

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

24TH YEAR, NO. 59

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, SEPT. 25, 1924

LARGE CROWD AT LUNCHEON HELD MONDAY

PEPPY PROGRAM PULLED OFF; MEMBERS FULL OF FIGHT

One of the largest crowds in its history gathered at the weekly luncheon of the Chamber of Commerce at the Stockman's Cafe last Monday and heard reports on the exhibits at the Abilene and Amarillo fairs. Secretary George Overton said arrangements would be made to send some agricultural exhibits to a display at Austin also, to be looked after by the West Texas Chamber of Commerce. Secretary Overton was warm in his praise of the men who aided him in erecting the Amarillo booth Sunday. These men were: H. H. Hawkins, who furnished the truck, Homer Fox, Sam Stapp, Glenn Boardman, George McCurry, Mac Womble, F. A. Gyles, C. C. Rockwell and wife, Haskell Runtion, B. Franks, Ralph Barnett, Sank Ramey and the secretary. He asked all those who go to Amarillo Friday to come to his office and get stickers for wind shields, badges, etc. C. C. Rockwell, Rev. Paul J. Merrill and A. L. Biggs were appointed a committee to ask the merchants to close Friday.

A discussion about suitable markets for grain heads followed after which President Overton introduced Ernest Handley, new Ford man, stating that Mr. Handley had changed the name of the Ford Garage to The Hereford Motor Co. so as to fool the people into thinking he was selling automobiles. Mr. Handley made a short talk, saying he was sold on Hereford and expressing his confidence in its future.

Sank Ramey, at his first luncheon, spoke briefly, taking occasion to deny certain charges brought against him by the president, who introduced him. J. S. Warner, California citizen, but formerly of Hereford, was called upon by the chairman for a talk. Dr. Overton was rather facetious about California boosters and Mr. Warner said he had a hunch if he came to this luncheon they would "poke fun at me." However, he rose to the occasion and talked mostly about Hereford, the future of which he prophesied as exceedingly bright and rosy.

Rev. Paul J. Merrill closed the meeting with the announcement that the Parent-Teacher Association has contracted for a five course Lyceum this winter and will launch a plan whereby 100 local benefactors will subscribe \$7 each for the course and present it to the public without charge. Each benefactor will receive season tickets for his family and reserved seats, in consideration of his backing.

Next Monday the meeting will be held at the Cordova Hotel. Those present were: G. M. Suggs, W. R. Steckman, A. L. Biggs, J. S. Warner, F. H. Oberthier, G. W. Brumley, Gano Hastings, Ernest Handley, G. A. F. Parked, Dr. Jno. W. Overton, George Overton, Sank Ramey, Geo. L. Muse, Mac Womble, J. C. Allred, Rex Tyne, W. E. Dunlap, H. H. Hawkins, Marvin Prewitt, Rev. Paul J. Merrill, E. W. Harrison, H. Grey, Glenn Sarder, Frank A. Gyles, A. Herbst, L. Baskin, A. H. Streu, W. H. Russell, C. C. Rockwell, H. D. Reed, D. F. Ashbrook, W. F. Orr.

SHRINES REQUESTED TO WEAR FEZES AT AMARILLO FRIDAY

The Grand is requested to ask all local Shriners who go to Amarillo Friday to wear their fezes, as there will be a big Shiner parade in the forenoon and every member in the city is expected to participate.

About thirty six cows and calves were sold at the Harman Jersey cow sale at the Stock Pavilion Tuesday afternoon. Due to short notice given of the sale the crowd was not as large as had been hoped for and the prices were not as good as they could have been. Mr. Harman, whose home is in West Virginia, hurried the sale through owing to the necessity for his immediate return.

Thursday Mr. Harman announced that the Harman Daley would not be effected by the sale and would continue to take care of its customers as in the past under the management of Mr. Olson. There are over thirty splendid milk cows left in the herd and the reduced number will enable Mr. Olson to handle them to better advantage and to care for his customers' wants more effectively in the future.

Hereford Cattle Men Called For Meeting Tuesday

A meeting of the executive committee of the Hereford Breeders' Association was held in the office of E. B. Black, president, Tuesday night and preliminary plans for a re-awakening of this association were made. Another meeting for the entire membership has been set for next Tuesday night, September 30, at 8:00 o'clock, when these plans will be further expanded and decided upon.

Owing to decline in prices for registered cattle the association has languished for the past two or three years but indications now for the industry are much brighter and local breeders believe an energetic campaign of education and activity will result in a revival that will mean much to them in the future.

Every member of the association is urgently requested to be present next Tuesday night.

FRIENDS SURPRISE MR. AND MRS. LOWTHER MONDAY NIGHT

About sixteen friends surprised Mr. and Mrs. Lowther last Monday night with an unexpected visit for supper at the Lowther home, a short distance southeast of town. The occasion was the birthday of Mrs. Lowther.

