

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 34.

Hereford, Deaf Smith County, Texas, Thursday, September 8, 1927.

Seth B. Holman, Publisher.

HEREFORD COMMISSIONERS GRANT NATURAL GAS FRANCHISE

ELECTION CALLED FOR OCTOBER 10TH ON PROPOSED CITY HALL AND FIRE STATION

TWENTY FIVE THOUSAND SET AS AMOUNT OF BOND ISSUE REQUIRED FOR BUILDING

Election Will Be Held at Court House and Only Regular Property Tax Payers Will Be Given Vote; City's Financial Condition Will Permit Such a Project, the City Commissioners Believe.

After many weeks of investigation and discussion, capped with a session which lasted until eleven o'clock Wednesday night, the City Commission of the City of Hereford has decided to submit to the voters of Hereford on October 10 the question of whether or not they desire to vote bonds in the sum of \$25,000 for a combined City Hall and Fire Station. Legal notice, giving all details of the proposed bond project is carried in this issue of The Brand, as is required by law.

Members of the Commission explain that they arrived at the decision to submit this matter to the tax paying voters of the city only after mature deliberation and a realization of the pressing necessity for such a structure, especially insofar as the Fire Station is concerned. Present fire fighting facilities here are wholly inadequate and behind the times. In the winter months especially the volunteer fire department is fearfully handicapped by lack of housing, hose drying and mechanical facilities. "Just one big fire," said Mayor Ireland Thursday, "might result in costing the city many times the cost of this building."

The Commissioners considered the financial condition of the city carefully before embarking upon this enterprise, and decided that the necessity for the building was so urgent that it over-balanced financial objections that might be raised.

No definite plans have been drawn for the building. If the voters decide to authorize the construction work, only tentative sketches having been made. In a general way, however, it is the plan to erect a two-story brick on the City Fire Hall station corner, with provisions made for future expansion as the demands of a growing young city may indicate.

In all probability definite plans will be drawn at once, showing what will be done if the bonds are voted, and The Brand hopes to further enlighten its readers next week upon details of the new project.

Completion of a deal whereby the Nix Hotel on Second Street passes into the hands of G. W. Keith, a farmer near here, has just been made public. Mr. Keith expects to take possession next Saturday.

Mr. Keith bought only the fixtures and equipment of the building and did not buy the structure itself. He will continue to operate it as a hotel.

For the past sixteen months the place has been run by J. H. Nix and family. Mr. Nix is retiring from business and will remain in Hereford. He has been in the hotel business here for more than three years.

Mr. Keith will sell all of his household goods and other property at auction Friday, September 16. He will move to this city Saturday. The hotel will probably be run in the name of his wife, Mrs. Bess Keith.

STORK SPECIALS.
Born to Mr. and Mrs.—
Jack Miles, August 31st, a boy.
Mr. and Mrs. Saltzman, September 2, a girl, Rosa Mae.
Mr. and Mrs. Paul Rudd, September 4, a boy, Henry Harold.

Mr. and Mrs. Tom Webb and children and Mrs. Thornton Broden spent Monday in Amarillo.

THE BRAND'S \$5,000 OPPORTUNITY CLUB REGISTERS TREMENDOUS HIT; CONTEST GETS UNDER WAY SOON

LEAF OF ENTRANTS.
(Only those with more than 2,000 are working.)

Hereford.	
Gaston Daer	2,000
Miss Lois Baker	12,000
W. Frank Bell	12,000
Miss Viola Carpenter	2,000
Miss Yelma Carroll	2,000
Mrs. R. A. Daniels	12,000
Miss Johnnie Estes	2,000
Mrs. C. B. Eubanks	12,000
Miss Eric Marie Foster	12,000
Miss Ina Gregg	2,000
Miss Vesta Good	2,000
Miss Bess Hopkins	2,000
Mrs. Edith Hughes	2,000
Miss Inez Jewell	12,000
Miss Evelyn Jackson	2,000
Master Billy Murray	12,000
Claude Norton	2,000
Mrs. F. J. Owens	2,000

Miss Norma Powellson	2,000
Albert Ross	12,000
Miss Sylvia Scott	2,000
Miss Floyd Wilson	2,000
Mrs. Carol Wood	2,000
Adrian.	
Mrs. G. M. Chapman	2,000
Arney	
Mrs. Floyd W. Furrier	2,000
Bethel	
Mrs. H. F. Lambert	2,000
Black.	
Mrs. W. H. Scheinagen	12,000
Clea.	
Mrs. Roy Jordan	2,000
Dawn.	
Mrs. A. T. Frye	12,000
Dimmitt.	
Mrs. Cassio T. Reynolds	12,000

Flagg.	
Miss Emma Beth Senter	12,000
Ford	
Mrs. Fielding Johnson	2,000
Here and There.	
Mrs. C. E. Tice	2,000
Joel.	
Miss E. Dora Smith	12,000
Progressive.	
Mrs. Jeff Roberson	2,000
Northeast Corner.	
Miss Sadie Allred	2,000
Summerfield.	
Miss Eva Noland	12,000
Westway	
Miss Owen	2,000
Wychey.	
Miss Mary Clayton	2,000
Wildorado.	
Mrs. K. L. Durrett	12,000

BUS LINES COMBINE

Consolidation of Pickwick and Sunset Lines Will Give Hereford Three Buses a Day Each Way. Better Service Expected.

L. Bibb and W. E. Libby, officials of the Pickwick Stage Lines, were in Hereford Tuesday conferring with John McLean of the Corner Drug Store. Mr. McLean is local agent for the company.

According to Mr. Bibb and Mr. Libby, a deal has just been completed whereby control of the Sunset stage lines also passes into the hands of the Pickwick company, adding another branch to the company's already extensive system throughout the county.

With the combination of these two lines, Mr. McLean said, the company is prepared to offer much better service to the people of Hereford. From now on there will be three coaches each way per day going through here. West-bound busses will run at 10:50 a. m. and 4:30 and 7:00 p. m. East-bound busses will run at 10:00 a. m. and 3:00 and 10:00 p. m.

Farm Sale Dates

Word was received here this week of a big farm sale to be held Wednesday, September 14, at the home of Homer Bartlett, four miles east and one mile south of Dimmitt. Mr. Bartlett is offering what is said to be an exceptionally fine bunch of pure bred, non-registered Jersey cattle, several head of hogs and some farm machinery.

The annual sale of Poland China hogs of the Henderson Farms will be held at the Sales Pavilion here Saturday, September 24, according to an announcement made today by J. M. Henderson & Son, owners. Thirty head of Poland China gilts and boars are being offered for sale. Col. W. S. Williams will act as auctioneer and E. C. Eubanks will clerk.

G. W. Keith has scheduled a big closing out sale for Monday, September 12, on the old S. R. Edwards place.

Mr. Keith will sell at auction nineteen head of horses and mules, seven good milk cows and calves and Jerseys and Holsteins. He will sell also several hogs, chickens and turkeys, all of high quality, and much of the household goods.

Attention of local buyers is called to the big farm dispersion sale to be held tomorrow at the W. B. Bowen place, twenty-five miles northeast of Hereford, five miles east of Ford school house. Mr. Bowen is selling a high class bunch of milk cows in addition to all his farm machinery and equipment.

The sale will begin at 10:30 a. m. and will be conducted by Col. Ray Barber.

Miss Eloise Pitman is in Canyon this week attending the teachers' institute.

Today is published for the first time the list of ambitious men and women of Hereford and surrounding towns and communities who have entered or who have been entered as contestants in the big \$5,000 Opportunity Club Automobile Campaign. The list today is a most representative one, proof conclusive of the tremendous hit the campaign has registered throughout the Hereford trade territory. Opposite each name today appear the credits, those for the most part being only the entry credit of \$2.00 and the bonus of 10,000 allowed for obtaining the first subscription. A glance at the list will show who has already become active and who has not. Those with 12,000 to their credit have now obtained one or more new or renewal subscriptions to The Brand.

Room for More.

As will be noted, there is room for dozens more in every section. Especially in the outside districts, and the number who are really active in their own behalf in Hereford is surprisingly small when the tremendous value of the prize list is taken into consideration. It is expected that there will be quite a number of new entries following the publication of the first list, as it is believed that there are many who are just waiting to see whom they have to work against. Those who are already active report that it is great fun getting subscriptions to The Brand, as nearly everyone welcomes the opportunity.

(Continued on Page Seven.)

EDITORIAL

Leadership in civic affairs entails hard work, sacrifices in time, money and personal desires, and small appreciation from the general public as a general rule. Usually such leadership in small communities falls upon a half dozen patriotic men with the vision and fortitude to accept its responsibilities and criticisms in the knowledge that their reward will be small.

The people of Hereford should be deeply grateful to E. B. Black, retiring president of the Chamber of Commerce, for the magnificent service he has donated to his community through more than two terms of strenuous and trying endeavor. No man in all this place and please all of the people of this place, has done more for the community than E. B. Black leaves a record of steady adherence to purpose and daily devotion to his task that should be a monument to him in the future.

Mr. Black is endowed with that rare quality which demands acceptance of responsibility seriously and earnestly. He worked at his job every day of the year, and gave the best there was in him. No man can do more. Our hat is off to Mr. Black.

Furthermore, after laying aside the shoulder straps of the executive office, Mr. Black has re-enlisted in the Hereford Army of Progress, has applied for the equipment and accoutrements of a "buck" (Continued on Page Seven.)

Efforts to make the 1927 Deaf Smith County Free Fair the most interesting of any ever held in the point of rural communities have resulted in the decision to award a number of attractive prizes and ribbons to the communities in this county which display the best group of vegetables and field crops.

According to a statement issued today by B. O. Dunkle, head of the agricultural division of the Fair, a number of communities in this region have already begun plans to arrange their exhibits. This is regarded as an excellent arrangement by those in charge as it allows plenty of time to decide just what part individual farmers shall play in securing exhibits.

Several communities have met and completed their plans, Mr. Dunkle said. The most common procedure is for each person to be assigned some special crop or crops to be made ready for exhibition.

Entries for community exhibits will be in place not later than 12 o'clock noon September 22.

Community exhibits will be field and garden products only. Each blue ribbon attached to the products of the community will be given 10 points, each red ribbon 6 points, each white ribbon four points. The community scoring the highest number of points will win a prize of \$25, the second prize \$15. Attractiveness, arrangement and neatness will be graded on the basis of 50 points.

The vegetable and field crops listed below will constitute community exhibits:
Wheat, 1 gallon, shown in gallon (Continued on Page Six)

UNLIMITED DEVELOPMENT POSSIBLE FOR HEREFORD AS NEW FUEL SEEMS ASSURED

West Texas Gas Company Guarantees Completion of Mains Here Not Later Than December 1, 1928. Irrigation Pumping Costs to Be Reduced Nearly Half, Making Possible Small Scale Irrigation.

Natural gas as a fuel for Hereford changed from a possibility to a reality Monday night at a meeting of the city commission, when a twenty-year franchise was granted to the West Texas Gas Company, a subsidiary of the Prairie Oil and Gas Company. The final improvement necessary to make this city up-to-date has been arranged for, and Hereford may expect unlimited development from this time on. Under the terms of the franchise, the company has agreed to begin work in Hereford not later than May 1, 1928, and to be delivering gas to consumers not later than December 1 of the same year.

The company will put in gas lines to the property owner's property and will furnish individual meters at their own expense. A \$10 deposit will be made for the use of the meters, and all gas sold will be sold only through meters.

According to Mayor E. S. Ireland, citizens of Hereford will do well to plan now for the consumption of gas when it gets here.

"Anyone who contemplates piping his house for gas should be sure that it is properly done," Mayor Ireland said, "for all such piping will be put to a severe test before the gas is turned into it."

The domestic rate for the consumption of gas will be sixty-seven and one-half cents per 1,000 cubic feet; for public buildings, hotels and churches the rates charged will be from sixty-seven and one-half to forty cents per 1,000 cubic feet, according to the amount consumed.

Industrial rates which have been announced are as follows: For the first 50,000 cubic feet, 45c per 1,000; for the next 150,000 feet, 35c; for the next 300,000, 30c; for the next 500,000 feet, 25c; and for the next 10,000,000 feet, 25c. Any amount over 120,000,000 is 15c. A minimum charge of \$1.50 will be made for domestic use and a \$25.00 minimum charge will be made per month for industrial gas.

According to Mayor Ireland, this franchise was granted with the understanding that similar rates have been put into effect in the cities of Canyon, Tulsa, Lockney, Floydada, Slaton and Lubbock and that the franchise in each of these towns will provide for the sale of gas in those places at the same rate as is being charged to Hereford consumers.

It further provides that in case any of the cities holding a franchise similar to the one granted here makes the requirement that gas shall be sold at a lesser price or on more favorable terms and (Continued on Page Six.)

CHAIRMAN SELECTED

Mrs. Edith Hughes Chooses Women to Assist Her in Women's Department at Deaf Smith County Free Fair.

Sub-chairmen of the various sections of the Women's Department of the Deaf Smith County Fair were announced today by Mrs. Edith Hughes, superintendent of that department.

With the sections which they will head the women named are as follows: Art, Mrs. Jim Black; Sewing and Fancy Work, Mrs. Frank Marrs; Floral, Mrs. John Cummings; Canned Products, Mrs. A. G. Bell; Culinary, Mrs. Dow Mercer.

"Although canned products really come under the head of the culinary department, it was thought best to give them a separate section this year in order to save time and confusion," Mrs. Hughes said.

Awards Named for Community Fair Exhibits

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OFFICIALS OF CLUB NAMED AT LUNCHEON

A. O. Thompson Chosen to Head Chamber of Commerce, Succeeding E. B. Black.

Installation of A. O. Thompson as president was the main feature of the Chamber of Commerce luncheon this week. Mr. Thompson was elected last week at a meeting of the board of directors, composed of G. A. F. Parker, George Muse, G. W. Brumley, J. A. Pitman and Mr. Thompson.

E. B. Black, retiring president, made a short speech in which he praised the choice of the directors in selecting Mr. Thompson to head the organization. Mr. Black also commended the Chamber of Commerce for the manner in which it has stood behind him during his term as president and said that he believed that with new officers in charge Hereford is in line for even bigger and better things than have been accomplished in the past.

Carl Gough, of Fort Worth, formerly of this city, gave a short talk and led the group in a few songs. Misses Lois and LaVerne Baker played a piano and violin duet. Miss Lois singing the refrain to two numbers, "Lay My Head Beneath the Rose" and "Truly I Do."

G. W. Brumley of the board of directors made the concluding talk and pledged himself and other directors to terms of service on behalf of the Chamber of Commerce.

Masons Service Group To Visit Lodge Here

Four or five members of the Masonic Service Association from Dallas will be at the Temple in Hereford September 17, according to Sank Ramey, worshipful master of the Hereford lodge. These men are making a tour of the state and bring a message of importance to all Masonry, Ramey said.

The meeting, which will be held a week from Saturday night should prove of greatest interest to Masons here, Ramey said. He believes, and every Mason is urged to be present.

Mrs. Julia Roberts Is Reported Recovering

Mrs. Julia Roberts, mother of Mrs. P. W. Price, underwent an emergency major operation at the Deaf Smith County Hospital last Friday night. At first the outcome was doubtful, but Monday the condition of the aged patient changed for the better and Thursday the many friends and well-wishers of the family are rejoicing in the knowledge that Mrs. Roberts is apparently on the road to complete recovery and physical health and happiness.

F. M. Kester, jeweler and optometrist of Lockney, was seen in Hereford the past week examining possible locations for a new jewelry shop. Mr. Kester recently sold his business in Lockney and is looking for another Panhandle city in which to establish.

"Hereford impresses me as one of the best cities of its size in this part of Texas," Mr. Kester said, "and I believe that I will not regret coming here to make my home. I am sure that there is enough room here for another good jeweler and optometrist."

Mr. Kester specializes in optometry and the fitting of glasses. While in Hereford Mr. Kester was a guest in the J. H. Brooks home. Although not yet definitely ascertained, it is reported on good authority that Mr. Kester has leased a part of the new 100,000 brick building block being erected by Kerby and Doughty at the corner of Third and Main Streets.

Lockney Man Picks Hereford For Location

The Hereford Brand

PUBLISHED EVERY THURSDAY
SETH B. HOLMAN
 Publisher
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THE PRIONA STAR, PRIONA, TEXAS.
MRS. SETH B. HOLMAN
 Managing Editor
ALBERT W. SMITH Local Editor
VAN E. CURTIS Foreman
W. C. NIX Operator-Machinist
DEB MITCHELL Floorman

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 Six Months \$1.25
 Three Months \$0.75
 All Subscriptions Strictly In Advance.

Texas & Texans

By WILL H. MAYES

Texas Yarn Crop Leads

Texas is fast becoming a leader in the most important farm crops. The Department of Agriculture announces that it is now leading all others in the production of sweet potatoes, the yield for the last season being 12,000,000 bushels. Georgia and North Carolina come next with 9,000,000 bushels each. Potatoes have been selling around \$1.50 a bushel and at that price they bring much money into the state. The sweet potato drying or curing house has done much to stimulate yarn production. With proper curing the crop can be held until it can be marketed to best advantage. Until such plants were built the crop had to be rushed to the market and was often sold at ruinous prices. As with other crops, orderly marketing is essential to success. Texas could produce enough potatoes to feed the world if it could only solve the problem of securing markets.

The Mohair Industry.

The Angora goat is playing a big part in the enrichment of Texas. Texas leads all other states in the number of goats and production of mohair. They have an estimated value of \$22,000,000. Twelve counties in Texas have more goats and produce more mohair than any like area in the world. Where there is plenty of underbrush goats thrive on little grass and other feed. They require less attention than any other animal. They are grown mostly on large ranches where the land is cheap, but there is hardly a farm in Texas that could not profitably care for a few. The Angora is an aristocratic looking animal and a real ornament to any place, as well as a steady profit maker.

Extensive Onion Growing.

Texans are inclined to think of the Laredo and Garizzo Springs sections of the State as the only area adapted to extensive onion growing, although they know from long experience that onions will grow pretty much anywhere in the State. Frank Timmins, an Ellis county farmer, has harvested a crop from 45 acres that will bring him approximately \$5,500, grown at a total expense of \$1,500. He sold the crop from ten acres for

\$1,078 in June, but as every one else had onions to sell at that time he placed the rest on cold storage in Dallas to hold for a better market. Another example of making money where conditions are favorable for orderly marketing, and Mr. Timmins has taken the means to make them favorable.

