.**  
Captain Murphy won the toss and chose to kick. He kicked off to Starnes who was down on his own 30 yard line. On the first formation Captain Harris of the Hornets dropped the ball and it was recovered by about half the Hereford team on the Hereford 35 yard line.

Russell took the ball around right end for a three yard gain. Jowell carried it through center for five. Russell hit center for three and it was first down. Jowell hit right and twice in a row for a total of enough yards to make another first down. Quarterback Clennin handed the ball to Murphy who hit center for 5 yards and the same play repeated netted two more yards. Bill Russell covered the remaining two yards and carried the ball across for a touchdown. Murphy kicked goal. Score: Hereford, 7; Tulla, 0.

Erwin received the kick-off on his 30 yard line and was downed right now. Stallings hit center for two yards and Erwin made 8 through left tackle, making a first down. Harris got through left guard for four and Starnes took enough for another first down thru center. Stallings hit center for 2 yards. Tulla was penalized five yards for offside. Ervin's run around left end netted two yards. Harris punted to Russell. Hereford lined up and Murphy punted right back at them.

**Many Penalties.**  
Harris made one yard through left guard. Stallings tried it and failed to gain. Hereford took a 5 yard penalty for off-side. Ervin hit left guard for 3 yards and Stallings' run around left end netted four, making a first down. Ervin made 2 through left guard and Tulla got a 15 yard penalty for holding. Harris punted to Murphy and it was Hereford's ball.

Murphy made a short lateral pass to Russell who fumbled and the ball rolled offside. Jowell took 6 yards through right guard. Hereford was offered the choice between a penalty on Tulla or the six yard gain and chose the gain. Jowell fumbled and the ball was recovered by Ervin of Tulla on the 30 yard line.

Harris started through left tackle, fumbled the ball and recovered

it after a mad scramble. Gain, 4 yards. Stallings tore through center for nine yards, making first down. Harris repeated for two. Tulla took a 5 yard offside penalty. Erwin made a yard around left end and the quarter ended.

**Second Quarter.**  
Harris punted behind the goal line and it was Hereford's ball on the 20 yard line. Russell hit center twice in a row for a total of 8 yards. Jowell made about 11 through right guard. First down. Jowell failed to gain through right tackle. Murphy went around right end for 2 yards. A pass, Murphy to Longbottom, was good for six. Russell made 2 around left end; first down. Jowell took 8 through right tackle. Russell made another 8, through center; first down. Clennin handed the ball to Murphy who ran through center for 6. Tulla took time out for Stallings whose wind was knocked out in the scrimmage. Murphy hit center for a yard. Russell made a couple thru left tackle. Clennin handed the ball to Murphy who took it across for a touchdown. Murphy failed to kick goal. Score: Hereford, 13; Tulla, 0.

Harris caught ball on kickoff on 40 yard line. Tulla substituted H. O. Daniel for Speer. Harris tried to get around left end but was thrown for a two yard loss by Miller. Stallings handed the ball to Harris, who fumbled. It was recovered by Ervin; no gain. Harris' punt block and caught by Miller. Hereford's ball. A pass, Murphy to Russell, failed. Russell took about 8 around left end. Jowell hit center for 2; first down. Russell ran around left end for a touchdown. Murphy failed to kick goal. Score: Hereford 19; Tulla, 0.

Tulla kicked and Murphy caught it and was downed on the 40 yard line. Seed was substituted for Jowell. Hereford lined up and made so many errors on signals that they were penalized 5 yards for being too long in the huddle. Murphy went thru right tackle for 2. He repeated for 1 yard. Murphy punted. The ball was caught by Longbottom who was knocked out in the ensuing scrimmage. Tulla's ball on their own 20 yard line. Harris hit left guard for a yard. Tulla penalized 5 for offside. Stallings fail to gain at center. Hereford

got 5 yard offside penalty. Higgins went in for Burkett. Harris punted and ball was caught by Russell on the 50 yard line. Hereford's ball. A pass, Murphy to Russell, failed. Russell went through left tackle for 6, and then hit center for 14, making another first down. Murphy threw to Russell, but it was intercepted by Starnes. Tulla's ball. Ervin failed to gain through center and the half was over.