However, the visitors were heavily laden with good things to eat, and the hostess was not embarrassed. The evening was spent in a cordial social session, refreshments of sandwiches, cocoa and watermelon being served.

Hereford High football eleven tied into the heavy Amarillo High squad at Amarillo last Saturday and were smeared to the tune of 43 to 0. They held the opposition beautifully in the first quarter and it looked like the closest kind of a fight until Old Man Hard Luck overtook them. George Connell, huge tackle, was carried off the field with a twisted ligament in his ankle. Almost at the same time Earl Wood, veteran end, was kicked in the back of the head. Earl stayed in the game but was so groggy that he hardly knew whether he was sitting down or standing up. With one side of the line so badly weakened the Amarillo men directed their attack there and literally tore their way through repeatedly for big gains.

The Amarillo boys paid the Hereford men high praise for their pluck and gameness, fighting it out to the last whistle. They were heavily outweighed and the Amarillo boys were much more experienced. Their second game will be with Tulla High at Tulla next week, when better things are hoped for. The Hereford lineup at Amarillo was: ends, Wood and Artis Russell; tackles, Witherspoon and Connell; guards, Wade and Higgins; center, Paul Patterson; quarterback, Jess Russell; left half, Buck Hines (Captain); right half, Thurmond; fullback, Price Barrett. Substitutes, Sharp for Wood; J. M. Posey for Connell.

The Hereford Golf Club was represented in the qualifying rounds of the Tri-State Fair Tournament, held on the grounds of the Amarillo Country Club Wednesday, by Brack Williams, Frank Marrs, J. J. Clark and A. A. Foster. The team made a most excellent showing, all shooting an 85 a piece for eighteen holes and going into class A. There are three more classes in the tournament. The limit for class A was 91 strokes, so the Hereford scores were very good.

Thirty two men qualified Wednesday and Thursday the pairings started in the elimination contest. All four Hereford men drew crack Amarillo golfers as opponents in the opening round, and four stiff battles were realized.

While the Hereford men realized that they have several problems in front of them, they hope to bring home the bacon, and are being backed to the limit by their club mates.

FAMILY GATHERING AT THE DYAR HOME LAST SUNDAY

Quite an enjoyable day was spent at the home of Mr. and Mrs. C. H. Dyar last Sunday when relatives of Mrs. Dyar gathered there for a reunion. The day was spent in talking over old times and childhood days. Those present were: Mr. and Mrs. M. L. Johnson and two children of Amarillo, and Mesdames Johnson's and Dyar's mother, Mrs. T. G. Nance, and a brother, W. E. Nance, and wife of Clovis, N. M.

Little Myrtle Hammer of Wildorado was brought to the Hereford Sanitarium Wednesday and underwent an operation for appendicitis. The last report was that she was resting nicely.

This County Won Ribbons and Cash At Abilene Fair

Secretary George Overton Tuesday received a wire from A. M. Jones and J. B. Elliston, with the Deaf Smith county exhibit at the Abilene Fair, stating that this county had won fourth county exhibit, twelve first individual prizes and ten second individual prizes, also \$75.00 in cash prizes.

This splendid news was totally unexpected, as the understanding had been that the exhibit would not be entered for prize money but for advertising purposes only. Messrs. Jones and Elliston evidently saw an opportunity after arrival and seized it by the forelock.

The details are not known yet, but the brief announcement in the wire received has been a source of congratulation to those hard-worked boosters who put in so much time and effort in assembling the exhibit.

LATER—A. M. Jones arrived here Thursday from Abilene, and confirmed the good news. He says that the exhibit is now in charge of Mr. Elliston and J. E. Hill, and is attracting lots of attention. He returned so as to push along the work of preparing for the Lubbock Fair exhibit.

T. E. L. CLASS GIVES PICNIC HONORING THEIR HUSBANDS

On Friday evening, the 19th, the T. E. L. Class of the Baptist Sunday school, with their invited guests enjoyed a delightful picnic given in honor of their husbands, at the Valentine ranch.

The spacious lawn, with its thick carpet of green grass, and brilliantly lighted by the lights of the cars that were grouped around, presented a fairly like appearance. In fact, one could almost see the merry elves as they flitted around, but they spread their wings and departed as the table began to groan under its load of good food, such as fish, fried chicken, cakes, salads, and other things too numerous to mention. The bane of the fairies was the delight of the more practical mortals, for the latter soon found a way to relieve the suffering table. Although there was plenty for all, one could readily see the table no longer "groaned."

Many thanks are due father Hathaway for the fish. All good times must end, as this one did. The many thanks, songs, yells, and rah and ha's led by our jovial superintendent was but a faint expression of appreciation of the kindness and hospitality of the Valentines.

This section of the country looks so good to J. S. Warner of Santa Ana, Calif., former real estate man here, that he has withdrawn his land from the market and announces that he will hold it for double figures, or even more.

Mr. Warner, a keen judge of real estate values, recently advertised his holdings in Deaf Smith and Castro counties for sale at some rather liberal prices. He arrived here last week for an inspection and soon afterwards withdrew his offer.