Sectional Business Organizations

Texans are learning that the State is too large and sectional interests are too varied for one or even a few organizations to unite in doing the things that will be best for all. Not long ago the chamber of commerce secretaries in some eleven counties around Brownwood formed a "Heart of Texas" organization to more closely watch the interests of that immediate territory. A Central Texas organization of business interests has just been formed at Waco with the following towns represented: Gatesville, Groesbeck, Kosse, Coolidge, Marlin, Rosebud, Itasca, Hillsboro, Belton, Hubbard, Walnut Springs, Clifton, Meridian, Valley Mills, West, Mart, McGregor, Moody and Waco. It is safe to say that if close attention is paid by all these places to the work of the organizations every place in the territory will profit.

Something of a Hen Ranch.

A north Texas poultryman has announced that he is preparing to establish near Wichita Falls the "World's Largest Poultry Ranch." He expects to begin on an eighty-acre tract of land, with a capacity of 100,000 laying hens to be developed from an initial flock of 25,000. He will put in the first 100,000 egg unit of a hatchery. The increasing interest in poultry raising in that section has induced Kraft Cheese Company of Wichita Falls to add a plant in which whey milk will be reduced to a powder for chicken food. Thus it is seen that one good industry in a place brings another.

Weatherford Melons.

Weatherford people have formed what almost amounts to a habit in sending huge watermelons to famous people throughout the country. Some of these melons weigh nearly 100 pounds. They are sent out in a way to attract attention along the way and to receive an ovation when they arrive at their destination. So far the express wagons carrying these monster Parker county melons have not stopped at this writer's front door.

Pampa Creamery Business.

The Pampa creamery began business in February, beginning with 100 gallons of whole milk a day. The purchases have grown to 300 gallons a day and although the plant has a capacity of 500 gallons of ice cream and 750 gallons of pasteurized milk a day, the rapid increase of interest in milk production on the part of the farmers has caused the creamery to announce that its plant will be doubled and churning facilities will be added. This is in line with what is being done where ever creameries are established in Texas.

Palestine Bridge Opening.

Fifteen thousand people is a big crowd, but that is the number that it is estimated attended the opening of a bridge across the Trinity river near Palestine. The spanning of a river in a way to connect two pieces of good road is an event of enough importance to justify an im-

mense crowd since Texas people have become long-distance travelers. It used to be that it was almost impossible to get a bridge built across a stream between two counties because each county was afraid the bridge might enable some of its people to get over into the adjoining county too conveniently for trading or visiting. One county cared not a whit what kind of roads or bridges a neighboring county might have. It's different now. Texans have a neighborly feeling toward all parts of the state.

Improving Water Supply.

The corporation that furnished Texarkana with water has found that the city has grown enough to justify the expenditure of an additional \$500,000 for supplying the people with water. A reservoir is to be constructed that will hold a billion gallons of water and the mains are to be extended to various sections of the city. Texarkana is among the most prosperous cities of the state.

Adrian Sims Notes

We have had some good rains the past several days. El Nora Guthrie is visiting relatives here. Dawson Blasingame and family visited the Rice family near Hereford last Sunday. Misses Maude and Jessie Malone were in Hereford Thursday. Mrs. Long and children called in the Chapman home Tuesday. J. M. Chapman and daughter, Virginia, were in Amarillo Tuesday.

Lige Elliston and family are at their farm here this week. He has four tractors running to get his land ready to sow wheat. Lawrence Guthrie is visiting his father and brother here. Mr. Page and family of Frederick, Okla., were visiting Mrs. Ida Malone and daughters last week. After leaving here they planned to visit relatives near Portales, N. M., and Slason, Texas. Idus Blasingame and family are visiting relatives in Oklahoma. J. M. Chapman and family called in the Rex Guthrie home Sunday afternoon. Lige Elliston was a Vega visitor Monday. El Nora Guthrie visited Elizabeth and Virginia Chapman Sunday night. E. C. Chapman and family of Adrian left Friday for a two weeks visit with relatives at Fort Worth.

What's Doing In WEST TEXAS

Junction—The "chuck wagon" idea will feature the second annual motorcade planned by the W. T. C. C. It has been announced that the 1928 event, which will start at the Carlsbad caverns, will be carried out on the plan of a camping party, and will visit Southwest Texas resort points as far as this place, including Menard. Plans will be worked out early in the year.

Snyder—More than 3,000 acres of peanuts will be harvested in Scurry county this year, and a good harvest is indicated. This diversified product comes as result of a campaign put on by the Scurry county chamber of commerce which is a new organization in the civic life of the section.

Wellington—The North Plains-Panhandle area of the W. T. C. C. is to be organized into a new division, according to plans made at the Wellington convention held recently. The meeting took other action, signifying that they wanted a full dollars worth for every dollar spent in highway construction and asking that fair treatment be given in development and exploitation of oil and gas industries of the West.

LESSONS IN
China Painting
 CLASS AND PRIVATE
 Beginning 4
 TUESDAY SEPTEMBER 13
 Piring
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 Phone 217.

ROCKWELL BROS. & COMPANY
 LUMBERMEN
 Phone 4 6
SATISFACTION MUST BE YOURS

If religion could be put on the automobile basis—with a new model every fall—the evolutionist might be quieted. Your Uncle Sam is glad that cold, stormy weather is coming on which will put a stop to these Atlantic and Pacific air hops. 'Tis said that aging is believing—which no doubt accounts for many men these days who think they know all about women.

You Can Dress Stylish and Economical with




The **Palmer** Garment

WHAT have you in mind? Is it a smart Coat or a beautiful new Dress? Which ever it is, we can please you in style as well as in price.

We feature The "Palmer Garment" and recommend it because we know it is a leader of style and quality, and the values are so good that you can dress stylish and economically.

Let us show you some of the newer models 30 which have just been received

Fox Mercantile Company



A FACTOR FOR PROGRESS

The growth and importance of this section fills us with renewed desire to make this bank a real factor for good in the upbuilding of our community.

Our aim is to render constructive banking service in keeping with the growth and prosperity of our section.

Make Our Bank Your Bank

First State Bank & Trust Company

Read Our Message in This Week's Farm and Ranch.

M SAVES FOR THE NATION

SPECIALS FOR THIS SATURDAY

LEMONS	per dozen	33c
10 lbs. SUGAR	Limit 10 pounds Not sold alone	69c
10 lbs. SPUDS		38c
PORK AND BEANS	No. 2 limit 6 cans	8c
KIDNEY BEANS	No. 2 per can	12c
VINEGAR	Pure Apple Cider. Bring your container. Per gal.	37c

REED'S M Phone 249

Kansas Cow Sets New Milk Record



Twelve gallons of milk a day, or more than triple her weight during the last four weeks, is the record of the Holstein cow owned by R. L. Brown of Columbus, Kas. Her average has been 95 lbs. per day. She weighs 900 pounds.

apparently was happy, including the mother-in-law. What is the difference between a man that bites off his mother-in-law's ear and a mob that insists on a public lashing?

There is some mild government supervision of the radio. Do the supervisors consider it necessary or desirable that the details, bloody, or otherwise, of prize fights should be sent into homes and listened to by twenty millions of Americans, including children? Would you describe that as making an intellectual "Christian" and elevated use of a great scientific discovery?

We must have the prize ring, the blood fights, of course, for those that can afford to pay \$125 a ring-side seat, just as we must have "speaking" for those that can pay \$25 a bottle for champagne, but why carry the prize fighting into so many homes?

Don't prize fight promoters realize that radio broadcasting will stop their prize fighting eventually? Clergymen here and there will be aroused as they listen to the interesting fight news coming in over the radio and then there will be trouble. Many clergymen fortunately are interested in things more important to human salvation than Darwin's monkey theory—which, by the way, was never taught by Darwin.

A Promise.

Teacher—"You naughty boy. I only wish that I could be your mother for a week."

Youngster—"That ought to be easy. You see mother's gone away for a month to visit her relatives. I'll speak to dad about it tonight."

DELEGATES FROM HERE

Six delegates from the First Christian church of Hereford left Tuesday for the district convention of that church which was held in Floydada. Included in the party were Rev. Thurston Morgan, Mrs. Askren, Mrs. A. G. Fisher, Leonard Foster and Mr. and Mrs. E. E. Ramsey.

In the same party were the Rev. George Weems, assistant pastor of the Christian church at Amarillo, and Mrs. Caldwell, the convention delegate from Bovina.

Fire When Ready.

Robber—"Get ready to die. I'm going to shoot you."

Victim—"Why?"

"I've always said I'd shoot anyone who looked like me."

"Do I look like you?"

"Yes."

"Shoot!"

Brand Want Ads Get Results.

"A LITTLE CLODHOPPER"

Will be presented by the WIDEAWAKE CLASS of the PRESBYTERIAN SUNDAY SCHOOL of Hereford, in the AUDITORIUM AT JUMBO. At 8:30 O'Clock. SATURDAY EVENING, SEPT. 10

THIS WEEK

By ARTHUR BRISBANE

SCIENCE AND RELIGION. GASOLINE AND RUBBER. CANCER NOT CONTAGIOUS. VANISHING HOBBED HAIR.

The Rev. Dr. Shaffer Matthews, Dean of the Divinity School in Chicago University, says philosophy is of no use in religion because we cannot analyze our religion. "The greatest moments are felt, you cannot define them in words. There is not a philosophical term in the language or the intellectual processes by which we seek to grasp the meaning of religion."

Philosophy has nothing to do with religion, and religion has nothing to do with philosophy. Philosophy deals with problems that can be solved, or may be solved, by proof, argument, thought. Religion deals with questions entirely beyond our reach, than can be answered only by faith.

to wear white waiting for bobbed hair to grow.

Short hair is common sense, of course, and in time long hair will be as obsolete as a veil over the face.

Long after men had cut their hair, primitive women let their hair grow long because matted with grease, it was a good thing in cold weather.

Long hair seems feminine to men. Women do what men want, and the long hair obdies back. It will go away again.

At San Toy, mining town in Ohio, Ray Wiggins, annoyed, bit off the ear of his mother-in-law, Mrs. Amanda Taylor.

A mob around the court room wanted the man lashed and the Mayor of San Toy told Wiggins he would quash the charge of "maiming and disgusting" if he would take the lashing.

Wiggins said "Yes." His back was stripped, he was lashed twenty-one times and everybody

Two kinds of good news for automobile owners:

First, you are told that if and when the natural supply of gasoline gives out, synthetic gasoline will be made to take its place.

Second, scientists have discovered a system of bud grafting on rubber trees which should increase the yield of a tree 400 per cent.

It is predicted that the cost of rubber delivered in this country will drop from twenty-five cents to less than ten cents a pound.

Scientists say they can make synthetic rubber as well as synthetic gasoline, but that probably will be postponed, like artificial gasoline making, until natural supplies diminish.

A French scientist proves by careful observation that cancer is NOT contagious. To go away with the fatal, persistent suspicion is a great blessing. Married couples, living together, one the victim of cancer, do not contract the disease from each other, and cannot contract it. That is proved by reliable statistics.

Paris dressers, realizing that long hair is coming in, are buying stocks of "transformations," long hair arrangements for women

Saturday Specials

One Hundred Pounds SUGAR	8	\$6.85
Four Pounds Peaberry COFFEE		\$1.00
Nine Cans No. 2 Standard CORN		\$1.00
Twenty-five Bars P. & G. SOAP		\$1.00
One Gallon BLACKBERRIES		60c

Williams Brothers
Phone 128-267

Make this Month Your Best Month --Start to Save--



When you turn your crops into dollars, turn your dollars into this strong bank and share each dollar with a thrift account—then watch it grow, earning interest each year.

The First National Bank

Read Our Messages Appearing in Farm and Ranch.

MEMBER FEDERAL RESERVE SYSTEM

ABOUT TIME FOR A LITTLE VARIETY IN THE DAILY MENU, DON'T YOU THINK?

Call Phone 293 and let us add the Spice to the Daily Meals. DELICIOUS MEATS—We comb the country for the choicest, tenderest cuts for our customers—for we realize that to hold your business we MUST give you the best.

SPECIAL Lamb, Friday and Saturday

TEMPTING CURED APPETIZERS

Sausages, Cheese, Hams—inexpensive additions to the menu that delight you.

We Strive to Give Real Market Service

WE DELIVER THE PALACE MARKET

SANDERS-CROSTWAIT



for Economical Transportation

Announcing The Imperial Landau at a New Low Price

The Chevrolet Motor Company announces a price reduction on the beautiful Imperial Landau.

The "Body by Fisher" is of special design and is finished in ultra smart colors of genuine Duco. Oblong windows, a low roofline and brilliantly nickeled windshield frame and landau bars emphasize its stylish, dashing appearance.

You owe it to yourself to see this masterpiece of craftsmanship and value—to see how it combines all the advantages of Chevrolet's advanced engineering and proved design... smoothness, snap and high speed roadability... unflinching dependability, finger-tip steering and restful comfort.

Come in today—and go for a ride in this finest of all Chevrolets!

now only \$745 (formerly \$760) (a. b. Flint, Mich.)

The Touring or Roadster - \$525	The Sport Cabriolet - \$715
The Coach - \$595	1/2-Ton Truck \$395 (Chassis Only)
The Coupe - \$625	1-Ton Truck \$495 (Chassis Only)
The 4-Door Sedan - \$695	

All Prices f. o. b. Flint, Michigan

Check Chevrolet Delivered Prices

They include the taxes, handling and



Brumley Chevrolet Co., Inc.
Hereford, Texas

QUALITY AT LOW COST

Announcing a Change in Price of PHOENIX HOSE

Again Phoenix Manufacturers have demonstrated their leadership, in the hosiery world, by making a reduction in price, but not in quality, of their \$1.95 Chiffon Serfon and Service-Weight Hose.

The makers have fixed the price at \$1.95 for these popular numbers, but for Friday and Saturday ONLY we will sell all Phoenix Hose as follows:

Regular \$2.45 Grade	\$1.95	Regular \$1.50 Grade	\$1.25
Regular \$1.95 Grade	\$1.50	Regular \$1.00 Grade	\$.89

Children's One-Half and Three-Quarter Hose

For Friday and Saturday Selling

Regular \$25c Grade	19c	Regular 48c Grade	39c
Regular 29c Grade	22c	Regular 59c Grade	49c
Regular 69c Grade			55c

SPROWLS-CRONIN & CO.

"A Little Clodhopper"
 Presented by the
"WIDE-AWAKE" CLASS
 of the
PRESBYTERIAN SUNDAY SCHOOL
Fri., Sept. 9th
 8:00 p. m., High School Auditorium.
 Admission 25c and 50c
 Reserved Seats 10c Extra
 On Sale at J. O. Newell's Store

"I'm So Hungry I Could Eat Up the Hull Kitchen, Cook-Stove, Tom-Cat and All!"

Candidates Out for High School Football Squad

More Than a Dozen Men, Four of Them Veterans, Reporting for Practice Every Night. Prospects Good, Says Coach Riggs.

Between twelve and fifteen prospective members of the 1927 Hereford high school football squad have been reporting regularly for practice during the past week, according to Coach J. Forrest Riggs. Practice began Monday, August 29.

Candidates on hand at the first practice included Arthur Harris, J. T. Gihreath, Howard Eberle, George Murphy, Frank Cogdell, Newt Gilliland, James Gilliland, George Harris, William Russell, Woodrow Gihreath, Charles Ferguson, Tom Elliston and Bernard Seed.

Of this group, the first four were first team material last year. They, in addition to John D. Burkett, who has been kept from early practice by work, will form the nucleus about which Coach Riggs expects to develop a winning team.

The majority of the men who will report as soon as school starts are now unable to come to practice because of work and being out of town. They will be able to attend the workouts, however, in plenty of time to be ready for the first game of the season which will be played with Tulsa on September 23, the second day of the big Deaf Smith County Free Fair here.

As yet the high school schedule has not been completed, Coach Riggs said, and it will probably be announced next week. Some of the games have been spoken for already and the others will be scheduled this week at the coaches' institute at Canyon.

Music College Branch Studio To Open Here

Emil F. Myers, director of the Amarillo College of Music, was in Hereford Friday to select a location for a branch studio of the College in this city. The studio here will be one of a score or more which the institution is placing in Panhandle cities.

According to Mr. Myers, the branch studios of the College are very closely connected with the main school at Amarillo. All of the teachers are strictly supervised, he said, and meet as a group twice each month for the purpose of keeping up with all the latest developments and discussing all problems relative to the teaching of music.

"In this way," Mr. Myers said, "the work is all standardized and credits are given to students in branch studios exactly the same as in the main school."

Plans call for studios in Hereford near both of the school buildings. As yet only one has been announced, that directed by Miss Elizabeth Myers at the home of Mrs. A. A. Foster, across the street from Central school.

Miss Myers will teach piano at this studio and if there is a sufficient demand for it, the college will send a voice instructor here twice a week.

An Exhibition of New
Fall Fabrics

NEW SILKS—
 Satin Crepes and Flat Crepes, in all the new Fall shades, forty inches wide.

NEW WOOLENS—
 Flannels, in plain and fancy patterns, Pouriet Twills, Tweeds, in solids and plaids and suitings in fancy patterns.

WASH GOODS—
 Mothers, school days are here—better get the kiddies ready! We have a complete line of Peter Pans, Gingham, Percales, Linens and Prints.

A NEW LINE OF SILK HOSE IN ALL THE NEW FALL SHADES.

ALSO SPORT HOSE IN FANCY PATTERNS FOR LADIES AND CHILDREN.

J. O. NEWELL
 WE GIVE 24 GREEN STAMPS

WINTER IS COMING

Buy coal now and avoid possible disappointment next winter when it may be scarce.

COAL

We have plenty of feed for your cows.
 We have Purina feed for your chickens.

Jones & McLean
 PHONE 1

MIDLAND CELEBRATES.

An honest-to-goodness "cowboy" reunion began Monday at Midland, lasting three days, and cow-hands from hundreds of miles away thronged there to be in for the fun.

A special three-day program of races and rodeo events had been arranged and the daily attendance ranged between four and five thousand.

City of Snyder Ready to Entertain Lindbergh

Lindbergh will have good reason to remember the people of Texas as his best entertainers if the people of Snyder have their way. The town is making a real event of Col. Lindbergh's visit to Abilene September 20th, and expects to turn out nearly en masse.

George F. Smith, editor of the Snyder Times Signal, and Mayor H. G. Towle have been asked to act on the reception committee and more than 100 automobiles have signed up to make the trip. Miss Tommie Jenkins has been chosen for the honor being the "Spirit of Snyder."