**Third Quarter.**  
Stallings caught the ball on the kickoff and was tackled on the 30 yard line by Jowell. Harris tried to go around left end but Murphy got through and threw him for a five-yard loss. Ervin tried to puncture left tackle but Miller came in and nailed him. No gain. Harris punted and Murphy caught it on the 54 yard line. Hereford's ball. Jowell made a yard through right tackle. Russell went through left guard for four. Russell was thrown for 3 yard loss when he tried to repeat. Murphy punted to Harris who was downed by Russell. Tulla's ball. Stallings hit center on a fake cross-back for 4 yards. Stallings handed it to Ervin who made 3 yards through center before he was stopped by Miller. Stallings fumbled and the ball was recovered by Glibreath, Hereford. Russell hit left end twice for a 12 yard total; first down. Clennin handed the ball to Russell who got two yards through center. The same play with Murphy carrying the ball netted more than 15 yards. Murphy passed to Miller who made about 5 yards before he was downed on the Tulla 1 yard line. Russell went through left tackle and lacked about 6 inches of putting it over. Clennin carried it across. No goal. Score: Hereford, 25; Tulla, 0. Starnes caught the kick-off and was nailed by Counts and Gregory on the 31 yard line. Stallings hit left guard for 12 yards; first down. Starnes failed to gain on a lateral pass when Eberly broke through and tackled him. Harris tried the same play and was also stopped by Eberly after a 1 yard advance. Harris punted to Murphy who was downed on the 18 yard line. Hereford's ball. Jowell went through left guard for 3 yards. Murphy reeled off about 16 yards before he was nailed by Stallings out of bounds. First down. Quarter ended.

**Fourth Quarter.**  
Murphy passed to Clennin who fumbled but recovered the ball, netting about 20 yards. First down. Jowell tore off about 15 yards thru center. Russell made 8 thru left tackle. The ball was then on the four yard line. Murphy dropped it and it was recovered by Stallings who ran back to the Hereford 20 yard line before he was tackled by Russell. Tulla's ball. Childre went in for Glibreath. A short pass, Stallings to Starnes, who fumbled and recovered after a 3 yard loss. Stallings made a yard through left tackle. Harris tried to get past Burkett at right guard but failed. Stallings tried for a field goal and missed. Hereford's ball on her own 20 yard line. Jowell hit center for a yard. Russell went through left guard. Jowell got 5 on a dash through right tackle. Sharp was sent in to replace Jowell. Russell started through right tackle, dropped the ball, which was recovered by Eberly; gain five yards; first down. Russell made 3 through right tackle. Hereford began a steady march down the field, demonstrating their aerial prowess. A pass, Murphy to Clennin, netted four-

teen yards; first down. A pass, Murphy to Russell, was good for 12; first down. A pass, Murphy to Clennin also made 12, first down. Russell got away for what looked like a good run through left guard but was stopped by Ervin after a 7 yard gain. Burkett and Counts were replaced at right guard and right tackle. Sharp made two thru left guard. Russell made 8 around left end, placing the pigskin on the 25 yard line. Murphy carried it on the next play. Murphy failed to kick goal. Score: Hereford, 31; Tulla, 0. Tulla kicked off to Glibreath who was downed on the 45

yard line. A pass Murphy to Clennin was incomplete. Sharp fumbled and the ball was recovered by Gardner of Tulla. Tulla's ball. On a fake play, Stallings made one yard through center. Seed was sent in to replace Eberly for Hereford. Stallings failed to gain thru left guard. Tulla took time out to replace Gerdes at left guard. Stallings made a lateral pass to Harris who got through for a 14 yard gain before Murphy nailed him; first down. Harris got through left tackle for two yards and the whistle blew. Score: Hereford, 31; Tulla, 0.

Hereford	Lineup	Tulla
Miller	to	Speer
Glibreath	lt	Wilkins
Gregory	lg	Gerdes
Eberly	c	Payne
Counts	rg	Gardner
Burkett	rt	Clifton
Longbottom	re	Daniels
Clennin	q	Stallings
Russell	rb	Ervin
Jowell	rh	Starnes
Murphy (c)	f	Harris (c)
Referee, Earl Wood; Umpire, McFarling; head linesman, John Patton; timekeeper, Travis Dameron.		
Time of quarters, 12 minutes.		



**DON'T UNDERESTIMATE**

The practical economy to be derived from building with **HIGHEST QUALITY LUMBER**. It saves construction costs and the finished building is worth more because of the better appearance.

No matter if it is only a small repair job you have in mind, our materials are always of the best and our prices the lowest.

**Kemp Lumber Company**  
Good Service

**THE GOOD BREAD SMILE**

Housewives who make this shop their bread headquarters, always wear the **GOOD BREAD** smile for they know that they need not worry about the goodness and purity of this very important item of diet.