"There is no question in my mind," says Mr. Warner, "but that this good land here will double or treble in value in the near future. It's just bound to, because the value is here and all it needs is advertising and for the people to realize what they can get for their money here. I don't have to dispose of my holdings now, and I propose to hold them awhile and see if my judgment is not verified."

Mr. Warner expects to return to California within the next few days.

HARRIS-DOWNS

A very beautiful wedding was solemnized last Saturday afternoon at the Methodist parsonage at 3:00 o'clock. Miss Ula Lee Harris was united in marriage to Mr. Russell F. Downs. A large number of the bride's friends and relatives were present.

The bride was dressed in a very beautiful blue silk dress with light gray silk hose and slippers to match.

Mr. and Mrs. Downs will make their home in Panhandle, Texas. Mr. Downs is cashier of the Panhandle Bank.

—Contributed by a friend

MISS EULA MAE HARRIS MARRIES PANHANDLE MAN HERE

Russell Downs of Panhandle, Texas, and Miss Eula Mae Harris of Hereford drove to the Methodist Parsonage Saturday evening, September 20, and were united in marriage at three o'clock. Rev. W. P. Garvin officiating. They left immediately for Panhandle, where they will make their home.

Market for Grain Heads Announced By Buyers Here

So many farmers have asked the Chamber of Commerce about a market for grain heads this fall that President Overton brought up the subject at Monday's luncheon. This brought out the statement that Jones & McLean, G. W. Brumley, and possibly others, will buy heads this fall. E. W. Harrison stated that while he did not want to buy heads he would see that no farmer brought them into town and had to take them back home. Mr. Brumley, who was present, said that he would buy heads. He is now busy constructing a platform at his place one mile east of Hereford where he will receive the heads. Jones & McLean will also buy heads as usual. Both carry advertisements to this effect in this issue of the paper. There will undoubtedly be others.

The only concern of the Chamber of Commerce was to be sure that the farmers have a ready market for their heads.

ELMO, HICKS HONORED ON SIXTH BIRTHDAY—MONDAY

On last Monday afternoon a number of little folks gathered at the home of Mr. and Mrs. C. M. Hicks in honor of their little son, Elmo's, sixth birthday.

Those present were: Joe Edgar Buckner, Henry Jewel, Irene Buckner, Rozella Purcell, Nora Gilliam and Bobbie Buckner.

After spending an hour or so in playing games, cake and hot chocolate was served to the guests. Afterwards they departed for their homes, wishing Elmo many more such pleasant birthdays.

Ernest B. Handley, new Ford Agent at Hereford, is an ardent advocate of irrigation development of the Hereford country, and is putting in his spare time and thought figuring on how to popularize irrigation from the standpoint of the poor man, who cannot afford a big plant.

Mr. Handley's vision of the future is a twenty acre farm in the shallow water belt, with a small pump capable of caring for all the fruit, grapes and vegetables one man and his family can handle, and operated by a Fordson Tractor, which can be used for general farm work, when not in position at the pump! Mr. Handley's completed plant must not cost more than \$2,000 and preferably only \$1,500.

So the Ford man is busy experimenting. Monday afternoon he had his boys hook up a tractor to the irrigation well of Carl Mounts, in the north part of town, and demonstrated beyond a doubt that he has plenty of power in the tractor to stand such a strain. Although suitable pulleys were not available the tractor kept the stream of water steady as long as desired. Mr. Handley is working on his plan and may soon announce it to the public.

There were a lot of queer circumstances connected with the wreck of a Chevrolet Sedan last Saturday afternoon about four o'clock, and a large measure of Providence in that no one was hurt as a consequence.

The accident occurred on Harrison Boulevard, about 100 yards from the Charlie Bengt's home. The Sedan, formerly the property of Lem Carlyle, had just that very afternoon been purchased by Miss Marie Davidson, of the Sunshine Bakery. It was delivered in front of the bakery and its owner had never even put her foot in it when her brother, Jack, borrowed the car and took it out for a trial. He picked up a young lady friend, and ran into some loose dirt on the Boulevard.

It was the worst wrecked car ever brought in here. The top was literally smashed into bits, with nothing whole left but the running gear. And the miracle is that neither of the passengers was hurt, beyond a severe shaking up and a few bruises.

TWO HEADS OF MAIZE WEIGH ONE POUND, THREE OUNCES

Mrs. H. P. Odum, who lives on the Charmless place at Joel Swift east of town, was in Hereford Wednesday afternoon and displayed two huge heads of maize that attracted quite a bit of attention. The two heads weighed exactly one pound and three ounces. Mrs. Odum says they have forty five acres of maize like this, besides some thirty acres of cotton, and other stuff. The two heads were sent to the Deaf Smith county exhibit at Amarillo for display.

MISS BEYER ENTERS BAYLOR UNIVERSITY—PIANO AND VIOLIN

Miss Marjorie Beyer left Tuesday morning for Belton, Texas, where she will enter Baylor University. She will specialize in Piano and Viola.