RIGHT INHERITANCE EASY TO GIVE.

By DR. FRANK CRANE.

Most normal men and women live for their children.

Beyond getting what satisfaction they can out of their own lives, they want to see their children get satisfaction out of theirs, they want to see they have a better chance and more advantages than they themselves had.

Just how to accomplish this requires much thought and calls for all our intelligent planning.

It is pretty well established that leaving your children a lot of money does them no good. More wrecks have been caused, more lives ruined and more characters undermined by having things made easy for children, by giving them too many unearned advantages than by anything else.

It may be safely concluded that if any man has a grudge against his children and wants them to be failures the surest way is to leave them a lot of money.

Thinking people know that other things such a character and the like, count more than money.

In the first place we ought to do what we can to bequeath to them an orderly and law-abiding society, a state in which the laws are respected and obeyed. People, therefore, that countenance bootlegging and other illicit acts which happen to be popular, are working for a state of society which will be inimicable to the coming generation.

The second thing is character. It is our duty to our children to give them a good biological inheritance. This we can do by living clean lives ourselves and, in the final analysis, most of the good we do other people depends on how well we take care of ourselves.

If the children are healthy and strong and normal physically, the next thing they need is moral character.

Unfortunately, this is a more difficult thing to come at. Out of many a family the highest ideals and the most blameless practice can come with a descendant who is absolutely lacking in moral stamina. About all we can do is to give as good an example as possible and good teaching. The result then is in the lap of the gods. We can't help it and we are not to blame if the young scion turns out crooked. It is lamentable, but it is inevitable.

Another thing we can leave our children is friendship and association with the right kind of people. This we can do only by associating with the right kind of people ourselves.

The best that can be done, in a nutshell, is to know our children, be companions with them and influence them by our own character as much as possible.

Queer Quirks in Human Destiny

By HARRY R. CALKINS
 WNU Service

Andre's Fatal Error

THE confiscation of a Hessian uniform coat by a struggling soldier of the American Revolutionary army saved Washington's struggling forces from the designs of the traitor, Benedict Arnold.

One dark night in September, 1780, Arnold, who was then in command at West Point, met Maj. John Andre, adjutant general of the British army, on the banks of the Hudson river near Stony Point. There they discussed Arnold's treasonous plans to turn over Hudson valley to the British by surrounding West Point, which, with the successes just attained by the British in the south, they believed, would destroy American hopes. Next day Andre intended returning to the British camp, Vulture, anchored in the river, but American batteries began firing on him and his boatman, Joshua Smith, refused to row him out.

To escape this dangerous predicament Andre started on the journey to British headquarters in New York, overland. As he was nearing Tarrytown and safety, Andre was suddenly confronted by three armed men. One of them wore a Hessian uniform coat. That led Andre into his fatal error. He concluded these were British soldiers and cried out that he was a British officer. Then to his dismay he discovered they were Americans.

Andre begged, threatened and offered a huge ransom but in vain. The men searched him and papers in Arnold's handwriting were found in his stockings. The prisoner was turned over to an American officer, who sent a letter to Arnold, telling of the capture, unaware as yet of Arnold's implication. The papers were dispatched to General Washington.

It so happened that General Washington had unexpectedly arrived on the Hudson. He had a way Alexander Hamilton and others of his staff about the capture of Arnold. The message of Andre's arrest reached Arnold at the table. He folded the paper, excused himself and hastened to his room. There he told his beautiful wife of his impending ruin and left her weeping with their child. He made good his escape. Andre was hanged.

John Paulding, David Williams and Isaac Van Wert were the Americans who captured Andre. Each received a medal and an annual pension of \$200, but their fame was dimmed somewhat when it developed that they were not soldiers but army stragglers apparently devoid of patriotism. Andre testified that they were willing to be bribed, but he could find no way to insure payment of the money he promised them.

IF You Want a Farm Loan
 You Want a Building and Loan Co. Loan,
 You Want a Bond
 You want a Fire Insurance Policy
 Come and Talk It Over With
D. F. ASHBROOK
 Phone No. 7 —the insurance man

FOR SALE

I have the following property which I have priced low in order to make a quick sale:

FOUR GOOD JERSEY COWS—all fresh this fall. These cows are far above the average.

One 22-36 Case Steel Threshing Machine. Needs very little repair. Prices so you can pay for it in a week's threshing.

One 15-50 McCormick-Deering tractor. Has been out two years.

See Me At Once for a Bargain.

C. A. SKELTON

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Positive At Last.

Your oath. Do you drive a wagon?
 "No, sir."
 "Then what is your occupation?"
 "I drive a horse."
 And They Do.
 "Where is the best place to hold the World's Fair, Philadelphia?"
 "Around the waist, Errotades."

Corporal—Didn't you hear 'About Turn'?"
 Rookie—"No, what happened to him?"
 If long skirts for women come back into style more men will ride on airplanes.

SPECIAL MARCELLING - - - 40c
 MRS. J. H. MILLER, PHONE 84
 Second House North Presbyterian Church

CHRYSLER

Four Great Cars in Four Great Markets
 '52 - 62 - 72 IMPERIAL 80
 \$725 to \$3595

CHRYSLER cars are designed and built for people who want that extra something which makes all the difference between the generally satisfactory and the truly distinctive. Amazing pick-up, power, speed—instant handling responsiveness—brakes that positively insure safety—most unusual riding comfort—marked freedom from mechanical care—admirable smartness of line and color.

You will find these amazing qualities in every Chrysler—'52, '62, '72 and Imperial '80—built and inevitable because of the unique Chrysler plan of Standardized Quality manufacture.

NEW CHRYSLER "52"—52 and more miles an hour. Acceleration and smoothness no other low-priced car can approach. Full-sized bodies of wood and steel. Saddle spring seat cushions. Fine mohair upholstery. Five body styles, \$725 to \$875, f. o. b. Detroit, subject to current Federal excise tax.

L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

CHURCH
First Presbyterian Church
 SAB. M. HOWE, Pastor.
 "What is Right With the Church?" Many are those who are discussing what is wrong with the church. Fair-mindedness requires the discussion of the other side of the question for a while. Hear this side of the question on next Sunday morning in the pastor's message.
 A very extraordinary feature of the coming Sunday services will be

HAVE YOU TRIED OUR GOOD CHINESE?
 It's the Best in Town!
THE GRILL LUNCH
 520 MAIN

the officiating at the piano by Judge Owen P. Smith, of Hereford, who, by special invitation, has consented to play the hymns and to bring to the congregation several special selections of prelude, offertories, and postludes. We shall be glad to have Judge Smith with us and we invite the public to hear him.

Preaching services at 11 a. m. and 8:15 p. m. Afternoon sermon at Flagg, 3 o'clock. At the evening hour, Mr. Paul Simms will preach to our congregation. Let us give him a good hearing. Sunday school, 9:45 a. m. Christian Endeavor, 7:30 a. m. Women's Missionary meeting on Wednesday at the appointed hour. Church-Nite, Wednesday, 8 p. m. General Council of Evangelism immediately following Church-Nite services. The opened door of this church says welcome to all. To young and old, to saint and sinner, to men and women alike, to the resident of our community and to the stranger within our gate, a most cordial invitation is hereby extended.

First Baptist Church
 J. M. OLOYD, Pastor.
 A call comes to each member of our church to pray this month in

a special way for all our work around the world.
 "Oh, what if those we have failed to uphold, by the prayers that we did not pray, should fall in defeat at the battle's front, or falter along the way? Do you think the fault would be wholly theirs, if weary and sick at heart, they failed to find the upward way when we did not do our part?"

We are expecting a good day next Sunday. We extend a most cordial invitation to all the school folks to worship with us—teachers and students alike. Sunday services as follows:
 Sunday school, 9:45.
 Preaching, 10:45 and 8:15.
 B. Y. P. U. (place for all) at 7:35.
 Prayer service at 8:15 Wednesday evening.

CHRISTIAN ENDEAVOR PROGRAM
 Topic, God's Portion of our money; how should I spend it?
 Leader, Dorothy Blaylock.
 Song.
 Prayer, Harry Kibbe.
 Scripture.
 A right attitude toward all money, Nina Crawford.
 Where shall we spend God's money? Lila Mae Smith.
 What portion of our income belongs to God? J. T. Gilbreath.
 Song.
 Business.
 Benediction.

THE SUNDAY SCHOOL LESSON
 Sunday, September 11.

Solomon Dedicates the Temple. The scripture reading is found in I Kings, eighth chapter. Read the entire chapter and emphasize verses 1:11 and 62-63. Then read the Golden Text in Psalm 122:1. Other references which will be helpful to the understanding of the lesson are found at the close of this exposition of the lesson.

Religion has ever had its devotees. It is a complex of reverence, love, devotion, trust and dependence. Each of these components is a social attitude and must therefore require fellowship. The colossal undertaking of the temple building therefore was a means of providing a rendezvous and a fitting symbol of such fellowship—fellowship of human beings and fellowship with God.

That religion might be exalted to its rightful place we find the highest officials of Israel participating in its promotion in the building and dedication of the temple. That fact is outstanding in this lesson. The king and elders, the executives and court officials preside at the dedication and bring their homage to the Lord Jehovah.

Every community guarantees its own welfare by defining its leadership in terms of devotion to the highest religious ideals which it can conceive. When the wicked are exalted then the people must suffer the consequences of wrong and powerful influences. When the righteous are exalted to power then of good influences are felt in the many phases of popular life.

So this is the significance of

the temple story. Officialdom identified with religion; in close juxtaposition to the palace, the temple, within the temple the cherubim of divine presence, beneath the cherubim the ark of the covenant containing the constitution of the state, within the temple, after its dedication to almighty God, the cloud of the divine presence, out-ranking all the symbolism of that presence. Symbolism is not sufficient. But at the point where the divine presence, crowns the symbolism, worship is completed.

A building has been completed. Its walls glisten with decorations, its appointments are complete; beautiful light fixtures are installed, but darkness within covers all the beauty of the interior. The electrician connects the wires of the current. Beautiful colors gleam where darkness prevailed. The symbols are invested with living meaning. So was it with the temple. When the divine presence crowned the cherubim and cherubim, ark and altar and filled the temple, then symbolism changed to glowing reality.

Readings.
 Preparation for building the temple, I Kings, 5:1-12.
 The building of the temple, I Kings 6:1-10.
 The temple completed, I Kings, 6:14-22.
 The temple adorned, I Kings, 6:23-36.
 The dedication, I Kings, 8:1-11, 62, 63.
 The temple of God I Cor. 3:10-17.
 Love for God's house, Psalm 122:1-8.

BEST RECEPTION IN CHRYSLER HISTORY GREET'S LATEST CAR, THE ILLUSTRIOUS '72'

Admiring Crowds Throng Dealers' Showrooms Everywhere to Inspect Much Praised Improvements of New Model, Detroit Reports Indicate.

The most enthusiastic reception ever accorded any product of the Chrysler Corporation is being extended to the new '72' model announced by the company a few days ago, according to advices received from the Chrysler offices at Detroit by L. W. Hough.

A veritable flood of telegrams and letters is pouring into Chrysler headquarters, those advices state, and brings from every part of the country word that throngs are daily crowding dealers' showrooms to confirm for themselves the extraordinary praise they hear from others about the beauty, luxury and wonderful performance abilities of the '72.' Although the new cars have been in view little more than a week public demand for them, as evidenced by dealers' urgent requests for increased allotments, is surpassing the most sanguine hopes of the producers.

"Chrysler popularity, raised even above its customary high level by public response to the two new cars we previously announced this summer, the '52' and the '62,' has been lifted to entirely new heights by the overwhelming welcome to the company's latest offering, the illustrious New '72,' J. W. Frazier, Chrysler sales manager says.

"The volume and warmth of

congratulations we are receiving is almost unbelievable. It is evident that the beauty and performance qualities of the new model have fairly taken the country by storm. The reception is far beyond our expectations and augurs the largest demand for Chrysler cars during the remainder of the year that we have ever experienced.

"The new features of the '72' that have combined to bring about this highly favorable impression include its new and bigger engine, its increased length and the additional interior roominess thus made possible, the enhanced beauty of the external contour, new riding comfort resulting from the use of full rubber insulation and performance abilities beyond what even previous Chryslers have been able to achieve.

"A noticeable fact in the rush of orders for the new model—as has been the case also with the other new 1927 cars, the '52' and the '62,' is the wide-spread demand for equipment with the new Chrysler high compression engine, the 'Red-Head.' The demand is not limited to the roadsters of the three models, on which this equipment is standard, but a very large proportion of buyers of all the other body types in which it is optional, are evidently eager to enjoy the new possibilities in speed, acceleration and hill-climbing which are opened up by the 'Red-Head.' The heavy demand for the three new Chrysler models, it is understood, has brought the Chrysler Corporation face to face with a shortage of both the '52' and '62' and indications are that a similar condition will exist shortly in regard to the '72,' a situation almost unprecedented at this time of year.

The reception reported for the new Chrysler model elsewhere is reflected in a remarkably heavy local interest, according to Mr. Hough.

"Company officials in Detroit are very enthusiastic over the '72,' he said today, "but with all their optimism I don't believe they really know what they have in their new car. It is the most wonderful automobile I ever drove. Everybody who takes a demonstration trip in it comes back with warm praise for its smooth and quiet performance, its ability to get away easily and pick up speed quickly to 72 and more miles per

hour, its wonderful hill climbing qualities, and perhaps most of all, the luxurious sensation of riding on its delightfully soft saddle-spring cushions with an engine cushioned in rubber at both front and rear, rubber spring shackles, and a rubber insulated driving disc in the clutch."
 —Adv.

Bill's Luncheonette Now Under New Management

Bill's Luncheonette, which has been closed for the past three weeks, opened Monday morning under the management of C. S. Richards, of Hereford. Mr. Richards has been in the restaurant business in this city for a number of years.

"We don't intend to run any regular meals," Mr. Richards said, "but we are sure going to try to give the people of Hereford something good in the way of short orders and specialties." The cafe will retain the name it now has.

Canyon College Has Change in Personnel

One of the changes made in the personnel of the W. T. S. T. C., which closed for the summer last week, was the appointment of L. G. Allen, dean of the college for several years, to the position of Dean Emeritus. Dean Allen will retain his position as head of the mathematics department. Dean Allen's place as head of the college will be filled by Prof. R. P. Jarratt, dean of the department of education, who has acted as associate dean for the past three years. D. A. Shirley, registrar of the college, became associate dean.

Try a Want Ad in THE BRAND.

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, Scabies, Itchiness, Foot Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 50¢ and \$1.00 a Jar; Soap 25¢. At all Drug Stores.

City Drug Store

It won't be hard to jump a board bill when we have Spring restaurants. Order parachute now.

FAIRBANKS MORS Home Light Plant



An electric fan brings cooling breezes and summer comfort to your equipped country home.

DUNLAP & SON
 HEREFORD, TEXAS

I am an avaricious ant!

I should be killed! See Brand Powder or Liquid kills Flies, Fleas, Mosquitoes, Roaches, Ants, Water Bugs, Bed Bugs, Moths, Crickets, Fleas, Lice and many other insects.

See Brand Powder 100 and 250 use and 500 use 10¢. See Brand Liquid 100 and 250 use and 500 use 10¢. Spray Gun 10¢. Wholesale bookstores, drug stores and mail orders.

McCormick & Co. Baltimore, Md.

Bee Brand INSECT POWDER or LIQUID



TIRE SERVICE

Service for your automobile at this Station means the best workmanship and the best materials—whether it be tires, tubes, battery, gas, oil or grease. We are proud of our service and workmanship.

We carry both HOOD and Miller Tires.

Make Our Station Your Headquarters for **MARLAND GAS AND OILS**—at the sign of the triangle

BUICK SERVICE STATION

OPEN AGAIN

SERVING ALL KINDS OF SHORT ORDERS STEAKS and CHOPS "Try Our Coffee"

BILL'S LUNCHEONETTE
 C. S. RICHARDS, Prop.

REWARD!

We will pay Three Hundred Dollars for information leading to the arrest and conviction of any one stealing our cattle.

LANDERGIN BROS. CO.

REAL ESTATE

CITY—FARM—RANCHES Priced to Sell. Real Estate Loans. **HILL & RICKETTS** Phone 358

SATURDAY, SEPT. 24, 1927

IS THE DAY FOR THE ANNUAL SALE OF

HENDERSON FARMS, Hereford, Tex.

At 1:00 p. m., at Sales Pavilion

OFFERING 30 HEAD OF POLAND CHINA **Boars and Gilts**

(Few of the Gilts Are Bred)

In this sale will be offered a class of Poland Chinas that have met with the approval of every honest critic who has seen them. We have bred this herd with the view of improving the breed and not for the short-lived success which might result from offering animals with no individuality.

SIZE, TYPE, VITALITY and EASY FEEDING QUALITIES demonstrated through generations has been concentrated on this farm and is what we are offering in this sale.

Every hog in this sale is registered and papers will be delivered sale day.

Write For Catalogue.

J.M. Henderson & Son, Owners, Box 270 Hereford, Texas
 COL. W. S. WILLIAMS, Auctioneer E. C. EUBANKS, Clerk



MISS HI-JAY, No. 1091943

One of the greatest brood sows living today. Dam of Granddam of practically everything in sale. Photo as a pig, when she was Grand Champion at every Show in the West.

BUICK for 1928



When Buick improves upon Buick—the standard for the year is set

Buick for 1928 introduces a higher standard of beauty and luxury than the world has ever known. Buick interiors are as modish as exquisite drawing-rooms—as harmoniously colored—and as comfortable. Buick's new Fisher bodies are low-slung without any loss of head-room or road-clearance.

And so, down to the smallest detail of construction, wherever refinements could be made, Buick has made them. Again Buick has improved upon Buick. Again the standard for the year is set.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
 Division of General Motors Corporation

Sedans \$1195 to \$1995 Coupes \$1195 to \$1850 Sport Models \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. financing plan, the most desirable, is available. The model illustrated is the Five-Passenger Sedan, Series 120, \$1,295. WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM.

Norton Motor Company
 Hereford, Texas

CLASSIFIED

TRANSFER—Light hauling and delivery done quickly on short notice. Phone 116. Charges reasonable. ARCH CONKLIN. 10-11

Lost and Found

STRAYED—From my pasture ten miles northwest of Hereford, two cows, branded G on left side. Possibly with calves. W. A. DOUGHERTY. 34-1tp

STRAYED—From J. J. Clayton farm, one Jersey yearling steer; has crop off left ear and bar on left hind leg. Call 197. 32-2tp

For Rent

FURNISHED BED ROOM, \$10.00 per month, on second floor, one block north of high school. MRS. E. J. WILLIAMS. 34-p

FOR RENT—Five room, modern home, partially furnished, close in. Enquire of MRS. W. A. MILLER.