**The CITY BAKERY**

C. C. WALL, Proprietor

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**COAL**



Is it cold enough for you? If it is, isn't it about time that you were considering filling that coal bin of yours?

Every day we are filling orders for our two well-known brands, the **DIABOLO** and **MUTUAL**. There is no better time than the present to call and let us quote you our very reasonable prices.

This coal is delivered direct to you from the car, resulting in a substantial saving to you. In this way, you are not called upon to pay handling costs, nor do you receive so much "slack."

**Jones & McLean**

Phone 1

We Deliver

**Harvest Days Are Here**

—You have worked hard for the money you are now receiving for your grain and other products, so it is only fair to make this money work for you until you need it again.

—Placed in a savings account with this bank it will earn 3 per cent for you, and the principal is safe and awaiting you when you need it.

—By the way, Mr. Farmer and Mr. Business Man, we should be glad to have you drop in at any time and talk over with us your plans for the coming year.

**First State Bank & Trust Co.**

**A Community-Wide Safe-Guard**

—The greatest safe-guard that any agricultural community can have is the assurance that it is self-sustaining.

—The disappointments, heartaches and loss that go hand in hand with one-crop farming, have no place in a community that has provided a sure living at home on its farms.

—It has been said that what Texas needs is "more chores." This means, of course, more live stock on its farms. While it is true that live stock does increase the chores on the farm, the extra effort is small in comparison with the profits that may be realized from one or two pure-bred dairy cows, at least one brood sow, and a flock of laying hens.

—We want every farmer in this community to know that if he plans to play safe by providing a sure living on his farm, this bank is behind him with every financial assistance and support.

LET'S MAKE THIS A "LIVE AT HOME" COMMUNITY.

**First National Bank**





# What DO YOU NEED?

We are ready to fill your every need for feed and seeds. It will pay you to call us first.

**West Texas Feed & Seed Co.**  
Phone 265 We Deliver

## Texas & Texans

By WILL H. MAYES

### Make Them Feel Good.

The Weimar Mercury expresses a thought that comes often to every newspaper man in the statement that it makes an editor feel "right good" when some one thanks him for something that appears in the paper, letting him know that his efforts are appreciated. Most people are appreciative, but fail to express their appreciation. If something appears that is not liked, the editor is sure to hear about it, but there are very few who say anything about the things in the paper they like. Like everyone else, a newspaper man can do better work when helped along by a little encouragement. Whether you are a reader of the Hereford Brand or some other paper, give the newspaper man all the praise you can and you will find him doing his best to make still further improvement.

### Practicing the Preachment.

I am going to follow my own advice right here by saying that was a fine bit of enterprise the Elgin Courier showed recently in printing a four column picture of Elgin public school faculty on its front page. Doubtless the readers of the paper liked it, and I am sure the faculty did. I do not know one of them, but I enjoyed studying their faces, and concluded that Elgin may well be proud of its faculty and its schools. I wonder how many have said anything to the Courier man and his wife, the capable assistant, about it.

### Marble Falls Cheese Factory.

Work has begun on a modern cheese factory at Marble Falls. It will have a capacity of 5,000 pounds a day and will give farmers for 15 miles around a good market for whole milk based upon butter fat content. A factory like that at Marble Falls costs about \$5,000. Properly managed such a factory pays the stockholders and furnishes a steady revenue to surrounding milk producers.

### Packing Plants and Canneries.

The Texas Citrus Fruit Growers in the Lower Rio Grande Valley Exchange has three packing plants and is preparing to build a combined packing house and canning factory at San Benito at a cost of \$150,000 and \$200,000. The plant

is to have all the latest machinery, including fruit marking machine, electric box machine, automatic packers and other equipment of modern type. Approximately 100,000 boxes of citrus fruits were shipped by the exchange last season and the business is growing rapidly.

### Bastrop Hatchery.

Bastrop has completed plans for establishing a large commercial chicken hatchery to be ready for business January 1st. The success of the hatcheries in Texas is causing many communities to study closely the advantages of such enterprises, and where study is made the result is usually early action.

### Denver Uses Texas Gas.

Denver has accepted a gas rate schedule for the use of Texas gas that will call for the immediate laying of a big pipe line from the Panhandle gas field to that city. Most Texas cities are now supplied with Texas natural gas and there appears to be enough left to let Colorado have all it may ever need. Texas gas is a source of almost unlimited wealth.