HOPED THAT LARGE TURN-OUT FRIDAY WILL MAKE HEREFORD DAY SUCCESS

PLANS ALL COMPLETED; BAND TO LEAD THE PARADE AT 11:00 O'CLOCK; GET RIBBONS AT OFFICE OF SECRETARY

Judge Sam Bratton is Nominated For U. S. Senate

The New Mexico State Democratic convention, which finished its work at Santa Fe last Wednesday, nominated Judge Sam G. Bratton of Clovis as the Democratic candidate for U. S. Senator.

Sam Bratton is a nephew of W. B. Farmer of Hereford, was raised here, graduated from the Hereford High school and studied law under Judge Jno. P. Slaton. The Santa Fe New Mexican of September 17 says concerning him:

"Sam G. Bratton, Democratic nominee for United States Senator, is from Clovis, Curry county, although a resident of Santa Fe since he went on the supreme bench.

"It was Judge Bratton until he resigned last night and became plain 'Sam' again—the popular name his friends use.

"Born in Kosse, Texas, August 19, 1888, he is just 36 years of age, probably one of the youngest of the nominees for the U. S. Senate.

"He is the son of the late Mr. and Mrs. C. G. Bratton.

"His early education was received in the schools at Hereford, Texas, and he has had but one year of college—passing 1907 at Clarendon College, in Clarendon, Texas.

"Mr. Bratton is an example of what can be done by private study. Denied the opportunities of a legal education, afforded in the great eastern and middle-western universities, he yearned for knowledge and got it in the office of John P. Slaton, of Hereford, Texas. Later he read law in Farwell, Texas.

"It was only 13 years ago Judge Bratton was admitted to the bar in Dallas, Texas, and yet he has already held the positions of district and supreme court judge.

"He practiced law at Farwell until 1915.

"It was 1915 that Judge Bratton moved to Clovis, and entered a partnership with Harry Patton who was then assistant U. S. District Attorney. Clovis was a "coming" town and Judge Bratton gained experience and friends. The partnership was dissolved January 1, 1919, when Mr. Bratton became judge of the fifth judicial district. He held this position until 1922 when he qualified as one of the judges of the supreme court to which office he was elected in the fall of 1922. The judge resigned yesterday when he accepted the nomination for U. S. senator.

Judge Bratton is married, his wife being a native of Hereford, Texas. They have three children.

Judge Bratton, having served so much of his time on the bench in New Mexico, has figured but little in the political life of his adopted state. But in 1916, the signal honor was paid him to be selected a delegate to the national convention which met in St. Louis and renominated Woodrow Wilson for President.

"Judge Bratton is of a quiet manner, rather shy than aggressive, but he is considered one of the best story tellers in the state. He has a quiet humor which appeals and his stories, told on the platform or at the fireside, have often been quoted by friends.

"Judge Bratton appears to be one of the few candidates in any political campaign who is held up by his opponent as well as friends as a good, square man, hard to beat.

"People who heard him speak last night for the first time seeking to analyze the popularity of this candidate, declared that he has an air of great sincerity, and a 'soothing' personality."

WARNER SELLS PLACE KNOWN AS OLD L. F. BORDEN HOME

J. S. Warner, who is here from California on a business trip, announced this week that he had disposed of the old L. F. Borden home, which has been occupied by John Miller for the past three years, to M. L. Hardy of Dimmitt. The sale was made through the firm of Hill & Ireland.

Final preparations are completed for Hereford Day at the Tri-State Fair, Friday, September 26. The Hereford Band has been rehearsing and is ready to go; the booth at Amarillo, Hereford headquarters; the gathering place for the parade at 11:00 o'clock is the vacant lot just opposite the High school on Polk street; ribbons and wind shield stickers will be provided at the Star Theatre Friday morning; the stores and business houses have all agreed to close everything is set.

Secretary Overton and assistants have worked hard to make this day and the Amarillo booth a success and it is up to the people to turn out in one hundred percent Friday and clinch the success of the Day. Start early and get badges at The Star Theatre.

The Amarillo booth is attracting a great deal of attention, being artistically decorated. George McCurry has charge of it, being relieved every day by different men who run up and help out.

Take a day-off Friday, join the bunch, help put your home town on the map!

Hereford's Water Shipped to Amarillo by Railway

If Deaf Smith county does not win anything else at Amarillo this week she has already won the Blue Ribbon for her water supply.

Tuesday night the Santa Fe railroad filled up fourteen big oil tank cars with water from their Hereford pumping plant and shipped them to Amarillo for use of the road there. Wednesday seven more huge water tanks were filled and sent to Amarillo. It is understood more are to come for more water.

The water situation at Amarillo is becoming acute, according to the Santa Fe engineer, Mr. Clegg, who recently stated at a business men's luncheon that the railroad's wells were getting deeper and that water was harder to get each year. The Santa Fe, he stated, used their water over and over again at Amarillo. Mr. Clegg advocated a system of wells in the Hereford shallow water belt, with gravity flow to Amarillo's storage tank.