FOR RENT—Three 14 x 14 foot rooms; 50 acres of pasture, garage, small shed, windmill, 2 1/2 miles of town section. Phone 198. 34-1p

FOR RENT—Bedroom for couple, close in. Phone 1204. 32-1fc

FURNISHED rooms to rent, also bedroom. MRS. ED. CONNELL. 32-1fc

FOR RENT—Modern five room apartment. See L. BASKIN, or phone 138. 29-1f

FOR RENT—Two un-furnished rooms. Phone 22. 28-1f

For Sale or Trade

FOR TRADE OR SALE—Twenty acres close in; in cultivation; clear of debt; will trade for house and lot in town. FRANK MILLARD. 20-1f

For Sale

I have had in my possession since April one sorrel mare mare, four or five years old. Owner please call 7 miles north of Hereford on 25-Mile Avenue. L. F. RINDOCK. 34-1tp

Leading piano manufacturer has in this vicinity in grand, 20 uprights and two ping-pong tables to store with responsible parties or will sell cheap rather than ship back. Address BOX 355, Chicago, Ill. Dept. C. D.

FOR SALE—National Pressure Cooker, bought last year only used a few times; cheap. GEORGE MILLARD. 34-2tp

FOR SALE—Easy terms on well improved 20-acre truck farm, one mile west of Hereford, Texas. Address Box 396, or phone 136. 32-3p

BEST CASH OFFER buys lots E and G, Block 17, Whitehead Addition, Hereford, Texas. F. A. ESTOCK, Owner, 600 Wing St., Glendale, Calif. 31-4i

FOR SALE—Two good row binders. Call L. H. SPORE, at 41. 31-1f

GENUINE Winter Barley seed, \$1.00 per bushel. See H. ALLMAN, 8 miles south of Hereford. 34-3tp

FOR SALE—My home on East Third Street, and some choice residence lots; good terms. ALVIN C. THOMPSON. 30-1f

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.

Premium List Is Announced by R.O. Dunkle

A complete list of the individual awards and premiums on farm crop exhibits and vegetables was announced this week by County Agent R. O. Dunkle, who is superintendent of that department of the Deaf Smith County Free Fair to be held here the 22nd, 23rd and 24th of this month.

As announced by Mr. Dunkle, the prizes are as follows:

Farm Crop Exhibits.

Best gallon wheat, any variety, 1st, \$2.00; 2nd, \$1.00; 3rd, ribbon.

Best bundle wheat, any variety, 1st, \$1.00; 2nd, ribbon, 3rd, ribbon.

Best gallon sample oats, any variety, 1st, \$2.00; 2nd, \$1.00; 3rd, ribbon.

Prizes on the following will be: 1st, \$2.00; 2nd, \$1.00; 3rd, ribbon: 10 heads blackball kafir. 10 heads red milo. 10 heads hegaria. Best Sample corn, any variety. 10 heads feterita, 1st, \$1.00, 2nd, ribbon; 3rd, ribbon. Best 10 ears popcorn, 1st, \$1.00; 2nd, ribbon; 3rd, ribbon. Best peck peanuts, any variety, 1st, \$2; 2nd, \$1; 3rd, ribbon. Best peck Irish potatoes, any variety, 1st, \$2; 2nd, \$1. 3rd, ribbon. Best peck sweet potatoes, any variety, 1st, \$2; 2nd, \$1; 3rd, ribbon. Best 3 stalks cotton, any variety, 1st, \$2; 2nd, \$1; 3rd, ribbon. Best 3 stalks beets, 1st, \$2; 2nd, \$1; 3rd, ribbon. The following are \$1.00 for first prize and ribbons for the second and third prizes: Best bundle sudan, Redtop cane, millet, alfalfa, sweet clover. All bundles should be cut in the flower stage, cured, and those with lots of leaves or blades score highest.

Vegetables.

Best peck turnips, 1st, \$1.50; 2nd, \$1.00, 3rd, ribbon. Best peck onions, any variety, 1st, \$2; 2nd, \$1, 3rd, ribbon. Best gallon black-eyed peas, 1st, \$1.50; 2nd, \$1; 3rd, ribbon. Best gallon pinto beans or any other variety, 1st, 50c; 2nd, ribbon; 3rd, ribbon. Best gallon butter beans, 1st, \$1.50; 2nd \$1.00; 3rd, ribbon. Best and biggest pumpkin, 1st, \$1.50; 2nd, \$1; 3rd, ribbon. Best and biggest watermelon, 1st, \$1.50; 2nd, \$1; 3rd, ribbon. Best and biggest cushaw, 1st, \$1.50; 2nd, \$1; 3rd, ribbon. Best three cantaloupes, any variety, 1st, \$1; 2nd and 3rd, ribbons. Best three winter squash, any variety, 1st, \$1; 2nd and 3rd, ribbons. Best display of the following vegetables, 1st, \$1.00; 2nd and 3rd, ribbons: 12 tomatoes, 12 carrots, 6 cucumbers, 6 peppers, 3 cabbages. In selecting vegetables the size demanded on the market will receive highest score, over-size will not score as high as medium size. Have all same size, shape and color and not over-ripe. Small vegetables may be shown in pasteboard plates or in gallon containers.

WOLFINGTON DEAD

Gangrene Which Sets In After Appendicitis Proves Fatal to Farmer Living Fifteen Miles Northwest of Hereford.

Gangrene following appendicitis was responsible for the death on Tuesday morning of B. D. Wolfington at the Deaf Smith County Hospital. Mr. Wolfington lived on a farm about fifteen miles northwest of Hereford.

Mr. Wolfington came to this vicinity about two years ago from Oklahoma. He is survived by his wife and eleven children.

Mr. Wolfington died at the age of fifty-one years, ten months and six days.

Trip Made to Carlsbad Cave by Scout Troop

Thirteen Boys from Here Make Three Day Expedition With Scoutmaster Harrison and F. W. Goodnow and See Caverns.

A group of thirteen Boy Scouts, members of Troop 3, made a trip last week with Scoutmaster E. W. Harrison and F. W. Goodnow to Carlsbad Cavern at Carlsbad, New Mexico. The boys left Wednesday morning, spent Thursday visiting the cave and returned Friday.

According to Mr. Harrison, the boys proved excellent campers and showed that they are well versed in their scout craft. Little sleep was enjoyed the first night, he said, because a number of the scouts thought that they were victims of chiggers and the fact that there was not a chigger within several miles did nothing to allay their fears of being molested.

Scouting evidently does nothing to hinder one's appetite, for the "grab" ran low after the first night, and the group had to break camp the next morning before they could get breakfast.

The scouts were impressed with the grandeur and size of the cavern. Mr. Harrison said, and expressed their enthusiasm over the trip. They voted a vote of thanks to the First State Bank and Trust Company, through whose kindness they were donated a truck for the hauling of supplies.

Besides Mr. Harrison and Mr. Goodnow, the following scouts

made the trip: Sherman Morgan, Andy Habermacher, O. J. Beene, Weldon Beene, Jack Gilliland, Homer Brunley, Gaylord Newell, Hereford West, Roy Ward, C. E. Grimes, Othie Ferris, David Harrison and Rex Tines.

W. F. Orr and Roger Corbett of the Orr Tailor Shop, went to Amarillo Tuesday to attend an exhibition of cleaning methods which was given at the Fred Doche Tailor Shop there.

FOR QUICK JOB SERVICE SEE THE BRAND.



TIRE SERVICE

Service for your automobile at this station means best workmanship and first quality materials, whether it be tires, tubes, battery, gas, oil or grease.

Make this station your headquarters for your gas and oil. See for yourself how we are organized to serve you. You will appreciate Abo gasoline—if you will but try it.

Tire Service Supreme—Try Us.

ABO FILLING STATION

We Give Gold Bond Stamps

Lift the Receiver and Call



For Every Table Need

THAT NUMBER IS OURS

Good Groceries Prompt Service

MONT E. BAKER
Cash Groceries

Ray Barber

Pure Bred Live Stock and Farm Sales

AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

Leave Your Sale Dates With Hereford Brand. Hereford, Texas.

GAS

(Continued from Page One.)

the same are acquiesced in by the company or if the company at any time sells to any of those cities at a lesser price the city of Hereford has the right to such reductions.

In the event, however, that gas is found in or near any of these cities in sufficient quantity to make its use possible within that city, that city alone shall benefit by the lower rates thus made possible.

Although the franchise does not guarantee that the work will be completed before December 1, 1928, the officials of the gas company left the impression with the city commission, Mayor Ireland said, that they would probably be through here long before that; in fact, there is a remote possibility that Hereford consumers will be using gas as fuel before the winter is over. Weather conditions and similar factors will affect the possibilities of completion at any date earlier than the time scheduled.

"Without a doubt," Mayor Ireland said, "the securing of a gas line through Hereford will do more for the development of this city than has ever been done before, particularly in the development of our shallow water possibilities."

Investigators for the West Texas Gas Company who were in this city some time ago, expressed their enthusiasm over the irrigation prospects here. Engineers, they say, have shown that almost any discarded automobile engine or other power plant can be made to do this work when fueled with natural gas. Such a possibility would mean that irrigation pumping could be accomplished at approximately half of its present cost.

EXHIBITS

(Continued from Page One.)

Vegetables, 10 exhibits of different varieties or kinds as designated below:

1 peck Irish potatoes, and variety; 1 peck sweet potatoes, any variety; 1 peck onions, any variety; 1 peck turnips, any variety; 12 radishes, 12 tomatoes, 12 okra pods, 12 peppers, 3 heads cabbage, 3 cantaloupes, 3 summer squashes, 1 pumpkin, best and largest, 1 water melon, best and largest, 1 gallon string beans. Canned goods may be exhibited in the women's department competing with the general exhibits where prizes will be awarded, Mr. Dunkle said.

TO THE CITIZENS OF HEREFORD

In connection with the weed cutting—Clean Up campaign for the week beginning with next Monday, September 11th, I wish to call attention to the Ordinances of the City requiring the cleaning up of premises and the cutting of weeds, bearing on this matter as follows:

Ordinance No. 140 provides that any person who shall fail or refuse to cut and remove all weeds, stumps, tin cans and rubbish of all kinds from the premises occupied by him, or from the sidewalks, alleys and gutters shall be deemed guilty of a misdemeanor, and shall be punished by a fine of not more than \$200.

Ordinance No. 68 provides that on instructions of the City Commission, the City Marshal shall notify the owner, or his agent, or person in charge of any lot or premises in the city, to clean up said premises and to cut and remove the weeds therefrom, and in the event of the failure or refusal to do so, the Marshal shall have the power to have same done, and to charge the expense against such property, and the amount expended shall constitute a lien against such premises. Action by the City Marshal under this ordinance will not exempt the owner or person in charge of any lot from prosecution under ordinance No. 140, mentioned above.

Growing weeds and the accumulation of trash and rubbish of all kinds is detrimental to the health of any community and the city has the power to require the owners or persons in charge of any premises within the city limits to clean up their premises and cut the weeds therefrom.

I trust that everyone will show a proper spirit of co-operation so that Hereford will be a clean town and that it will not be necessary for the city to take action in any instance under the above ordinances.

E. B. IRELAND, Mayor.

Mrs. G. B. Warren and children, Marie, Maurice and Mildred, left yesterday for Friona. Mrs. Warren will act as manager of Mr. Warren's newly purchased general store there for the time being.

Mrs. Earl Bennett of Amarillo spent the week-end here with her father and mother, Mr. and Mrs. D. B. Gass.

MARCELLING 50c
Mrs. Sam Hutson
AT SPROWLS-CROHN & COMPANY HEREFORD, TEXAS

CALL US FOR ALL KINDS OF REPAIRING and SHEET METAL WORK HEREFORD SHEET METAL WORKS

AUCTIONEER
W.S. WILLIAMS
Hereford, Texas
Service and Satisfaction is My Motto

Lindbergh or Chamberlain

Moved Around Faster

BUT THERE'S NOTHING ON THE GROUND THAT GOES AROUND THAT CRACK....

CHRYSLER "62"

—the car picked as First Prize in the Brand's Circulation Drive.

If you want to see the classiest thing on four wheels, just drop around to our place and get an eye-full.

Did You Ever See a Chrysler Owner Without That Satisfied Look?

L. W. HOUGH
Dealer
Hereford, Texas

Society

Gray-Boardman Nuptials Solemnized Last Friday

One of the most beautiful and impressive wedding ceremonies performed here in some time was solemnized Friday evening when Miss Dorothy Gertrude Boardman, daughter of Mr. and Mrs. H. H. Boardman, was united in marriage with Leven D. Gray, of Dayton, Ohio. The ceremony, which took place at the Presbyterian church, was performed by Dr. L. E. Gray, of Ferris, Texas, father of the groom.

Preceding the marriage, Glen Boardman played a violin solo, "To a Wild Rose," accompanied by Miss Ina Gregg at the piano. Mrs. Ray Conaway sang two numbers, "I Love You Truly" and "Because," accompanied by Miss Gregg. Miss Gregg also played the wedding march.

The bride was charmingly dressed in white and wore a corsage of lilies of the valley, orange blossoms, and rose buds.

Miss Ethel Walters and Mrs. Earl Nunn were bridesmaids and the two junior bridesmaids were the Misses Ethel Boardman and Mary Elizabeth Ross. Misses Ila Mae Johnson and Fay Crosthwait were charming as flower-girls.

The church was beautifully decorated in an attractive color scheme of honeydew and orchid. Large baskets of daisies carrying out this color combination graced the altar. Candelabra containing eight white tapers each furnished the only illumination, diffusing a beautiful, soft glow, making the ceremony even more impressive. The altar was decorated with Southern amaranth and fern.

Out of town guests who were here for the ceremony included Mr. and Mrs. W. H. Boardman and daughter, Anita, Mr. and Mrs. B. H. Olsen and Mr. Will Laab, all of Bennington, Kansas; Mr. and Mrs. W. H. Stewart, Miss Mary Lee Fuqua, Jack Fuqua, Mr. and Mrs. Hicks Daniel and children and Mr. and Mrs. Earl Nunn, all of Amarillo; Thomas Jervis, Cincinnati, Ohio; Miss Loretta Baker, Waxahatchie, Texas; Mr. and Mrs. Sloane Baker, Memphis, Texas; Dr. and Mrs. L. E. Gray, Ferris, Texas.

Jack Whinery Married to Girl from Bellview

A very quiet wedding, attended only by close friends, was solemnized at ten o'clock Sunday morning at the home of G. W. Cottrell when Miss Edith Evans and A. Jack Whinery were united in marriage by the Rev. M. G. Cottrell. Mrs. Whinery formerly lived in Bellview, N. M., and Mr. Whinery is a well known resident of Hereford. The couple expect to make their home near Hereford.

Bridge Club Entertained At Home of Mrs. Fox

The members of the Bridge Club and a few additional friends were pleasantly entertained on Tuesday afternoon by Mrs. Homer K. Fox. An attractive decorative motif was carried out through the use of dahlias and roses. Large vases of these beautiful flowers were used throughout the receiving rooms.

Four tables were arranged for play, with Miss Mabel Galt securing high and Mrs. M. B. McLean low in the games. Each was presented with a lovely prize.

Sunday School Class Gives Dutch Line Party

Members of the Pep Class of the First Christian church entertained Monday night with a buffet supper at the home of Mrs. M. B. McLean, followed by a Dutch line party at the Star Theatre.

Those attending included Mr. and Mrs. Claude Miller, Mr. and Mrs. Roy Jowill, Misses Viola Carpenter, Lucille Gillebreath, Eunice Gillebreath, Lucille Megert, Doll Megert, Floyd Wilson, Ina Gregg, Christine Aldridge and La Moine Shaw; Messrs. Travis Dameron, Leonard Foster, Earl Gough, Jewell Marchless, Harry R. Seed, J. M. Posey and Elbert W. Smith.

LAWY PARTY GIVEN.

The following guests were present at a lawn party given last night at the home of Florence Shore: Beale Megert, Mollie Ray Cronin, Ina Mae Hastings, Oriana Savage, Ruth Conaway, Alleth Elliston, Irrol Brumley, Vondel Brooks, Clyde Sharp, Jim Gilliland, Jack Miller, R. V. Miller, Raymond Ricketts and Pete Carmichael. Delicious refreshments of cake, ice cream and punch were served.

F. H. Overthier and George McConnell, service men, were in Farwell Tuesday installing a Frigidaire at the home of Jack Dunn.

New Building Is Postponed, Elliston Says

In last week's issue of The Brand an authorized announcement was made of the coming construction of a new brick building on Main street on the site now occupied by the Carlyle Grocery. On Thursday morning of this week Mr. Elliston handed the Brand the following communication:

"In last week's issue of The Brand I hastily announced the erection of a brick 31x90 feet on my lot now occupied by the Carlyle Grocery, the new building to be occupied by Mr. Carlyle in a more extensive grocery business.

"After due consideration, I have decided to postpone the erection of this building until a later date."

"A. H. ELLISTON." The Brand is informed that the reason for this delay is the illness of Mr. Elliston. It is hoped that this will not prove serious and Mr. Elliston will renew the plans for his new building.

CAMPAIGN

to subscribe for a year or so and at the same time help a friend in obtaining credits.

Get a Flying Start.

The "Entry Blank," good for 2,000 free starting credits, appears again in today's paper. All entries received now will be credited with this 2,000. Also, attention is called to the "First Subscription Coupon," which also appears again in today's paper, and which counts a bonus of 10,000 credits when the first subscription is obtained. A few references to the list will show, have already taken advantage of this coupon and have obtained a subscription or so, but only a few, for the race is just starting, just beginning, just commencing. The more entries there are the merrier, and the easier it will be for each individual to win, as the more voting is split up, the less any one contestant will need to have a majority. It's like any political race.

Extra Credit Offers.

Right now is the very best time of all to enter. Those who start this week will be able to take practically full advantage of the three big extra credit offers, which do not close until Saturday, September 24, at 9:00 o'clock. In brief the offers are as follows:

- (1) For every NEW subscription, 30,000 EXTRA credits will be issued.
- (2) For every book of ten subscriptions turned in, 50,000 extra bonus votes will be issued (these may be either new or old).
- (3) For every \$20.00 worth of subscriptions turned in, 150,000 extra credits will be issued (the subscription money may be either new or old or both).