### Planting Peanuts Pays.

A farmer at Charlotte, Atascosa county has marketed 1000 bushels of peanuts from 28 acres for which he has received \$1280 and has 1000 bales of fine peanut hay left. His success will cause a number of his neighbors to plant peanuts next year. The peanut crop on the right kind of sandy land seldom fails to prove profitable.

### Santa Fe Making Survey.

The main line of the Santa Fe from Temple to the northwest is so crowded with traffic that the road is considering an extension of its line from Richland Springs to Coleman Junction to relieve the congestion between Lometa and the Junction near Coleman. Surveys are being made to determine the feasibility of the route and the best terminals for such a line. It indicates the general prosperity of that part of the state.

### Seeing the Light.

Homer T. Lamp of Tulsa says that the Pecos oil field is going to prove the wonder field of the country, that it can be made to produce a million barrels daily, which would make the Seminole field look like 30 cents. Mr. Lamp also predicts that in the immediate future the biggest program of drilling and pipe line laying ever seen will start in that section. He has a great vision of the future of the oil district, but Texas is accustomed to the fulfillment of great visions.

### Passing the Compliments.

John E. Cooke, affable editor of the Rockdale Reporter, says: "You've simply got to hand it to Cameron when it comes to a question of civic improvement." This concession is made by Editor Cooke whose town is close by Cameron, because Cameron is planning to pave 150 more blocks, the city to pay one-third of the cost and adjacent property owners two-thirds, the banks to lend the city its part of the money. Cameron shows the right spirit in its enterprise and Editor Cooke shows the right spirit in his praise.

### Free County Fair.

Henderson has had its thirtieth free county fair which has grown better and more popular each year. There is not as much blow and bluster about the free fair as about some of the others, but where the town and country people unite as at Henderson in making a success of a fair that does not have to make money, a neighborly spirit is created that is worth more than mere gate receipts.

### Something to Brag About.

Franklin county, Mt. Vernon, the county seat, is mighty small for a Texas county but it makes a mighty big claim when it says that it "has the largest number of boys' and girls' club members of any county in the state according to population." Where are the Shelby county boosters, and isn't some other county prepared to challenge the Franklin claim?

### In Sympathy.

The Texas press is in tenderest sympathy with Mr. and Mrs. Sam P. Harben of the Richardson Echo, in the passing of their fine young son, Carson, who had especially endeared himself to the members of the Texas Press Association while serving as assistant to his father who has for many years been secretary of the Association. Carson was universally loved because of his bright mind, his spirit of helpfulness and his cheerfulness throughout his life, which was filled with much suffering.

A flaming meteorite, 25 pounds in weight, is reputed to have caused a recent forest fire in the Walla Walla section of the Unatilla National Forest in Oregon. The meteorite, according to reports to the forest service, broke off a tree 28 inches in diameter and 30 feet from the ground and lodged in the stump.

# Come a Running!



soon as you open up this sheet, and get your share of some of the nicest, tenderest, juiciest, most savory

**STEAKS, ROASTS, SOUP BONES AND ALL THE FIXINGS YOU EVER SURROUNDED IN ALL YOUR LIFE!**

We literally comb the Panhandle for the choicest meat that can be purchased for our customers, realizing that a satisfied customer will come back—and most of 'em eat three meals per day, too.

HOW ABOUT AN ORDER OF PORK SAUSAGE—FISH—OR OYSTERS FOR A CHANGE?

## The Palace Market

FOR SNAPPY MARKET SERVICE Telephone 293 CROTHWAIT & SANDERS We Deliver

## Miss Thompson Is City "Spirit" At Celebration

Miss Margaret Thompson, daughter of Mr. and Mrs. Alex Thompson, represented Hereford and the Hereford Chamber of Commerce Monday as "The Spirit of Hereford" in the celebration in honor of Col. Charles A. Lindbergh at Abilene. Miss Thompson is a sophomore at Simmons University.

What was said to be the largest crowd ever assembled in West Texas attended the celebration. Colonel Lindbergh arrived in his Ryan monoplane at 9:15 a. m. Mrs. Dan Moody, wife of the Governor, was introduced by Mayor Thomas E. Hayden, Jr., who also introduced Lindbergh to the crowd.

Seventy West Texas towns were represented by as many young ladies who were the "spirits" of their respective towns, and who formed a part of the reception committee.

A big parade was held, following

which Colonel Lindbergh made a brief speech along the same line as his other speeches on his tour of the country. The parade consisted of the car containing Colonel Lindbergh, Mrs. Moody, Mayor Hayden and C. W. Bacon, president of the Abilene Chamber of Commerce, followed by the seventy cars representing the various cities.

### Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Remedy. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Sore, Blistered Feet, Sunburn, Old Shin Sores—all of these have yielded to its wonderful healing power. 60c and \$1.00 a Jar; Soap 25c.

City Drug Store

This Saturday  
**YOU ARE INVITED**  
To Try Our  
**FAMOUS COFFEE**  
And  
**T-BONE STEAKS**  
at  
**SPECIAL PRICES**  
C. S. RICHARDS  
LUNCHEONETTE

## DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 92 Hereford, Texas.  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

# Buffalo Trails

For miles they stretched across the prairie and up into the foothills, smooth, clearly marked, beaten hard as rock through the centuries by the hoofs of buffalo on their way to the salt licks.

When the railways came, and the engineers were confronted with the great bastion of the Rocky Mountains, these buffalo trails assumed a new significance. It was found that they always followed the easiest gradients, that they penetrated the mountain fastnesses by the most direct and practical route.

Buffalo trails became one of the greatest assets of the early railway builders. Time, money, energy, were conserved; a vast amount of fruitless pioneering and surveying was eliminated, by trusting to the infallible instinct which had led the herds along these obscure and little known ways.

Advertising, like those old buffalo trails, provides a clear and unmistakable path among the perplexities of modern buying. It points the way to the goal of safety and sound value; it avoids the pitfalls of unknown and unreliable goods. By following the advertisements in this paper you are following the high road to true economy.

MAKE IT A HABIT: FOLLOW THE BROAD, SURE TRAIL OF ADVERTISING!

# PIGGLY WIGGLY

## BOUGHT, NOT SOLD

Able Attorneys and Skillful Surgeons Employ No Salesmen to Sell Their Services—They Have All They Can Do!

Likewise PIGGLY WIGGLY has no salesmen to sell the Nationally known goods to be found on its shelves. You buy these goods because you know and want them, the hanging price tag silently and quickly tells you the price.

SPECIALS SATURDAY, OCTOBER 1st

P & G Soap, 10 bars 38c

Pork and Beans Wapco No. 2 size 10 cans 83c

Apple Butter One so-called gallon 69c

Sour Pickles One quart jar 32c

LETTUCE per head 7c

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





Vital "Second Period" In Brand's \$5,000 Opportunity Club Auto Campaign Is On!

# 100,000 EXTRA CREDITS

For each and every \$20 worth of Subscriptions either New or Old turned in before 9 p.m. Saturday October 1. Offer Closes promptly at 9 p.m. There is NO LIMIT to the number of times You can earn this Bonus. It comes with every \$20 worth.

Offer opens 8 a. m. Sept. 26

## Grand Capital Award

Offer Closes 9 p.m. Oct. 1

Remember!

This Is The Very

**LAST  
BIG  
OFFER**

The Finish Is Only  
A Short Distance Ahead.

Let This Big Special  
Offer Place You In The  
Winning List.