Amarillo is welcome to all the Hereford water she needs—there is loads of it here to spare. Local business men suggest that when the inevitable happens and Amarillo puts in that pipe line it will be the part of wisdom and good business to lay a gas main in the same ditch and swap Hereford gas for water.

Singing Convention

Dimmitt, Texas, is the place appointed. The fourth Sunday in September, Sept. 28, Castro county will have her second convention, and last, for the year 1924.

A very large crowd is expected. Don't miss your last chance. We wish to especially invite all our friends in adjoining counties to come prepared to take part in the program.

Will each community in Castro county meet at once and arrange for their part of the program. Then each part of the program will be brought together and the Program Committee will arrange for the day.

We expect Dimmitt to lead out with the first class song, which will be in the afternoon. The day will be a busy day for all the singers and we trust that every thing will give back and make this a great day of song, and that Heaven's blessings may rest upon all who attend.

Ten o'clock sharp is the appointed time.

Twelve thirty o'clock the well filled baskets, the good ladies of Castro county always bring, will be appreciated once more.

Yours for the promotion of song.
S. J. TAYLOR, Pres.
J. R. GOLLEHON, Sec.
Castro County Singing Con.

The Hereford Brand

ISSUED EVERY THURSDAY

Edith B. Holman Walter B. Stockman
Holman & Stockman
Publishers

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

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Three months, \$1.00
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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

DEAF SMITH COUNTY EXHIBIT

The unexpected showing made by Deaf Smith county at the Abilene Fair was good news to local boosters this week. There was no thought of competition at Abilene for prizes, or score card competition. The sole object of the journey, there was advertising for the agricultural possibilities of this section.

All honor to Messrs. Jones and Ellison. They evidently saw their chance and seized it, entering the exhibit for prizes. And they must have performed wonders to make the booth so attractive.

The Abilene Fair is no small affair—and competition there is keen. Come to the Plains!

GONE ARE OUR FOREIGN GRAIN MARKETS

American farmers who have reduced their planted acreage of wheat of 76,683,000 acres in 1919 to 57,111,000 in 1924 is both justifiable and wise in the opinion of Theodore D. Hammatt, investigator for the Department of Commerce, who sees in the move the possibility of the passing of the United States as a wheat exporting country. Apparently the farmers believe the only safe policy is to limit their production to the needs of the home market.

In the opinion of Mr. Hammatt was dislocated the whole system of international trade in breadstuffs. Russia, India, Argentine and Australia, all large growers of wheat, fell more or less into the background during the war, while the United States and Canada entered more importantly into the competitive field. This continued after the war had ended, but evidently it has not taken long for the period of readjustment to put the American farmer in the rear line of fighting.

Many elements enter into the development of a great world trade in breadstuffs just as they enter into world trade in manufactured goods. Labor plays its part, but basically the shipping problem is the chief key to the situation. The scuttling of The American Merchant Marine spells more to this country than the loss of prestige on the seas. It means the hampering of American trade which must depend on foreign bottoms—the water railroads needed to carry American goods to foreign markets.

It means that America no longer can govern routes. It means we cannot designate shipping ports nearest the points of greatest production, or ports of arrival at points of near-east distribution. We must take what we can get, and experience in the past has clearly shown that Great Britain, dominating the sea, has never geared her maritime operations to meet the best interest of Uncle Sam.

SCHOOL DAYS

By Lawrence J. Taylor

Blow you chilly west winds
Of the autumn weather,
While the boys and school girls
Come once more together.
To the place of learning
That is the place to be,
Speaks in actions plainly
By those who come to see.

With our friends and loved ones
Of the years before,
O 'tis grand to greet them and
Clasp their hands once more.
Here are other people's friends
Now I do not know you,
But I hope e're this year's gone
Their friends are my friends too.

In the little class room
Of the morning hour,
We are all discussing
With man of power.
On the pleasant play grounds
'Neath the waving trees,
Happy school days bringing
Just such days as these.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents.

—THE BRAND OFFICE

The Brand Office has a few scratch tablets at 5 cents each.

THE PASSING DAY

By Will H. Mayer, Department
of Journalism, University
of Texas

The Texas schools are all reporting largely increased attendance, which is an indication that there is a growing interest in education and also that the people of the state as a whole are reasonably prosperous. Although crops are short in many parts of the State, prices are fairly good and most of the people are out of debt. Debt always is an obstacle in the way of education. As people prosper they spend their earnings liberally in the education of their children. It follows that those who have children to educate should avoid debt as far as possible, for it stands in the way of their training.

Poverty, though, will not keep the determined and ambitious young people from securing an education, although it does greatly increase the difficulties. The records of most Texas schools show that a large per cent of the boys and girls are working to pay their way through college. Many others are borrowing funds with the expectation of repaying when they get out of school and make the money. It is stated also, that self sustaining students are most diligent. This is probably because they have a proper appreciation of their hard-earned money. Still, it is a pity that earnest students should have to do the double work of earning and acquiring an education, even though the severe discipline may make them all the better students.