Entrants are requested to note particularly the closing date and hour of these offers. The time is 9:00 p. m. Saturday, September 24. After that, the credits will be cut away down and the biggest and best chance to win will have passed. The offers of course, run concurrently and do not conflict in any way.

The big Chrysler '02' Sedan, first grand prize, continues to be the cynosure of all eyes. Everybody is talking about it, and speculating as to whom the fortunate winner will be. Of course, that remains to be seen. It is a matter of credits.

A Good Reason.

W. H. Ray, manager of the Hereford Jewelry Company, reports that many callers are coming in to see the beautiful diamond rings and the handsome wrist watch that are the other prizes. One club member who left her wrist watch on while in swimming last summer is said to be working solely with the idea of replacing the damaged chronometer. And so it goes.

There are no "hangers-on" from today's list of names. In other words, nobody is in the campaign whose name does not appear. All extra members MUST be listed. This rule will be strictly adhered to throughout.

Time Is Short.

Just five weeks from Saturday night—thirty working days—and the campaign will be over. Those who want in should get in NOW, and start working while the credits count most. Later on it will not be so easy. Prospective entrants are cordially invited to come in to the Brand office and talk it over with the Campaign Manager. Receipt books and full information and supplies will be furnished. Remember, it costs nothing either now or later, and there is plenty of fun in store for those who make the race. If you can't come in, telephone the Manager—the number is 30.

Don't delay—get NOW!

Mrs. I. H. Bratt and son Carl returned Friday from a three weeks visit with friends and relatives in Missouri.

Miss Davis Smith accepted a position Monday as officegirl for Dr. W. F. Gabbert.

EDITORIAL

(Continued from Page One.) private," and a taking his place in the ranks of the organized and purposeful band of men who are determined to put Hereford in its place in the sun. He is giving his whole-hearted support to the new Board of Directors, upon whose shoulders falls the responsibilities of leadership for the coming year. It is a spirit that should be emulated by every citizen of the community.

The new Board has many problems to solve, but is composed of men who have been in the habit of unraveling puzzles for many years and are all true and tried in the work. Let's get behind them and encourage them in their efforts by unanimous support and sparing criticism.

To our mind, there are two great major lines of activity for the Board, both striving at the same objective—more people and more farms. Hereford's shallow Water Belt can be quickly developed and thickly settled by prosperous farmers if organized work to that end is undertaken. Portales has shown the way with her small acre-cheap type of engine development. L. Baskin has led off this year by converting his large unit pumping plant in South Hereford into a small acreage truck farm. If the owners of the fifty-odd wells now in the Hereford territory would get together plan to furnish water to small acre tenants and standardize their plans and costs, carload shipments could begin here next year. That would be quickly followed by the installation of the small pumping outfits and rapid development.

The other major objective is a continuation of the present campaign for diversified farming in those sections where water is not so shallow. The basis of this campaign is the cow, sow and hen—a living at home first, followed with a money crop of diversified products, such as wheat, cotton, row crops, etc. There are thousands of undeveloped acres here susceptible to this kind of farming, which has been proven over the years to be sound and enduring when handled by men who mean business, who live on their places and who are not afraid of work.

Hereford's real development is just around the corner—the goal is in sight—all it takes is united and intelligent effort. Buck your new Board of Directors loyally and unselfishly and let's make the Hereford country the most prosperous and progressive community on the Plains!

1927 Football Schedule Made At Institute

"Only two open dates are left on the first team football schedule since the arrangement of that schedule at Canyon this week," said C. W. Humble, director of athletics, this morning. Mr. Humble, along with Coach Forest J. Forrest Biggs, attended the coaches institute at Canyon this week and prepared the list of games.

Games on the 1927 schedule are as follows:

- September 24, Tulia, here.
- September 30, Clovis, here.
- October 7, open.
- October 14, Farwell, here.
- October 21, Tucuman, here.
- October 28, Panhandle, here.
- November 4, Canyon, here.
- November 11, open.
- November 18, Semi-Finals of district No. 1.
- November 25, Finals in District.

"Hereford fans will be glad to see the Canyon game, the hardest-fought of the season, will be played here this year," Mr. Humble said.

Next week the high school Athletic Association will put on sale the season tickets at \$1.00. These tickets will entitle the holder to all games here already scheduled, as well as more which may be arranged at a later date. So far, this includes four first team games and possibly a fifth, as well as two second team contests.

Right now the athletic association is stressing the importance of the first game of the year, that to be played here with Tulia on September 24, the second day of the big Deaf Smith County Free Fair.

"We are anxious," Mr. Humble said, "to have the people of Hereford get their season tickets as early as possible as these include admittance at the Tulia game and we want all of our fans to be on hand then to open the season with the support necessary to make this a winning team. Although this game has been billed as a Fair attraction, it is going to be a first-class contest and will officially open the 1927 season."

Mrs. Hugh Witherspoon and Mrs. Ray Casahler returned Monday from a visit with friends in Shreveport, La.

Cast of Play Is Announced By Director

After weeks of hard rehearsal preparations are complete and the cast has been named for "The Little Clodhopper," the three-act play to be presented tomorrow night by the Wide-Adams class of the Presbyterian Sunday school.

According to the director, Mrs. H. D. Reed, the curtain will rise tomorrow night on one of the best prepared and most talented amateur casts which has performed in this region for some time.

The play will be presented here tomorrow night, September 9, at the high school auditorium at 8:15. Saturday night it will be given again at the Jumbo school house southeast of town.

The cast of characters is as follows:

- Septimus — Ralph Wolfe
- Ocey Gump — Chas. Gillebreath
- Geo. Chigerson — Frank Cogdell
- Mrs. Chigerson-Boggs — Audrey Carroll
- Miss Julietta Bean — Ruth Wolfe
- Charlman Carter — Ina Mae Hastings
- Judy — Velma Carroll
- Country folk — Arch Conklin, Glen Boardman, Edgar Ireland, Howard Hervey, Flossie Bowman, Louis Hopper, Gladys Hopper and Gladys Vance.
- Chorus Girls — La Verne Posey, Vondel Brooks, La Verne Baker, Nina Crawford, Alleth Elliston and Ruth Conkright.

New Jumbo School Given Opening Program

Monday, September 5, was the first day of school at the new Jumbo school house, southeast of town, and pupils there are now wishing that every day was a "first day." Reading, 'ritin' and 'rithmetic were the three things furthest away from the minds of all those present at the opening exercises.

Following the enrollment in classes and the assignment of textbooks, the program began. It consisted of readings, songs and musical numbers. Luncheon was served by the ladies of the community.

Fancy Jail Shown In Picture Here Next Week

Telephones, feather beds, manicurists, stock reports and all the comforts of home—and more, too. That is the kind of bawlie they show in the picture "See You In Jail," which opens Monday night at the Star Theatre, according to Manager W. L. Pickett.

"When Jack Mulhall, the hero-convict, does get into jail," Mr. Pickett said, "he gets into a jail such as anyone would be only too glad to live in. It's probably a good thing that all jails are not like that one for there might be an awful lot of business for them if there were."

In this feature comedy Jack Mulhall is supported by an excellent cast including Albee Day, George Fawcett, Crawford Kent and Yola D'Avril.

Farmers in this region would do well to see this picture next Monday; Mr. Pickett believes, as there are several very practical new ideas presented in the way of novel milking machines from which milkers here could get some mighty valuable suggestions.

COUNTY EXHIBIT TO FAIR.

T. D. Moss, C. W. Humble and R. O. Dunkle will leave tomorrow for Amarillo with the Deaf Smith county agricultural exhibits to be shown at the Tri-State Fair which opens there Sunday.

According to the three men, this county has a number of products for exhibition which are sure to attract the attention of patrons of the fair and give strangers an idea of the excellence of the farm land in this vicinity.

SHERIFF'S SALE.

In cause Number 104 in District Court, Deaf Smith County, Texas.

By virtue of an order of sale issued by the Honorable District Court of Deaf Smith County, Texas, on the 24th day of September A. D. 1927, by the Clerk thereof, in the case of A. H. Elliston versus John Phelps et als, No. 1041 on docket of said court, and do, as Sheriff, directed and delivered, I will proceed to sell, within the time prescribed by law for Sheriff's Sales, on the FIRST TUESDAY, in October A. D. 1927, it being the 4th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, Texas, the following described property, to-wit:

Being a part of Block Number Twelve (12) of Events Addition to the town of Hereford, Texas, as per plat of said addition on record in Deaf Smith County, Texas, deed records, by mores and bounds described as follows: Beginning at the northwest corner of said block 12 of Events Addi-

tion; thence south with the west line of said block 176 feet; thence east 190 feet to corner; thence north 271 feet; thence east 20 feet; thence north 105 feet, thence west 210 feet to the place of beginning, and being a tract of land out of the northwest corner of said Block Twelve.

Leveled on as the property of John Phelps and Alta Phelps on September 7th, 1927, to satisfy a Judgment amounting to \$2,300.00 in favor of A. H. Elliston and cost of suit.

Given under my hand this 8th day of September, 1927.

C. BENTON, Sheriff, of Deaf Smith County, Texas. By J. M. MURCHISON, Deputy.

NOTICE OF ELECTION.

WHEREAS, the City Commission of the City of Hereford, Texas, deems it advisable to issue bonds of the said City for the purpose hereinafter mentioned:

THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION, of the City of Hereford, Texas, that an election be held on the 10th day of October, A. D. 1927, at which election the following proposition shall be submitted:

"Shall the City Commission of the City of Hereford, Texas, be authorized to issue the bonds of the City of Hereford, Texas, in the sum of TWENTY-FIVE THOUSAND (\$25,000.00) Dollars, payable serially, or otherwise, not to exceed forty (40) years from their date, bearing interest at the rate of five (5) per cent per annum, payable semi-annually, and to levy a tax sufficient to pay the interest on said bonds and to pay the principal thereof as the same becomes due, for the purpose of constructing a City Hall and Fire Station, and for the said City of Hereford, Texas, as authorized by Chapter 7, Title 22, Revised Civil Statutes of 1925, and the Constitution and laws of the State of Texas."

The said election shall be held at the Court House in the City of Hereford, Texas, and the following named persons are hereby appointed Managers of said election, to-wit: H. B. Webb, J. H. Pittman and J. C. Ricketts.

The said election shall be held under the provisions of Chapter 1, Title 50, of the Revised Civil Statutes of 1925, and the Constitution and laws of the State of Texas, and only qualified voters, who are property taxpayers of said City shall be allowed to vote at said election.

All voters who favor the proposition to issue the bonds shall have written or printed upon their ballots the words:

"FOR THE ISSUANCE OF BONDS"

and those opposed shall have writ-

ten or printed upon their ballots the words: "AGAINST THE ISSUANCE OF BONDS."

The manner of holding said election shall be governed by the laws of the State regulating General Elections.

A copy of this order, signed by the Mayor of the City of Hereford, Texas, and attested by the City Secretary of said City, shall serve as a proper notice of said election.

The Mayor is authorized and directed to cause said notice of election to be posted up at the City Hall, and at two other public places in the City of Hereford, Texas, for at least thirty full days prior to the date of said election.

The Mayor is further authorized and directed to have said notice of election published in some newspaper of general circulation published in said City, and which notice shall be published once each week for four successive weeks, the date of first publication being

not less than thirty full days prior to the date of the election.

E. S. HRELAND, Mayor, City of Hereford, Texas.

ATTEST: GRACE SKELTON, (SEAL) City Secretary.

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

I, Grace Skelton, City Secretary of Hereford, Texas, do hereby certify that the above and foregoing is a true and correct copy of an order of election passed by the City Commission of the City of Hereford, Texas, on the 7th day of September, 1927, as the same appears of record in Volume 2, Page 34, Ordinance Record, of the City of Hereford, Texas.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 8th day of September, 1927. (SEAL) GRACE SKELTON, City Secretary, City of Hereford, Texas.

DR. J. W. HENDRIX
CHIROPRACTIC MASSEUR
Residence Phone 92 Hereford, Texas.
Second Floor Lamberti-Buckner Building.
FREE CONSULTATION AND ANALYSIS.

No, Sir!

The purchase of our new store at Friona does not mean that we are leaving Hereford. Far from it. Our new two-store buying power is going to make possible for the people of Hereford values seldom equalled in the general merchandise line.

Right now we are ready to make you some mighty attractive prices on our complete line of school supplies.

WARREN'S CASH STORE

PIGGLY WIGGLY

Specials Saturday, Sept. 10

READ THIS TO YOURSELF TELL IT TO OTHERS

I can buy Groceries at PIGGLY WIGGLY and save a lot of money on them in a month's time because everything is priced low at PIGGLY WIGGLY. I can buy well-known brands of quality groceries at PIGGLY WIGGLY which are guaranteed to give satisfaction on money will be refunded.

HONEY HONEY

10 lb. bkt. extracted \$1.22 10lb. bucket comb \$1.42
5 lb. bkt. extracted 66c 5 lb. bucket comb 76c

1 35c box Brown's Vanilla Wafers 27c

1 4-lb. package Raisins 29c 41c

3 lb. Admiration Coffee with glass \$1.38

48-lb. sack Everlite Flour \$1.95

This is the place to buy your Lunch Meats of all kinds. Boiled and baked ham, dried beef, Strausburg sausage, plain, pimento and Swiss cheese, cream, milk and butter.

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

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

Joel Cleanings

Rev. Bonart made a farewell talk last Sunday as he is leaving for the Ozark soon, he having been transferred there.

Max Easter spent Wednesday

night in the W. H. London home. Mary McCord has returned to her home in Herford after visiting her grandmother, Mrs. Walker.

Miss Mignon Greer of Dawn is visiting her uncle, Joe Greer and family. W. T. Smith and wife and E. Dora visited the John Renfro home Sunday.

Mrs. W. H. London helped celebrate the birthday of Mother E. London by preparing a big dinner and inviting Boyd London and wife for the day.

Mrs. Calloway and children visited the W. T. Smith home Friday. Miss Mignon and Mary Joe Greer spent Tuesday with Walter and Baxter London.

Misses Mildred and Annie Sawyer visited E. Dora Smith Friday. Mr. and Mrs. Lester Galley attended the anniversary meeting at the Presbyterian church Sunday.

Mrs. and Mrs. Biggs of Amarillo visited the Lovelady home Sunday. Mrs. Holman spent Monday afternoon with Mrs. Lovelady.

Mrs. Joe Greer spent Wednesday in the London home.

Mr. and Mrs. Smith were at the Potts home Friday afternoon. Chas. Greer and mother, Joe

Greer and wife spent Sunday and Sunday night in the Glenn Greer home at Dawn.

Mrs. Richardson of Bovina has been visiting her daughter, Mrs. Lovelady.

Chas. Calloway visited the Smith home Saturday.

Mr. and Mrs. Mont E. Baker of Herford spent Sunday at the Lovelady home.

Progressive News

A good crowd and good singing Sunday evening.

The singing convention meets at Progressive school house Sunday, September 11, and we extend a cordial invitation to all. Come prepared to sing and for the basket dinner.

C. L. Sharp and family returned for Vernon last week where they had been visiting for several days. Their son, Eumen, returned with them.

John Rector and wife spent Saturday night and Sunday with her parents, Mr. and Mrs. W. C. Russell, going to Canyon Sunday afternoon where Mrs. Rector will attend the teachers' institute. She is a teacher in Simms school.

Miss Beatrice Lawrence of Summerfield is visiting Miss Eunice Caldwell.

A large crowd attended the community meeting Thursday evening when topics of interest were discussed and ice cream and cake were served.

Shern, Garret, and family visited in the C. P. Caldwell home Sunday evening.

Miss Jarnigan of Bridgeport, visited her sister, Mrs. Grit Gretzinger, last week. She had been visiting in Colorado.

Mrs. Ray Hershey and daughter, Katherine, spent Thursday afternoon with Mrs. Jeff Roberson.

Arney News Items

Mr. Sprawls and family of Tulsa visited relatives here Sunday. H. E. Ferguson and wife were in Tulsa Friday.

Mr. Tipton and family moved here from near Plainview Saturday.

John M. Hall and family of Dallas spent the weekend with relatives here.

E. L. Allison was in Nazareth Monday.

J. E. Tipton was in Plainview last Wednesday.

J. E. Davis and family visited Marlon Davis and family recently.

Ray Cole and wife returned from Amarillo Wednesday.

John Harmon and family visited the J. E. Boyd home Monday.

Chas. Hagg and family were in Happy Tuesday.

Mr. Underwood was here from Plainview Wednesday.

Mr. and Mrs. Wigginton who are to teach our school, moved to our community last week.

Recent showers are a great help to row crops and wheat land. Messrs. Birdsong, Hinkle, Haggard and Daniels of Ford City,

Texas, spent Wednesday night in the F. W. Fortner home.

Mr. and Mrs. Drerup's daughter is visiting them from Amarillo.

Claude Fox returned Sunday from Dallas.

C. E. Burks was in Nazareth and Herford Monday.

Mr. Fosse was here from Herford on business Monday.

Mrs. J. E. Wilson and daughter spent Monday in the M. Morton home.

Mrs. C. Cox spent Thursday with her daughter, Mrs. Ray Cole.

John Nogle and wife were here Wednesday visiting in the E. R. Robinson home.

Mrs. J. P. Hutson has returned from a two weeks visit with her daughter in Amarillo.

Mrs. Joe Fox has returned from a two weeks visit in Floydada.

Ross Campbell and wife were in Happy Monday.

H. E. Ferguson and wife went to Amarillo last Wednesday.

Jim Graham called in the Gillmore home one day last week.

H. Beowin and wife visited in the R. Hunt home Sunday.

J. E. Boyd was in Happy Wednesday.

John Hendrix who had an operation performed on his face in Dallas recently is doing nicely.

H. E. Ferguson was in New Mexico Saturday to Thursday.

L. S. Taylor was a visitor in the Greenfield home Monday.

Mrs. L. G. Hutson and daughter, Mrs. M. Burks, visited Mrs. Clay Edz last Monday.

Here and There

The meeting closed Sunday evening and Rev. Gilliam returned to his home in Bovina. Rain kept some away part of the time but much interest was shown.

Rev. Naugle will not fill his regular appointment at Frio Sunday because of being called to Greenville, N. M., to assist in dedicating a new church.

We were glad to have Miss Noia Mae Brumley with us Sunday. She will teach Frio school this year, which opened Monday.