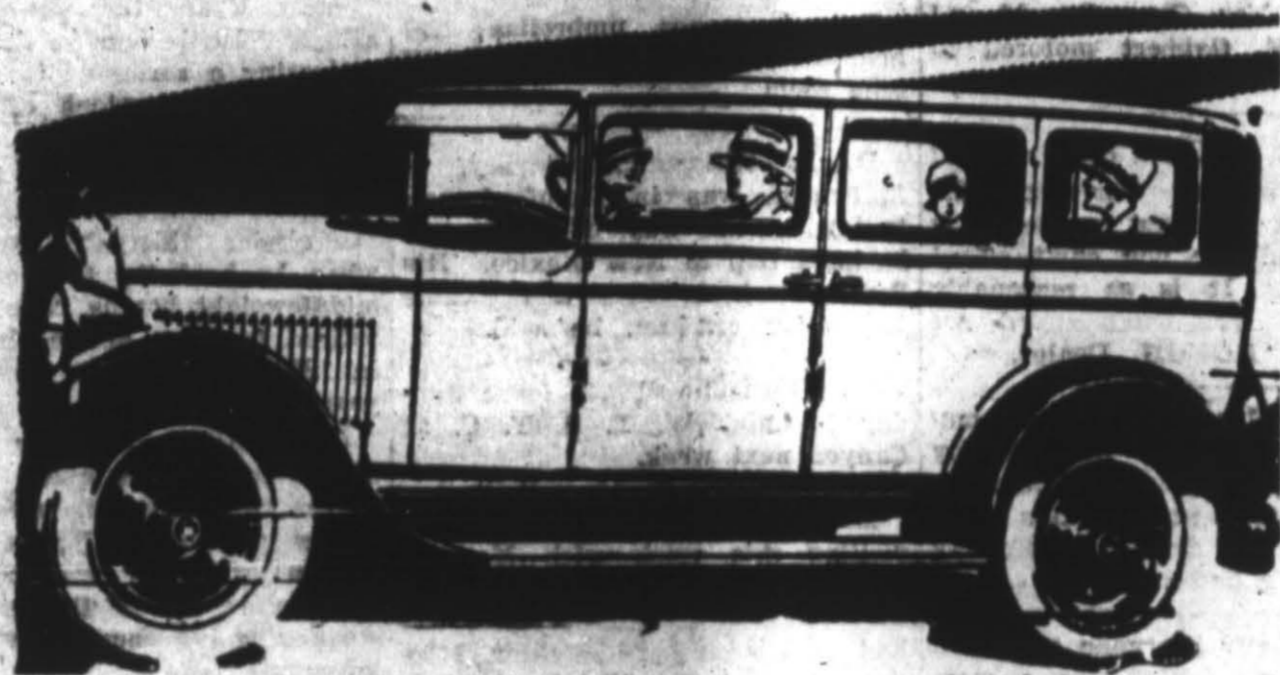
### Now Awards will be made

The grand capital award, a 1928 Chrysler "62" Sedan, will be awarded to the Opportunity Club member who totals the greatest number of credits for the entire campaign.

After the winner of the Chrysler has been decided, a \$200.00 Diamond Ring will be awarded to the club member having the second highest total of credits.

An \$85.00 Diamond Ring will be awarded to the club member having the third highest total of credits.

After the winners of the diamond rings have been decided, a \$25.00 wrist watch will be awarded to the club member having the fourth highest total of credits.



1928 CHRYSLER "62" TWO-DOOR SEDAN  
Purchased from and on display at  
L. W. HOUGH, Dealer  
Hereford, Texas

### SECOND GRAND AWARD



\$200.00 DIAMOND RING  
Purchased from and on display at  
HEREFORD JEWELRY COMPANY

### THIRD GRAND AWARD



\$85.00 DIAMOND RING  
Purchased from and on display at  
HEREFORD JEWELRY COMPANY

### FOURTH GRAND AWARD



\$25.00 LADIES' WRIST WATCH  
Purchased from and on display at  
HEREFORD JEWELRY COMPANY

These Two Blanks

And 10 New Yearly Subscriptions  
Will Start You Off With 162,000

Opportunity Club Mgr.  
The Hereford Brand

Again You  
are Warned!

Subscriptions  
Count More  
NOW

Than They will Next  
Or The Last Week.

#### How Subscriptions Count In Credits In the Campaign.

The following scale shows the subscription rates, and the number of credits given according to the amount paid.

Positively no subscriptions for more than three (3) years in advance will be accepted.

#### NEW SUBSCRIPTIONS

In Deaf Smith, Randall, Castro, Bailey, Farmer and Oldham Counties, Texas, and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.50 per year to all other counties and states with the same schedule of credits as above.

From September 26 to October 1st a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From October 6th until October 8th a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From October 10th until October 13th a bonus of 50,000 extra credits will be issued for each \$20.00 turned in. During the last two days of the campaign, October 14th to 15th, a bonus of 25,000 extra credits will be given for each \$20.00 turned in.

#### TWENTY PER CENT CASH COMMISSION.

Every Club member who remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time they start to work, and who fails to win one of the regular awards, will receive 20 per cent in cash for the gross amount of their subscription sales.

Use this blank with your first subscription:

#### My First Subscription

Good for 10,000 Extra Credits

Accompanied by the nomination blank and your first subscription, this coupon will start you in the race for those magnificent prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber \_\_\_\_\_

Address \_\_\_\_\_

Member's Name \_\_\_\_\_

#### BONUS CREDITS

Cash must accompany this coupon. When sent in with the Nomination Blank it will start you off with 12,000 credits.

Use this blank to enter the Opportunity Club:

#### My Entry Blank

The Hereford Brand Opportunity Club

Date \_\_\_\_\_

To Club Manager, The Brand: Please enter as a member of "THE OPPORTUNITY CLUB"

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a member. If so requested, the nominator's name will not be divulged. You may nominate yourself or some friend, if you wish, by simply filling out the blank and sending same to the Club Manager.

You Can't Afford to Lay Down Now!