The interest being shown in community and county fairs in Texas just now is remarkable. From the newspaper reports it appears that all of them are largely attended and that the exhibits of live stock and products are well worth seeing. The people are brought together in these small fairs and there they exchange experiences and talk over problems in a way that cannot be done at the large fairs. Most of them have interests in common and they secure valuable help in discussing them with each other. If only the people of a community or county can be made to understand that their problems are all closely related and that personal and mutual interests can be best promoted by close cooperation there would be no "moss-back" communities in Texas.

Most persons are selfish and exhibit their selfishness when they are among strangers. One of the best places to see human nature at its worst is in the wash room of a Pullman car. Mr. Average Man will take his suit case and clothes and spread them over the greater part of the room in such a way that others who wish to use the room have to await the leisurely preparation of his toilet. It matters not how many others may be waiting, he will deliberately shove and monopolize as much space as possible in a room he knows to be crowded. He is a Pullman car hog and a nuisance. He would not behave as he does except among strangers to whom he thinks it unnecessary to be courteous.

Persons of culture and refinement are cultured and refined wherever they may be and are courteous to every one. It is impossible to have one nature among friends and another among strangers.

Some people assume one air when with friends and an entirely different one among strangers. It is because their friends know them and the strangers do not. Many are nice to those upon whom they wish to create a good impression, but apparently indifferent to those who are closest to them. There are those who are habitually cross and churlish at home, but "sweet as pie" away from home. Often these imagine they are fooling others as to their real temperaments, and for a time they may create favorable impressions, but the real disposition sooner or later manifests itself everywhere.

There have been more automobile tourists in Texas the past summer than ever before. Most of them have been Texans who have been getting acquainted with their State, but many from other states have been seeing Texas very intimately. The automobile may be somewhat a luxury, but it is playing a great part in the education of the people, who are learning much from their summer tours in their own cars and at comparatively small expense.

J. V. F. No. 9

TRUSTEE'S NOTICE OF SALE

Notice is hereby given that on the Seventh day of October, 1924, between the hours of ten o'clock a. m. and four o'clock p. m., I, Frank F. Ferry, Trustee, shall proceed to sell at public outcry in front of the court house door of Farmer County, in Farwell, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith and Farmer Counties, Texas, to-wit:

One hundred and sixty (160) acres of land out of Capitol League Number 451 and particularly described as the Southwest one-quarter (S. W. 1/4) of Survey or Section Number Twenty-five (25) of Township Number Two (2) North, of Range Number Two (2) East, of a "Capitol Snyder Subdivision"

as shown by Plat of such Subdivision of record in the Deed Records of said Counties of Deaf Smith and Farmer in the State of Texas, Volumes 19 and 5 at Pages 23 and 304 respectively. Patented to Abner Taylor. Located about 22 miles North and 10 miles East of Farwell, Texas.

Said sale is to be made at the request of John V. Farwell, Francis C. Farwell and Arthur L. Farwell, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by J. A. Moore, dated 1st day of November, 1917, and recorded in Vols. 18 and 18, Pages 221 and 177 respectively, of the Deed of Trust Records of Deaf Smith and Farmer Counties, Texas, whereby the said J. A. Moore conveyed to me, as Trustee, the above described property, for the purpose of securing the payment of certain notes executed by the said J. A. Moore particularly described in said deed of trust, and the proceeds thereof will be applied to the payment of the balance due upon said indebtedness, the expense of making said sale and the remainder, if any, paid to the said J. A. Moore or his order, all in accordance with the terms of said deed of trust.

Witness my hand this 6th day of September, A. D. 1924.

FRANK F. FERRY,
Trustee.

One-horse Grain Drills, priced right.
LUTHER HOUGH.

American Telephone & Telegraph Co.
140th Dividend

The regular quarterly dividend of Two Dollars and Twenty-Five Cents per share will be paid on Wednesday, October 15, 1924, to stockholders of record at the close of business on Saturday, September 20, 1924.
H. BLAIR SMITH, Treasurer.

Closing Out Sale —of Millinery

I have decided to Close Out my entire Stock of Millinery at COST—to get the much needed money.

SALE BEGINNING SATURDAY, SEPTEMBER 20, and lasting until entire stock is sold.

I have just returned from Market, where I purchased my Fall and Winter Millinery, all of which goes in this sale. New Pattern Hats just received and more to come.

NO GOODS CHARGED AT SALE PRICES!

Mrs. T. N. Heifner

Frame Building East of First Nat. Bank

For the Farmers

We have laid in a good stock of Ready Made—

COTTON SACKS

and we also have the Ducking with which you may make your own sacks, where desired.