Revs. Naugle and Gilliam were supper guests in the C. M. Bell home.

Mr. and Mrs. A. Gilliam and Mrs. G. F. Springer and daughter spent Sunday at the W. A. Springer home.

Mrs. Cornelius and daughter returned home Friday from Clovis. A. P. Jones and family went to Childress Monday for a visit with his parents.

W. T. Green and wife moved to their new home this week.

Mrs. John Gaets and children visited the Joe Hucert home in Herford part of last week.

J. N. Springer and family of Plainview spent part of last week visiting relatives here.

Owen, Misses Maffie and Elsie Andrews were to Wellington Friday for a week's visit.

Miss Helen Estes of Dimmitt spent several days last week with Miss Gladys Jones.

Mrs. J. W. Berry left Friday for Bethany, Mo. for a visit with her parents.

Miss Blanche Beauford visited in Amarillo last week.

Joe Mitchell moved his family to Herford last week where the children will enter school.

The county road gang is grading 25-Mile Avenue south of town.

J. B. Harlow and wife spent Sunday afternoon with Mother Mosley.

Henry Allison and wife called in the Kinch home Sunday.

Lee Williams is helping W. S. Dixon plant wheat.

Lester Sparkman and family and Earl Springer spent Sunday and Monday with relatives at Kress and Plainview.

Mrs. Steele of Silvertown and Albert Springer and wife went to Fort Sumner, N. M., Wednesday.

Miss Nannie Fields left Sunday to begin her school at Wise school east of Dimmitt.

Beryl Estes of Dimmitt attended church at Frio Sunday night.

Mrs. Wood Vaughn and children of Amarillo spent Tuesday and Wednesday at the E. Lance home.

Walter Estes and wife have moved to the Joe-McRebell farm.

Singing as usual at Frio Sunday night.

Your tongue tells when you need



Coated tongue, dry mouth, bad breath, muddy skin, staggery nerves and sour stomach suggest its use.

USED CARS
with an OK that's worth a lot.

Courteous Attention and Highest Dollar-For-Dollar Value.

Patrons of our used car department get the same courteous attention and the same high dollar-for-dollar value as our new car customers.

Used car sales constitute a vital part of our business—consequently, our used car department is conducted on the same superior VALUABLE high business plans as our new car division.

Look for our red "O. K." tag when you buy a used car. It is your proof that this car has been thoroughly reconditioned by expert mechanics, using genuine parts for replacement—your guarantee of superior VALUE!

Brumley Chevrolet Co. Inc.
Hereford, Texas

QUALITY AT LOW COST

LEVI STRAUSS
Overalls

The leading Brand for over 50 years

A New Pair FREE if they Rip

THE AMARILLO COLLEGE OF MUSIC
ANNOUNCES

ELIZABETH MEYER OUR PIANO TEACHER AT HERFORD

Miss Meyer has studied the past six years with Linn Austin Myers. She has had Progressive Series Normal under Mrs. Evans of St. Louis. She was certificated at her recent last year in the Amarillo College of Music.

This is one of our score of branch studios over the Panhandle. All our teachers meet together in Amarillo every two weeks for a three-hour class in teaching methods and practice teaching before experts. This alone makes our teachers 40 per cent more efficient than they would otherwise be. To study with Miss Meyer means excellent results and correct methods.

Studios near both school buildings. Those interested should call phone 416 and Mrs. A. M. Foster at our West Side Studio, near the school building.

We announce a free FACULTY RECITAL in Herford in the near future at which time you will hear Miss Meyer.

A splendid voice teacher will be sent to Herford one or two days per week if demand justifies. For particulars write, phone or call.

AMARILLO COLLEGE OF MUSIC
Phone 63 1104 Polk Street.

Pickwick Service
Through Motor Coach Connections for

OREGON CALIFORNIA ARIZONA AND NEW MEXICO POINTS DAILY CONNECTING AT EL PASO

Leaving Herford on the 9:35 a. m. Pickwick Stage is the most convenient way to see the Carlsbad Cavern or to spend a week-end at Ruidoso Springs.

Leaving Herford at 11:45 p. m. the Pickwick Stages makes connections at Amarillo with the Fort Worth and Denver train for Wichita Falls, Dallas and Fort Worth.

Local Agent, Corner Drug Store, Hereford, Texas.
Phone 105 for Information.

Things You Should Know About Your **HEALTH** *****
Jno. Joe Gaines, M. D.
The August Baby.

Accent on the first syllable, dear mother: I mean your two to ten months old offspring, who is now your most interesting summer boarder. He has rights, which you are in duty bound to respect. If wrongly treated he frets, howls, persists in being disagreeable, gets sick. If properly cared for, he is the most perfect, sweetest little creature you ever saw.

No one likes to be comfortable quite so well as baby. That means, he must be properly clothed, properly nursed—there are only two sides to him, the outside and the inside, both of which demand first-class care and judgment on your part.

do not like to see baby hang over gunwales of a dirty auto-

mobile, his face scorching under the August sun, while you watch the parade of the boy's pants band. I don't like to see him carried as one would carry a sack of bran—around the middle, or by the string—neither do I like seeing him nibbling a dusty ice cream cone, and immediately after, to see him supplied with a bag of salted peanuts to keep him quiet.

The best place for baby these hot days is at home. He needs only be taken when unavoidable. His daily ablution should be in water delightfully cool, baby is a first rate thermometer himself—so that he will play in it with delight. Your dusting powder should contain boracic acid, oxide of zinc, starch and an ounce of a good brand and stick to it. Let him wear a little clothing as is consistent with comfort; you will hear from him if you are wrong.

Don't tempt baby with food—the like, give him plain food—he will then take no more than he needs. Brown bread and milk, if he is old enough; soft cereals with cream; plenty of drinking water, not iced—no iced tea. The simplest feeding at eventide.

It is said there is nothing in Chicago to shock anybody—from King Sing.

The Great New
CHRYSLER
"62"

New Standards of Performance
New Quality
New Value
New Luxury

Sensational Features of Quality and Value

64 and more miles an hour with optional mechanical overdrive
35 to 45 miles an hour in 7th grade
25 miles to the gallon
7-bearing crankshaft
Inboard front piston
Impulse neutralizer
Thermomatic heat control
Rings mounted in rubber
Rings, rotary valves
Aluminum valves
Maximum driving vision
Saddle spring seat cushions
Pneumatic upholstery
Live-steam power
Indirectly lighted instrument panel
Light control on steering wheel
Hydraulic 4-wheel brakes
Road levelers front and rear, etc., etc.

The buying public, always eager to award recognition to outstanding achievement, has been most emphatic in its acclaim of the great new Chrysler "62".

For it has immediately recognized that no other six of its price gives such performance, economy, riding ease, safety, comfort, beauty, luxury—plus many extraordinary features heretofore found only in cars of far higher price.

Never before was such phenomenal value packed into a car of this price, the result of Chrysler Standardized Quality—extending its benefits to four great cars, specifying uniformity in high-grade materials, setting new close limits of precision, cutting down costs but always raising quality to higher levels.

See the results of these advantages in the great, new Chrysler "62" for yourself. Drive it. Put it to any test. We know you will marvel at its performance, its comfort and charm of appearance and appointment totally unapproached and unrivaled at its price.

Chrysler "62" prices—Touring car, \$1095; 4-door Sedan, \$1295; Roadster (with 4000 cc. 6-cylinder engine), \$1495; 4-door Sedan, \$1595; 4-door Sedan, \$1795; 4-door Sedan, \$1995; 4-door Sedan, \$2195; 4-door Sedan, \$2395. All about Chrysler's amazing value. All Chrysler cars have the standard 3-year or 50,000-mile warranty.

\$1095
to \$1295
f. a. & d. Deliv.

L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

Quicker Washing

The One Minute Fifty-two Today's Finest Electric Washer

Times and housekeeping methods change. Housewives of today demand an Electric Washer to do their work quickly, quietly and thoroughly. This is the reason why the One Minute Fifty-two is gaining nation wide popularity. It washes quicker, with safety, than any other washer in the world.

ONE MINUTE MANUFACTURING COMPANY
NEWTON, IOWA, U. S. A.

Texas Utilities Company

Sold on time payment terms and demonstrated in any home without charge or obligation.



MONITOR WASHERS

are so easy to operate

Just as easy as rocking a cradle and just as much fun.

Simplicity itself thru out. No gears, wheels or shafts, no dolly, ribs, cups or cylinders.

Washes Clean in Less Time

Popularly Priced

We also carry a complete line of wringers, hampers, boilers and other conveniences to lighten the wash-day burden.

Streu Hardware

Northeast Corner

The revival at Palo Duro closed Sunday night. Baptizing services were held Sunday afternoon. Mrs. Blacklock spent Sunday night in the Coy Phillips home. Mr. and Mrs. Ray Dorothy of Hereford were here last week. Mrs. Dorothy will be remembered as Miss Dees Pickering who attended school here. Misses Leau Ad. Bowen and Hazel Woodruff visited last week with Elizabeth Case. Ben Floyd and family, Bill Floyd and family left for Arkansas last week to visit relatives. Trustt McChain was in Hereford one day last week. Luther Hunt and family of Ft. Worth arrived last week to visit relatives. They plan to make their home here this winter. Mrs. Ollie Grabbe visited in the W. Bowen home one day last week. Misses Hazelwood, Elam and

Kellogg visited Marie Allred one evening last week. Mayme is improving slowly. A number of little friends visited Frances Campbell one afternoon last week. Mr. and Mrs. Elmer Womble visited Sunday in the Coy Phillips home. Mr. and Mrs. Tom Bolling and T. H. Hoising spent Sunday in the W. R. McLain home. Misses Veda and Ruby Parker were visited last week by Rosye Pearl Hammer. Mrs. Lawrence Womble visited Mrs. Elmer Womble recently. H. J. Olesby and family were visited Sunday by his parents from Amarillo. Loraine Daniel spent a night last week with Elmata Moore. A number of young folks spent Sunday in the T. M. McRobson home. Miss Berdie Lee spent part of the past week with her sister Mrs. J. B. Jones.

Brand West Ada Col. B...

AMARILLO BASEBALL TEAM COMES OUT ON LITTLE END OF VERY ONE SIDED SCORE

Curtisinger Gives Visitors a Few Walks In Game Sunday. But Also Strikes Out Seven of Them and Assists In Accounting for Eight Other Put-outs. Robinson Hits Another Homer In Game.

Sunday afternoon the baseball team from Nobles Grocery Co., of Amarillo, came, saw and went home conquered to the tune of 10 to 4. And that's only half of it. At no time during the little fracas did they come near paying the fast game of the Whiteface bunch. Leonard Curtisinger, who hurried for the locals, says that he is getting "too old." He may be, but Sunday afternoon with seven strike-outs to his credit, he seemed to be at least a few days from the bone-yard. Nor did he do such a slouchy job at covering the infield, as his eight assists will prove.

The visitors opened at bat and the first man walked and went to second when the catcher over-threw. The next batter, knocked an easy one to Curtisinger and the third fanned. A pop fly to second retired the side. Carroll led for the Whitefaces and made out on a grounder to second. Murphy hit a two-bagger and scored when Jess Russell followed his example with a similar blow. Strate singled and Russell scored. Strate got to second on an error and stole third. Smith got to first on a fielder's choice, but it proved to be a poor choice as Strate got hom with the third run. Galbraith failed to beat out a throw from short to first and Robinson fanned.

Four men batted for the Amarillo team in the second but only one of them got as far as second where he was caught on a throw from Curtisinger to Posey. Curtisinger hit first for the locals but was thrown out a first. Posey fanned. Carroll singled and stole second, but died there when Murphy made out, pitcher to first.

Curtisinger walked four men in the third, but the Hereford team-work was so good that two of them were caught napping off the bags and no one scored. Russell singled, got to second on an error and stole third. Strate got to first on fielder's choice. Smith flied to second. Galbraith walked and Robinson went out, pitcher to first. Only four men batted for Amarillo in the fourth also and they did very little good. One got as far as third, but was tagged by Murphy who caught a throw from pitcher. Hereford couldn't accomplish much, either. Curtisinger singled, Posey flied to pitcher. Carroll knocked a no-easy grounder to pitcher and Murphy hit a little fly to first.

Amarillo went down one-two-three in the fifth; the first batter struck out and the next two flied out one to Murphy and one to Catcher Galbraith. Russell popped a fly to first and Strate fanned. Smith took a walk and stole second, but failed to score as Galbraith struck out.

The visitors showed what amounted to a rally for them in the sixth inning. Their second batter got to first on a shortstop's error and eased his way around a base at a time until he brought in the first score for his team. Hereford liked the rally idea themselves and Posey, Carroll and Murphy then brought in a tally each.

Three more scores by the visitors in the next frame made it look a little more like real baseball, but Hereford took three counters in that inning. Strate hit a three-bagger. Smith walked and stole second. Galbraith was tagged out by the first baseman, as Strate came in. The business of the spectators their money's worth by knocking a home run and scoring runs. Curtisinger flied out to left field and Posey to center.

The eighth went quickly for Amarillo. The first two grounded out to pitcher. Carroll opened for Hereford and grounded to first. Murphy walked. Russel popped out to short. Strate got a single, stole second and Murphy came in. Smith hit a single to right and Strate almost scored but was caught at home with a throw from third.

The visitors tried hard to make good with their last chance in the ninth, but Curtisinger struck out two of them and made the third another out by sending the ball to first, following a short grounder.

Box Score

Hereford	AB	R	H	PO	A	E
Carroll	5	1	1	1	0	0
Murphy	4	2	3	1	4	0
Russell	5	3	0	0	0	0
Strate	5	2	0	1	1	1
Smith	3	1	0	1	1	0
Galbraith	3	0	2	2	1	0
Robinson	4	1	0	0	0	0

Curtisinger	p	4	0	2	8	5	0
Posey	2b	3	1	0	3	0	0
Totals		36	10	13	27	12	7

Summary: Home run, Robinson; two base hits, Murphy, Russell; three base hits, Murphy, Strate; bases stolen, Stanley, Curtis, Carroll, Russell, Strate (2), Smith (2); struck out, by Trapp 4, by Curtisinger 7; bases on balls, off Trapp 3, off Curtisinger 7; umpires Lettwich and London.

Methodist Church

A. B. DAVIDSON, Pastor. Sunday school, 9:45, E. B. Black, superintendent; Epworth League, 7:15, Raymond Hawkins, president; Junior Church 11; preaching at 11 and 8 o'clock by the pastor. Morning subject, "Becoming a Christian and Becoming a Church Member." Evening Subject, "The Relation of the Church to the Public School." All teachers and patrons of our public school are invited to hear this sermon. The sermon will be of vital interest to all. You are cordially invited to all our services.

EPWORTH LEAGUE PROGRAM.

Song service. Scripture lesson. Prayer, Bro. Davidson. Solo, Vondell Brooks. Reading, Melba Major. Dues, Kathleeta Hawkins, Louise Jackson. Special, Thelma McMenn. Business. Benediction.

L. C. PENNY
LAWYER
First State Bank & Trust Co. Building.
Office Phone 3, Home 190

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 sure to suit your income and ability to pay.
RALPH BARNETT, Manager.

The Whittington Clinic
H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrich, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
303-45 Oliver Eakle Building
AMARILLO.

WANTED!
Factory Representatives
\$50 week
Commission
PAY STARTS AT ONCE
This is a well-paid, permanent steady, year-around position, with no lay-off for reliable man to manage and look after local business of Big Oil Corporation. Products nationally advertised. In demand by business houses, banks, all industries, school boards, county commissioners, homes, farm buildings, autos, trucks, etc. No experience or capital required. We deliver, collect and furnish everything. Big earnings start at once with opportunity to make \$5,000.00 or more a year. No matter what you are doing or making now, investigate this. No obligation. Age no handicap if willing to work.
FYR-FYTER CO.
1443 Fyr-Fyter Building
DAYTON, OHIO

SCHOOL DAYS SALE

Everything for School will be sold at our store for the next week at Great Reductions in Price!

As usual, we have the most complete line of

School Supplies

In the city and are selling every standard article at a great saving in price.

COME EARLY AND SAVE!

Skelton's Variety Store

Summerfield

A good rain fell in this part of the country Saturday night. It will be of great help to those who have their wheat land prepared for planting.

Mr. and Mrs. Bill Avens and family of the Westway community took dinner with Mr. and Mrs. Jay Sunday.

Miss Cattle and William Roberson of Canyon spent the week end with their sisters, Mrs. Britt Clark and George Stora.

Misses Mary Belle Athley, Hustiane and Theodore Staats attended Sunday school at Black Saturday afternoon.

Mrs. Lee Curry and daughters, Glenn and Mary Lee, left Saturday for Clarendon where Glenn and Mary Lee will enter school for the term.

Walter Hawkins and Theodore Staats were badly bruised up last Tuesday morning when a wheel came off a car they were riding in. The car turned over and pinned them underneath, but they only had to stay a short while.

Mr. and Mrs. Britt Clark and sons spent Sunday in the George Stora home.

Miss Virgie Atchley and Denson Hill were united in marriage Saturday night at 8:30 at the bride's home. Rev. Thurman Morgan, of Hereford, officiating. Miss Hill is a daughter of Mr. and Mrs. B. A. Atchley and is a prominent young lady of this community. The groom is a son of Mrs. J. F. Hill of Claude, Texas. After a short honeymoon they will make their home on the Curry farm south of Summerfield. Those present besides the bride's family were Ted Staats, W. J. Southern, Mr. and Mrs. Walter Hawkins and Mr. and Mrs. J. E. Hill, Mrs. Emma Jones of Hereford and Mrs. Coker of Nevada, Texas.

Maine Banker Will

Fortune to Humanity
Bath, Maine.—An estate estimated at \$1,718,000, of which but \$10,000 is in personal property, was left by George P. Davenport, retired banker and broker, according to William S. Shorey, Arthur J. Dunton and J. Edward Drake, named by him as executors and trustees under the terms of his will, which has been filed in the first session of the Sagadahoc county Probate court.

Mr. Davenport made 20 specific bequests, most of them to institutions, and only one for them personal, totaling \$110,000, and the income from the residue, estimated at considerably more than \$1,500,000, is to be expended by the trustees for religious, educational and charitable organizations "which have for their object the good of the world and the betterment of the condition of the human race."

The trustees are Daniel Williams, Charles C. Low and Daniel Williams as appraisers of the estate.

The will was drawn August 26, 1908. Mr. Davenport was never married, and upon his death left no near relatives. Outside of a \$10,000 bequest to Miss Nellie A. Webber, who was his housekeeper for a long term of years, there are no personal bequests.