PRICES REASONABLE CHEERFUL SERVICE

D. R. GASS & SON

WE HAVE A CAR OF COLORADO LUMP COAL

ON THE TRACK, AND MORE ROLLING

Financial limitations require that we sell this Coal for Cash.

After September the price will probably go higher. Give us a trial, we will greatly appreciate your business and will strive to give you value received for your money.

B. R. Dixon and Jno. B. Davis

at the Great West Mill & Elevator Co.

Phone 265



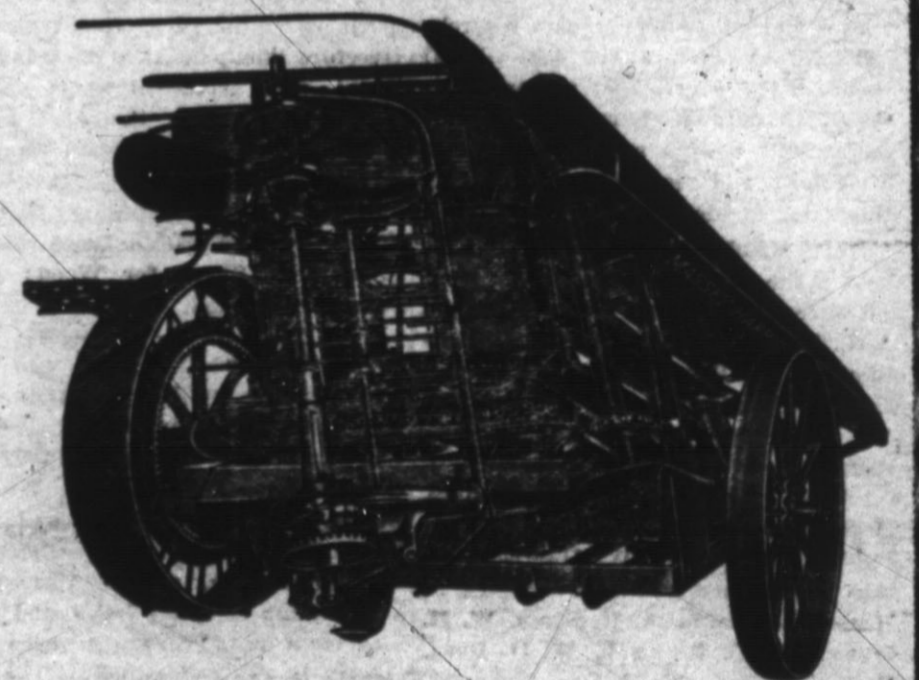
His car's faultless performance frequently lures a Buick owner to distant and remote places—but wherever he goes Buick Authorized Service is near at hand.

RENFRO & SONS

Hereford, Texas

When better automobiles are built, Buick will build them

A Real Corn Binder



We, at last, have the CORN BINDER you have been looking for; the Binder without a Bull chain; has no Packer chain. Fewer parts than any binder on the market. Yet it binds your long and short kafir, maize and sorghum with perfect ease—and binds it where you want it bound. This machine is no other than the celebrated

Massey - Harris Corn Binder

Come in and Inspect this Machine, which is on our floor at this time

We are also receiving daily shipments of the famous old Plymouth Cordage Company's

Binder Twine

and Extras for the John Deere Binders.

GARRISON BROS.

Sallie's Temptations

(Copyright 1924—By Gladys Baker)

CONCERNING SALLIE

Sallie is a modern, pretty young creature, with all the emotions and desires you yourself had when you were at that glorious age that lies somewhere between sixteen and twenty-five. Sallie is everywhere. The eyes of the world are upon the ultimate outcome of her moral code. Is she going to weaken her creed of right and wrong and stretch her philosophy to that of the girls who have a "good" time? Your little girl is just where Sallie is. She must decide for herself. They are all Sallies at heart. Sallie's experience, put down truthfully from the pages of her life, may help your Sallie's. Each chapter is complete in itself. Read it this week. You will enjoy it.—Editor.

(Continued from last week)

MR WRIGHT TO THE RESCUE

I shrieked loudly as Ted Billings lunged forward. In some mysterious way, strength was given me to use my legs, which had been quaking beneath me, and I tore headlong across the hills toward the ocean. Gaining the beach, I glanced over my shoulder. Ted had not followed. The heavy sand of the dunes must have proven too much for him in his besotted condition. Wright spurred me on, and I dashed into the water, shivering as the whitecaps reached out to me with their icy fingers. Soon I was swimming beyond my depth in the moon-swept ocean.

Then suddenly I felt the steady pull of the undertow and realized, in my spent condition, I was not able to resist it. I turned nervously shoreward and saw a lone masculine figure coming at top speed through the breakers. I recognized the swimmer. It was Curtis Wright, and I called to him in utter exhaustion, feeling the last shred of my vitality weaken.

"What's the matter, trying to drown yourself?" he asked with a note of tenderness in his voice. When his swift, sure strokes had brought him beside me, I relaxed in the safety of his arms and felt secure in his protection.