Mr. Davenport stated that his father, the late Charles Davenport, gave during his lifetime a very large amount of money to their relatives and he did not feel it his duty to give more.

Real Estate

Marlboro, Mass.—Two preachers have given up ministry here to open a real estate and insurance business.

Pioneer Minister

Rev. Samuel Shelton was the first minister of the colony of Salem, Mass. He was born in the parish of Coningsby, Lincolnshire, England, February 26, 1592 or 1593.

Methodist W. M. S. Mrs. Steele will appreciate information in regard to sick and stranger. We begin the study of "A Straight Road Forward Tomorrow" on September 11 and will study to the end of the book. We desire that all the ladies take this study with us. SEPT. 11. Brand West Ada Col. B...

DESSIE MAE STEELE
Teacher of Piano
Announces opening of fall term
MONDAY, SEPTEMBER 12
Studio at Mr. Arthur Thompson's home near Central School and Mrs. J. B. Jones' home near High school.
Phone 272

R & F CASH GROCERY
Saturday Specials
No. 2 Early June Peas 12c
No. 2 Tomatoes 12c
No. 2 Spinach 16c
One pound jar Preserves, each 20c
Mother China Oats 35c
Bread, 15c loaf 12c
Prince Albert Tobacco, 2 for 25c
White Naphtha Laundry Soap, each 4c
We Deliver Phone 293
R. F. ROGERS J. B. FRANCE

5% LAND LOANS
Correct Abstracts
THOMPSON & IRELAND
Hereford, Texas

WANT HEREFORD PROPERTY
I have two farms and several pieces of city property and a splendid retail business in Cleburne, Texas. Will trade all or any part of it for Hereford city or farm property. Give a complete description of your property in your first letter.
ADDRESS P. O. BOX 6
Cleburne Texas

CARS THAT RUN
A car on the road is worth two in the shop—if it's running on the road. The right way to get the running kind of Used Car, is to buy where that's the only kind that sell.
BEAVERS BROTHERS
Hereford, Texas
A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

DR. T. M. MONTGOMERY
Associated with Hayden's
620 Polk Street
Amarillo, Texas
—Will be in Hereford First and Third Tues days in each month. Eyes tested and glasses fitted. Office: Ray's Jewelry Store.

Dimmitt Castro County News

DIMITT, Sept. 6.—A surprise awaited Miss Gladys Hastings Friday afternoon on her arrival at the home of Mrs. Carlos Reynolds for as she opened the door she was showered with confetti. On a table confronting the bride as she entered the room was an umbrella as a possible protection from the impending shower. It was a child's parasol covered with crepe paper roses petals and slipping from the edges were pink ribbon hearts and silvered "rain." At the end of the handle was a pink crepe paper rose in the heart of which

Hastings and Barnett are building a new 50 x 100 foot glass front brick and tile building to house their new Chevrolet agency. Then the Church of Christ has already land plans and have part of the subscriptions in hand and plan to start a new church building on the lots owned by them within the next few days. The railroad crews are in Dimmitt working this week. It seems that Dimmitt is to enjoy a real era of prosperity and building.

Floyd and Rankin Reynolds sold their taller shop Monday to Ell D. Parker of Bovina, who will probably move his family here this week.

The play, "A Southern Cinderella," presented by the P. T. A., was well attended last Thursday evening and the sum of \$28.10 was realized. The characters were well chosen and their parts understandingly presented. Many complimentary remarks were heard about this play. The play will probably be taken to Friona the last of the week.

The home of Mr. and Mrs. J. E. Hastings was a scene of a quiet wedding Sunday morning at nine o'clock when their daughter, Mary Gladys, became the bride of Escholt Wright of Hereford. The ceremony was performed amid a profusion of flowers by Rev. Jas. T. Ross, of Hereford, and the bride was lovely in a brown crepe back satin. The bride is the second daughter of Mr. and Mrs. J. E. Hastings, and is a graduate of the Dimmitt high school. She is a prominent worker in all church events and a faithful member of the orchestra in which she will be missed. She has grown to womanhood in Dimmitt and is loved by all who know her. The groom has been associated with Homer Wilson in the West Texas Feed and Seed Store at Hereford for the past few years and formerly lived near Dimmitt and is well known here. Immediately after the ceremony the couple left for a visit with Mr. Wright's sister near Vernon. They were accompanied as far as the cap rock by Dewey Wright and Miss Ota Brashears.

Word was received Tuesday of the death of G. T. Abbott, Jr., at Albuquerque, New Mexico.

Mrs. J. R. Hargell of Abernathy and daughter Mrs. Bill Bigham of Paducah spent several days last week with Mrs. Hargell's sister, Mrs. B. D. Woodlee.

Mr. and Mrs. J. R. Collebon, Nolan and Noel, and Mr. and Mrs. Joe Collebon returned last Sunday from a trip through New Mexico, Colorado, Kansas and Oklahoma and report a fine trip.

Miss Clara Turner of Temple is here for a visit with relatives. Mrs. J. H. Plummer and son went to Plainview Sunday where Bob will attend school.

A bouncing baby boy was born to Mr. and Mrs. D. H. Dunlap September 4.

Bill Burnam and family motored to Hereford Monday, Mr. Burnam going on to Amarillo.

E. B. Wright and family went to Lubbock Sunday to take Mr. and Mrs. Marvin Brooks who were here for the Hastings-Wright wedding.

Joe Sneed of Plainview visited in the C. C. Reynolds home last week.

Mr. and Mrs. Joe Howard and son were here from Matador Sunday and Monday.

School opened Monday with a large attendance. More room has been arranged. Dimmitt will have a new school auditorium soon and since there is an independent district voted the school should rank with any of our neighboring towns.

It is reported that J. E. Hyatt has sold his cafe to J. A. Gary who will take charge immediately.

September 14 is Castro county's day at the Tri-State Fair at Amarillo and a free ticket will be given every school child in the county that day only if they will call at the Panhandle Lumber Company and see Mr. White, president of the Board of Commerce. Some Dimmitt stores will close that day.

Ballgame tonight.

"They say that poverty is no disgrace."

"Well, that's the only thing that

Ford Doings

Rev. J. N. Cranstow, of Vega, preached here Sunday following the Sunday school hour.

There will be no Sunday school or church next Sunday as all plan to attend the singing convention at Progressive.

School begins Monday, the 8th. Denson Hill and Miss Virgie Atchley of Sumnerfield were married Saturday evening at the home of the bride's parents, Mr. and Mrs. B. A. Ashley. Mr. Hill has lived here the greater part of the past eight years and has numerous friends who wish he and his very charming wife a happy, prosperous life.

The club meeting Thursday in the home of Mrs. T. E. Major was a pleasant occasion. The afternoon was spent in quilting and planning future work. Refreshments of cake and oranges were served to 11 members and one visitor. Mrs. Major was assisted by Mrs. Sherm Garrett. The next meeting will be

with Mrs. A. K. Webster, Thursday, September 15.

Barney McCaskey and family went to Amarillo Thursday.

Pat Murphy was here from Vega Sunday.

Mr. and Mrs. Streu of Hereford ate Sunday dinner in the T. E. Major home.

The Community Welfare Club met at the school house Friday night and enjoyed a musical program. Doughnuts and lemonade were served. Attendance is good and all are interested.

Mr. and Mrs. Edward Morel were in Amarillo Saturday.

Fieldin Johnson and wife were dinner guests in the Fred Bruson home Sunday.

Mrs. Amy visited her daughter, Viola, in Amarillo Thursday.

Mr. and Mrs. Jess Ford spent Sunday afternoon in the Jno. Lenox home.

Miss Elizabeth Fly of Amarillo is visiting her parents, Mr. and Mrs. W. G. Fly.

Miss Lois Parker of Hereford spent the past week with Mrs. Jno. Whitsett.

Mr. and Mrs. A. K. Webster visited in Amarillo Friday.

Mrs. Clarence Ray and children spent part of last week with her brother, Barney McCaskey and family.

Mr. and Mrs. Bob Orr report their son is much improved.

Miss Ruby and Veda Parker shopped in Hereford Friday.

Mr. and Mrs. D. J. Connelly of Rosebud visited the Sherm Garrett home Sunday. The ladies are sisters.

Mr. Regan of Kansas City is visiting in the John Whitsett home this week.

Dr. W. G. Fly and family, Mr. and Mrs. Mal Stewart and daughter and Mr. and Mrs. Glenn enjoyed a picnic supper Sunday afternoon north of Ford school.

Queer Quirks in Human Destiny

By HARRY R. CALKINS
WFO Service

Ice Water Saved China
COPIOUS draughts of ice water saved China from a great Tartar invasion in 1405 A. D. when the great Khan Tamerlane indulged his thirst too freely while suffering from a fever.

Timour the Lame, known to history as Tamerlane, was born near Tashkend in 1360, the son of the Emir Tragal. His career was one of the most eventful ones in all history. Deprived of his inheritance, while still in his youth, Tamerlane's personal prowess in the wars that followed won him a large following and eventually an empire with the title of khan. His nature was a strange mixture of good and evil. He was loyal and unselfish with friends but inhumanly cruel toward foes. In 35 campaigns at the head of the couriers of his nation he placed the crowns of 25 kingdoms on his head. Persia, a large part of the Kipchak empire, Baghdad and most of Russia knew his sway.

In 1398 Tamerlane began an invasion of India. Delhi was taken and its inhabitants massacred. During the progress of his army through India millions of human beings perished. The city of Ghebers, fire-worshippers, was seized while a peace was being negotiated, and the Ghebers threw their wives, children and wealth into the flames of their burning houses. One who told that the army was besieged with captives, Tamerlane ordered 100,000 public death, and the massacre was accomplished in less than an hour.

Invading Syria, Tamerlane took Damascus and then Bagdad. He ordered each of his soldiers to bring him a head and caused a great pile of heads to be erected on the ruins of Bagdad. The fate of the conquered Ghebers was more horrible still. Two thousand men were built into a pyramid alive, bricks and mortar being placed between them.

Imagine, then, the relief that was felt in China when it was learned that on his way thither Tamerlane was seized with a fever in the vicinity of Abar and died in consequence of drinking too much



CHOPS
of your choice make an appetizing dish for luncheon or dinner. Easy to prepare in a number of ways.

Texas Meat Market
PHONE 353—WE DELIVER



reflections
A Pound of Lead is No Heavier than a Pound of Feathers. Just a severe loss to the business man or individual property owner, whether from flood, windstorm, or fire, may weigh heavier than anything else in the world—if it is not insured. The business of this agency is to insure property against such losses. Let's talk it over.

PLAINS INSURANCE AGENCY
John Patton, Manager
Hereford, Texas.

Lumber, Timbers
ALL BUILDING MATERIALS Direct from mills and factories. Builders anywhere. White Pine, Yellow Pine, Cypress, Cedar, Hardwoods. Stanch carous, bills or smaller shipments, train or truck. High grade, quick shipments, great saving. Write or wire Distributing Yard and Office Louisiana Lumber and Supply Company AMARILLO 1522 W. 9th St. Phone 428

Why bother with a Wash-Woman?

You will never bother with a wash woman again, once you have learned from experience what satisfactory work we do.

Phone 160 and have us call for your laundry this week. We'll deliver it, too.

CANYON STEAM LAUNDRY
Beene & Shaw, Local Agents.
We Call For and Deliver. Phone 160

LOOK!

AIR-MIST CAR WASHER

THE ONLY ONE IN TOWN!

Engine Cleaner, Vacuum Cleaner for Closed Cars

Why have your car washed the old way when you can get it cleaned inside and out for a small extra charge?

Come and Give Us a Trial.

BRUMLEY CHEVROLET COMPANY
(INCORPORATED)
B. E. BRUMLEY, Manager.



A Surprise in Battery Value

Now you can have a genuine Willard 17-Plate Battery at a worthwhile saving. More miles of uninterrupted battery service per dollar of cost every time.

Willard Battery Station
VERN WITHERSPOON, Proprietor

The Willard Battery men

CAR-LOAD of WHIPPETS

Just Received
Includes Coupes, Coaches, Landaus and Sedans
We Invite You to See These Wonderfully Smooth, Swift, Classy Cars

While All Lines Are Complete. Special Factory Service man here. While specializing in work on Whippet and Willys Knights, he is competent to service all cars. Give him a trial.

Whippet-Knight Motor Co.
Hereford, Texas

Just Billings Like. "I want some flowers for a sick friend." "Here are some for fifty dollars a dozen." "Goodness! she's not as sick as that!"
That Kind of a Girl. "Wise—'Do you care for sports?' Gal—'Yes; when I had a real one.'" "Everybody believes in a square deal—for themselves."

HAS YOUR CAR EVER BEEN REALLY GREASED?

Drive your car upon our rack and get an HONEST-TO-GOODNESS GREASING!
There are all kinds of greasing, but you will get the SLICKEST job here.
ALL OF OUR WORK IS GUARANTEED.
TEXAS FILING STATION.

We Are Selling

Bran	\$1.70
Shorts	\$2.10
Meal	\$2.25
Oats	\$.65
Salt, per block	\$.40
Best Colorado lump coal	\$12.50
Best Colorado nut coal	\$11.00

These prices hold good every day in the week, subject to market changes.

West Texas Feed & Seed Co.
Phone 265 We Deliver

Plan Now to Attend The Amarillo Tri-State Fair

Sept. 14th to 17th Inclusive

IT'S YOUR FAIR! — BE THERE!
Bigger and Better Than Ever Before!

7 DAYS OF Grandstand Attractions	7 Interesting Government Old Stamps and Coin Exhibit!
7 Days Spectacular Midway Attractions	7 Nights of Fireworks Display

ERNIE YOUNG'S REVUE OF 80 PEOPLE

BAND CONCERTS DAILY!

Declare a Holiday!
On the days designated for your community and attend the Panhandle's greatest event in years!

Now IS THE TIME TO ENTER AND Win

30,000 EXTRA CREDITS

Given for every new yearly subscription turned in before 9:00 p. m., Saturday, September 24. 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 these 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.

150,000 EXTRA CREDITS

Given for each and every \$20.00 worth of subscriptions, either new or old, turned in before 9:00 p. m., Saturday, September 24. It is not necessary to turn in the entire \$20.00 all at one time.

The Brand's Great \$5,000.00 Opportunity Club
Just Starting Just Beginning

ADDRESS ALL COMMUNICATIONS TO
OPPORTUNITY CLUB MANAGER
 THE HEREFORD BRAND
 Hereford Texas
 Telephone 30.

50,000 EXTRA CREDITS

Given for every book of ten (10) subscriptions sold before 9:00 p. m., Saturday, September 24. Use this blank to enter the Opportunity Club.

My Entry Blank
The Hereford Brand's Opportunity Club

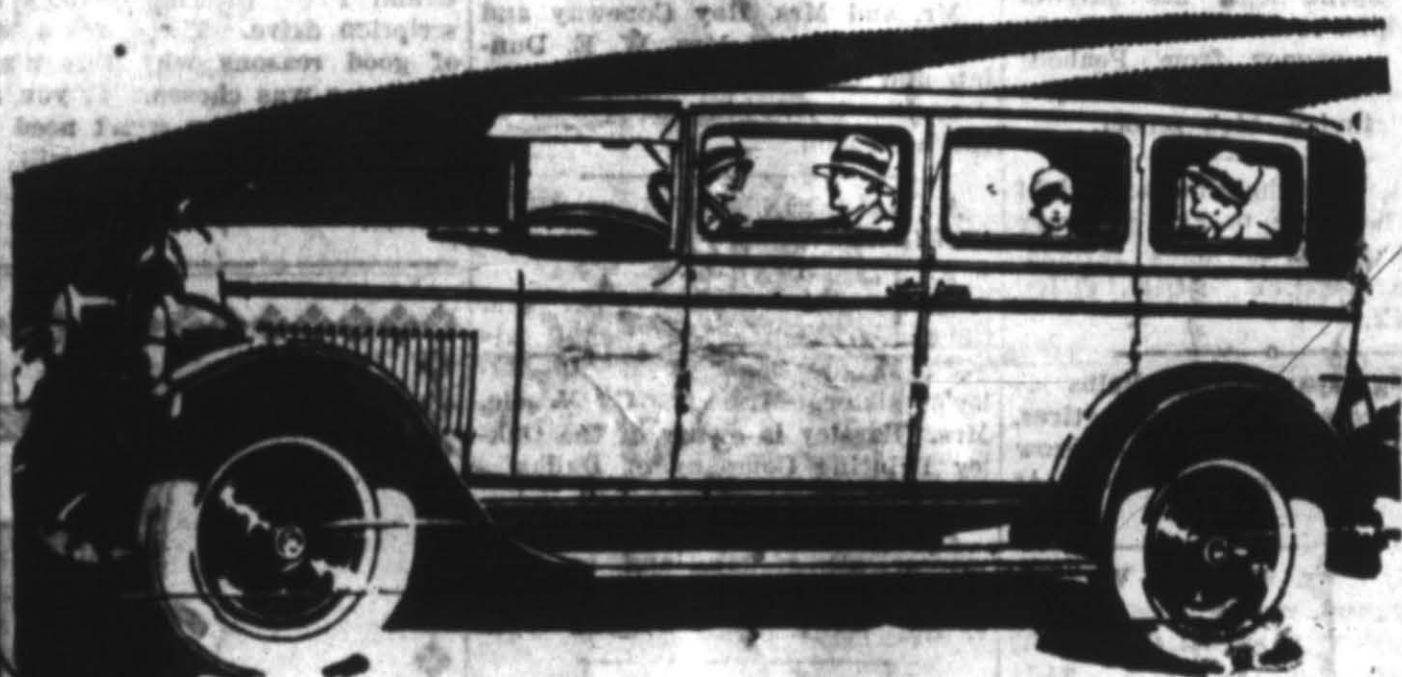
Date _____
 To Club Manager, The Brand: Please enter as a member of "THE OPPORTUNITY CLUB"
 Name _____
 Address _____
 Phone _____

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.

Rules and Regulations

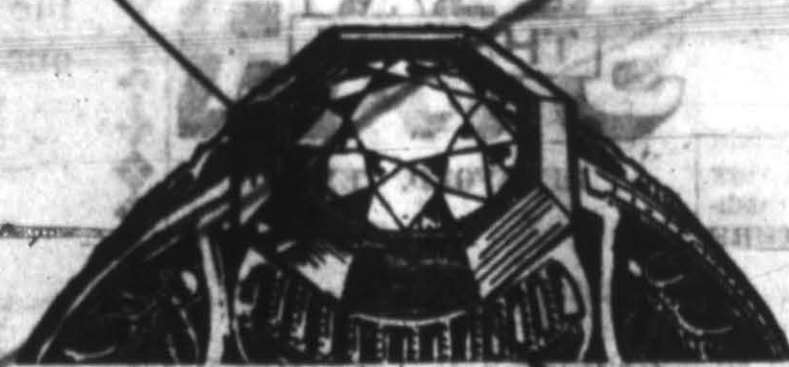
- Any reputable man, woman or child residing in Hereford or surrounding territory is eligible to enter the Opportunity Club and compete for an award. Nominations may be made any time during the first three periods of the campaign.
 - No employee or blood relative of any employee of this paper is eligible to enter the Opportunity Club. The manager reserves the right to reject any nomination.
 - The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the paper.
 - Club members are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.
 - Cash must accompany all orders where credits are issued. There will be no exception to this rule. Club members are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued on both.
 - Credits are issued on subscriptions. They cost the subscriber nothing extra. Subscribers should ask for credits when paying their subscriptions.
 - Credits cannot be purchased. Every cent accepted through the Opportunity Club must represent subscriptions.
 - Credits are not transferable. Club members cannot withdraw in favor of others. Should a club member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the Club manager.
 - Any collusion on the part of club members to nullify competition, or any other combination, arrangement or effort, to the detriment of club members or this newspaper will not be tolerated. Any club member entering into or taking part in such an agreement, arrangement, or effort, will forfeit all right to an award or commission.
 - Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the club member. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the date printed thereon.
 - In the event of a tie for any of the awards, awards identically alike will be made to members.
 - In case of typographical or other errors, it is understood that neither the publisher nor Club managers shall be held responsible, except for the necessary correction of same.
 - No statement, assertion, or promise, either written or verbal, made by any solicitor, agent or club member will be recognized by the publishers or the Club manager.
 - Every Club member is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.
 - Extensions of subscriptions will be made according to the schedule in effect when the first subscription was paid, except that no extension credit will be given in the final period.
 - It is distinctly understood and agreed that club members will be responsible for all money collected, and that they will remit such amount in full at frequent intervals to the Club manager.
 - There will be several big prizes awarded, besides a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY candidate becomes INACTIVE, failed to make a weekly cash report, he or she will, at the discretion of the management become disqualified and thereby forfeit all right to an award or commission.
 - The publishers guarantee fair and impartial treatment of all club members, but should any question arise the decision of the club manager will be absolute and final.
 - Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement.
 - The campaign opens today—Closing October 15.
 - All extra ballots will be issued at the close of each period.
 - All matter contained in this issue pertaining to the contest hereby becomes a part of the rules and regulations. The right is herewith reserved by the management and the publishers to amend, revise or add to these rules and regulations and also to offer extra or additional awards to club members for their efforts and to add advertising and job printing sales.
- IN ACCEPTING NOMINATIONS CLUB MEMBERS AGREE TO ABIDE BY THE ABOVE RULES.

Grand Capital Award



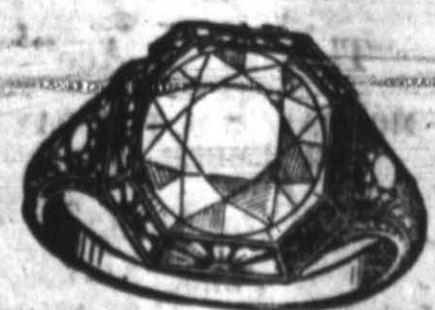
1928 CHRYSLER "62" TWO-DOOR SEDAN
 Purchased from and on display at
L. W. HOUGH, Dealer
 Hereford, Texas

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

How Awards Will be Made

The grand capital award, a 1928 Chrysler "62" Coach, 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.

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 one 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 new subscription sales.

EXTRA PRIZES

Extra prizes will be awarded from time to time during the various periods of the campaign for the best results and records made in each period. Watch for these.

HOW CREDITS ARE SECURED.

Credits cannot be purchased, and they cannot be transferred. Once issued to a club member's credit, they cannot be given to another. This rule is imperative.

There are just two ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits.

The other method is through securing new and renewal paid in advance subscriptions to The Hereford Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions.

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. In addition to the scale below, a bonus of 150,000 EXTRA CREDITS will be given for each \$20.00 received in between now and 9:00 p. m., Saturday, September 24th.

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

NEW SUBSCRIPTIONS

In Deaf Smith, Randal, Castro, Bailey, Parmer 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.

FREE!! A BALLOON OR LEAD PENCIL

GIVEN TO EACH CHILD PURCHASING SCHOOL SUPPLIES FROM US. PURCHASE MUST CONTAIN AT LEAST FOUR OF THE FOLLOWING ARTICLES:

- | | | | | | |
|-------------------|--------------------------|-------------------|--------------------|---------------------------------------|-------------------------------|
| Lead Pencils | Art Gum Erasers | Rulers | LOOSE LEAF PAPER | Water Colors | Masterpiece Spelling Tablets |
| School Bags | Colored Map Pencils | Wax Crayons | NOTE BOOK COVERS | Masterpiece Pencil Tablets | Masterpiece Writing Tablets |
| Book Straps | Large Primary Pencils | FOUNTAIN PENS | Scissors | Masterpiece Drawing Tablets | Masterpiece Pocket Note Books |
| Pencil Sharpeners | Practical Drawing Pencil | Fountain Pen Inks | Dictionaries | Masterpiece Composition Books | Masterpiece Theme Tablets |
| Pencil Boxes | Pen points | Compasses | Art Paper | Masterpiece Music Books | Masterpiece Loose Leaf Paper |
| Rubber Erasers | Pen Sticks | Paste | Construction Paper | AND MANY OTHER NEEDED SCHOOL ARTICLES | |

BALLOONS GIVEN FREE, BEGINNING SEPTEMBER 12th, AS LONG AS THEY LAST.

Hereford, Texas

CITY DRUG STORE,

HEADQUARTERS FOR SCHOOL SUPPLIES

Friona, Texas

With the right backing almost any man can put up a good front

U.S. Drifty



The Right Sort of a Prophet Is Not Without Honor In His Own Home Town

The bank which serves and serves well most of the people in its trade territory is in position to serve well all of the people in its territory.

Your home bankers know your needs far better than can be explained to strangers. **BANK AT HOME and BE AT HOME** in this bank.

Western National Bank
"There Is No Substitute for Safety"

The Brands Opportunity Club announcement about the CHRYSLER "62" has certainly started something! They all want one—and they all want to see it! Have YOU given this great car the Once Over? You are next. L. W. HOUGH, Agent.

Treat your head wheat for smut with Copper Carbamate. CLARK'S DRUG STORE has it.

FOR SALE—12-hole Emerson wheat mill. J. C. CUMMINGS. \$14.00

Misses Audrey and Jeanette Rogers, who for the past two years have been employed in the public schools here, came back to Hereford this week from their home in St. Joseph, Texas, and are visiting in the home of Mr. and Mrs. M. L. Steele. They will be back on the faculty again this year.

Mrs. L. E. Smith of Cleburne, arrived Saturday from Amarillo to visit her daughter, Miss. Burl Franco and Carl Cockrell.

I have the latest thing in disc rollers and am now prepared to offer the best of service and do a first class job. A. C. BARNHART.

Thurman Hawkins, son of Mr. and Mrs. D. V. Hawkins, left Saturday for Plainview, after a short vacation spent with his parents. Mr. Hawkins received his B. S. degree this summer from Peabody College and will teach chemistry in the Plainview high school.

Right now is the time and right here is the place to buy the very best and latest in home furnishings. ANTHONY FURNITURE COMPANY.

Carrying spare lamp bulbs is just as necessary as spare tires. We'll sell you the bulbs and throw in a metal box to carry them. At RICE'S.

Cream, Eggs, Poultry. We buy them all and really pay you for them. SQUARE DEAL PRODUCE CO., Phone 34-11

For Sale—seed wheat, absolutely free from Johnson grass, \$1.50 per bushel. BRUMBY AND NEAL. 34-11

Miss Florence Winterrod of Cordell, Oklahoma, arrived last week to visit her sister, Mrs. W. R. Armstead.

Messrs. S. F. Rosson, E. D. Fox, and C. C. Acker left Tuesday afternoon for a fishing trip in the mountains of New Mexico.

Right now is the time and right here is the place to buy the very best and latest in home furnishings. ANTHONY FURNITURE COMPANY.

Let us show you our new lot of extra good cooking and eating apples at a special price of \$1.00 per bushel. GOLDEN RULE PRODUCE COMPANY.

Absolutely the highest market price paid for—eggs and cream. GOLDEN RULE PRODUCE COMPANY.

Mr. and Mrs. K. K. Bruce and daughter, Mary Christine and Virginia, spent the week-end in Amarillo. While there they attended a performance of the Sels-Floto circus.

I have the latest thing in disc rollers and am now prepared to offer the best of service and do a first class job. A. C. BARNHART.

Right now is the time and right here is the place to buy the very best and latest in home furnishings. ANTHONY FURNITURE COMPANY.

Miss Mrs. Egan spent last week-end in Plainview visiting Mrs. Joe Eilston.

It is now to select your school supplies from list in CITY DRUG STORE and get that free balloon.

Mrs. Frank Barron and children of Plainview returned home Saturday after a visit with Mrs. Barron's mother, Mrs. J. M. Boone.

We sell Delco Light Plants. F. H. OBERTHIER & CO. 34-11

Mrs. Salls Garner and son, Lewis and daughter, Mrs. Chas. D. Ingram, and Mr. Ingram, of Mineral Wells, arrived Monday to visit Mrs. Garner's sister, Mrs. N. M. Patton and family.

Mr. and Mrs. Ray Conway and son and Mr. and Mrs. W. E. Dunlap, and children spent Monday in Amarillo taking in the circus in the afternoon.

A BALLOON FREE at CITY DRUG STORE. See our ad.

Mrs. Carrie Gassler and son, Chester of Dallas, visited this week-end the home of Mrs. Gassler's sister, Mrs. N. C. Gassler. Mrs. Gassler is owner of the Oakley Printing Company of Dallas.

I hereby withdraw from the market all of my land in Deaf Smith county. F. H. CLARK, Rt. 1, Box 33, Roswell, N. M. 34-31

Let us show you our new lot of extra good cooking and eating apples at a special price of \$1.00 per bushel. GOLDEN RULE PRODUCE COMPANY.

John Simmonds and two sons, Forrest and Paul, were in Hereford Saturday. They were on their way home to Garza, Texas, after a trip to Nebraska.

STAR THEATRE

HEREFORD, TEXAS

FRIDAY EVENING ONLY
SEPTEMBER 10

"LONESOME LADIES"
with Anna Q. Nilsson and Lewis Stone

SATURDAY MATINEE AND NIGHT
SEPTEMBER 10
7:30 P. M.

"The Circus Ace"
MONDAY AND TUESDAY
SEPTEMBER 13-14

"See You In Jail"
with Jack Mahan, Mack Swain and Alice Day

WEDNESDAY AND THURSDAY
SEPTEMBER 14-15

"The Country Doctor"
with Redolph Schiller, Junior Coughlan and Virginia Bradford

FRIDAY AND SATURDAY
SEPTEMBER 16-17

"Rookies"
with Carl Dane and Geo. K. Arthur

TIME OF SHOWS:
7:30-9:00 P. M.

You can run your cream separator, churn and milking machine from a Delco Light Plant. See F. H. OBERTHIER & CO. 34-11

Mr. and Mrs. Luther Ramsey and Miss Audrey Carson drove to Hollis, Oklahoma, last week, returning Monday. They drove up with some friends who have been visiting at the Ramsey home here.

Tune up the old radio for the big fight. Batteries and tubes at RICE'S.

Hereford Produce wants your poultry and eggs. Phone 171.

Feed your surplus. Get them ready for the market. Good prices are offered. HEREFORD PRODUCE COMPANY. 171

If you trade we won't trade tires just in. At RICE'S.

The woods are full of new cars, but there is only ONE CHRYSLER "62" model. See it in it and you are a CHRYSLER booster for life! L. W. HOUGH, Local Dealer.

Mrs. Van Curtis returned Wednesday night from a visit with her daughter in Abilene.

You don't know all the joys of owning an automobile if you have not tried RICE'S Instant Tire Service.

The CHRYSLER "62" is the Grand Prize in The Brand's subscription drive. There are a score of good reasons why this magnificent car was chosen. If you ride in it just once you won't need any salesmanship to tell you will understand! L. W. HOUGH, Local Dealer.

CLEAN-UP—WEED-CUTTING CAMPAIGN

TO THE PEOPLE OF HEREFORD:
The week beginning with Monday, September 12th, is hereby designated as "Clean-Up—Weed-Cutting Week" and every citizen of Hereford is hereby requested to clean the premises of all weeds, trash and other refuse.

We have all been a little lax in this important duty, and if we neglect it much longer our town will become known as the most unsightly town on the Plains.

The time to clean up is NOW. Fair game will soon be here and many out-of-town visitors will attend. Let's show them the cleanest town on the Plains.

Respectfully submitted,
E. S. IRELAND, Mayor.

WHAT? A square deal? When? All the time. To whom? Everyone. Where? SQUARE DEAL PRODUCE CO., Phone 33.

Mr. and Mrs. J. H. Brooks and Mr. and Mrs. W. S. Barber spent Labor Day in Friona at the home of Mr. Brooks' mother, W. L. Brooks.

Delco Light is a product of General Motors. F. H. OBERTHIER & CO. 34-11

Mrs. Chris Menick of Ocala, arrived Monday to be with her sister, Mrs. Julia Roberts, who is very sick in the local hospital.

Extra runs at RICE'S.

Flowers of any kind

See or Phone Mrs. Nedie Baker for flowers of any kind. PHONE 462.

Local Happenings

Right now is the time and right here is the place to buy the very best and latest in home furnishings. ANTHONY FURNITURE COMPANY.

One of those good-looking Cordovan purses is just the thing to go with that new suit of dress. See the line at CLARK'S DRUG STORE.

Buy fresh vegetables direct from the grower by driving one mile south of town, at yellow house. Seeds will pull best for you, reasonable charges. 29-11

Delco Light plants give you not only electric light, but also full electric service. F. H. OBERTHIER & CO.

Once you use Elizabeth Arden Toilet Goods and you will use no other. CLARK'S DRUG STORE is the only drug store in Hereford that carries them.

Harry Fritts, president of the First State Bank and Trust Company, spent the week-end with his family in Plainview.

Start the children to school, equipped with a Waterman or Parker Fountain Pen. Get them at CLARK'S DRUG STORE.

Modern five room apartment for rent. See L. B. SKIN, or call 138. 29-11

Get your home supplies for Labor Day at CLARK'S DRUG STORE.

Sewing done at a reasonable price. MRS. J. M. ASHLOCK, phone 26. 30-11

Buy fresh vegetables daily at Baskin Irrigated Gardens, one mile south of town. Drive out and get them fresh and cheap. 29-11

Fresh vegetables may be obtained any time of day by driving one mile south to Baskin Irrigated Gardens. Baskin Irrigated Gardens, or phone 138. 29-11

Copper Carbamate for preventing smut in wheat for sale by CITY DRUG STORE.

NOTICE.
I am back in Hereford and any of my patients desiring Osteopathic treatment will please make arrangements to do so by appointment. FLORENCE B. MILLER, D. C., Resident Office Phone 150. 33-11

SCHOOL DAYS

May be made interesting with good materials

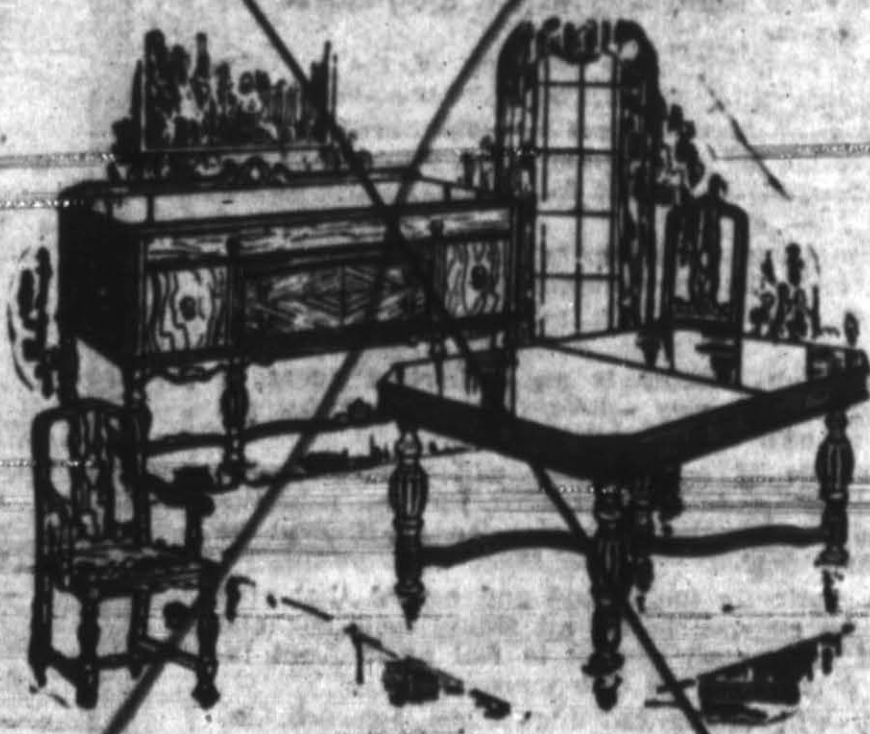
Corner Drug Store

New School Supplies

SUBSTANTIAL They Last A COMPLETE LINE Economical ATTRACTIVE They Please

FURNITURE

This timely sale of furniture offers an excellent opportunity to those desiring to furnish or refurnish their home—for here is furniture of obvious good taste, rich in individuality and high in quality—now notably reduced for quick clearance. Included is furniture for every room in your house—in complete suites or separate pieces. And the E. B. Black Co. deferred payment plan makes it possible for everyone to take advantage of the big savings offered.



\$98.75

\$98.75

This eight piece dining room suite, made of selected hardwoods, and finished in walnut veneer, mahogany, or walnut is just one of the big bargains we have for you. Suite consists of buffet, square extension table, five side chairs and one arm chair with seat upholstered in tanzestry or velour.

Bargains in Every Department

E. B. BLACK CO.

The Big Store With the Little Price