When we had left the fierce current behind us, I slipped from his arms as soon as I was able to touch bottom.

"Nice way to treat your guest," he laughed pleasantly, "sending me off for refreshments, while you run away and have our swim by yourself."

"Why, you poor kiddo," he continued gently, noticing for the first time that my arms and shoulders, rising from the dark depth of the water, were bare. "What's the matter? Did you have an accident," he questioned.

"Nope," I stammered and made up my mind that I would not tell him what had happened. After what Marj had said about his opinion of flappers, my experience with Ted would only add to his unflattering conviction about the younger generation.

I'd tell him nothing, and with this decision, I felt a spirit of devilry returning.

"Maybe Mr. Shark decided he'd like to have my little suit for an hors d'oeuvre and ate it," I replied, at the same time opening my eyes wide in mock and childish amusement, "and then, again, maybe he didn't."

A puzzled expression crossed the brow of Mr. Wright and he started to question me further, but changed his mind.

"I'm deeply sorry, really," he said quickly: "one would think that you had granted me the special privilege of dabbling in your affairs, which so far, it would seem, have been more or less of a—er—shall we say, personal nature. I assure I shall be less meddlesome in the future, and if you will promise to stay away from the shark-infested area, I will bring my rain coat in a jiffy."

Returning, we walked in silence up the beach to the bath houses. The Inn was in darkness. It had not occurred to any of the crowd to look for me after my disappearance with Curtis Wright earlier that evening. It is an unwritten code in our set to permit each person to go exactly where one pleases.

"A thermos bottle with ice and lime juice, as per request, reposes behind you stately palm tree," Mr. Wright broke the silence lightly, and for some reason, which I was unable to analyze, his indifference piqued me after his former interest. In the short time I had known him, I had wavered from one decision to another in planning the attitude I would adopt before him. At the Inn I had determined upon a role of racy independence and yet I was now ready to go to almost any lengths to keep him from finding out about the episode with Ted Billings.

"What a funny little bird the frog are," I quoted.

"Appropos of what, may I ask?" "Nothing, I was just thinking out loud. A sign of tottering old age, isn't it?" I responded. "Go get the bottle. I'm worn to a frazzle."

He looked at me with searching scrutiny.

"Yes, right at this moment you do look like an old woman," he announced critically and save for his innate refinement, which one felt, and the impersonal tone in which he had spoken, his remark would have been rude; as it was, it hurt me, for I knew he was serious.

During the drive home I rested my head against Curtis Wright's coat sleeve and slept soundly.

When we alighted from the car, Mr. Wright gathered up my swimming things and handed them to me.

"Good night," he said, "I found this in the sand dunes. You might need it," and reaching in his pocket he produced a strip of black and white taffeta. Part of my bathing suit! I stood holding the bit of silk in my hand and could have wept, I was so embarrassed.

Under what circumstances had he found it? Had he seen Ted Billings?

It was maddening and a thousand questions skipped through my brain which was already spinning from the excitement of the evening.

"Where is the rest of it," I questioned, hoping his answer would throw some light on how much he knew of the situation.

"Maybe Mr. Shark is keeping it as a memento of the occasion," he suggested, leaving me bewildered.

(To be continued next week)

No. 309

TRUSTEE'S NOTICE OF SALE

Notice is hereby given that on the Seventh day of October, 1924, between the hours of ten o'clock a. m. and four o'clock p. m., I, Frank F. Ferry, Trustee, shall proceed to sell at public outcry in front of the court house door of Deaf Smith County, in Hereford, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith County, Texas, to-wit:

Three hundred eighteen and 15-100 (318.15) acres of land out of Capitol League Number 435 and particularly described as being the West one-half (1/2) of Survey or Section Number Thirty-one (31) of Township Number Three (3) North of Range Number One (1) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 19 at Page 23. Patented to Abner Taylor. Located about 38 miles West of Hereford, Texas.

Said sale is to be made at the request of Francis C. Farwell, Charles F. Harding and George Findlay, Trustees, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by Frank Ivy, dated 27th day of September, 1917, and recorded in Vol. 17, Page 523 of the Deed of Trust Records of Deaf Smith County, Texas, whereby the said Frank Ivy conveyed to me, as Trustee, the above property, for the purpose of securing the payment of certain notes executed by the said Frank Ivy particularly described in said deed of trust, and the proceeds thereof will be applied to the payment of the balance due upon said indebtedness, the expense of making said sale, and the remainder, if any, paid to the said Frank Ivy or his order, all in accordance with the terms of said deed of trust.

Witness my hand this 6th day of September, A. D. 1924.

FRANK F. FERRY,

58-59-60

Trustee.

STORAGE SALE

Notice is hereby given that I will sell at public auction at 10:00 o'clock a. m. on the 11th day of October, 1924, at the Purcell livery stable in Hereford, Deaf Smith County, Texas, the following described property, to-wit: One heating stove, one ice box, two small iron beds, one dining table, six dining chairs, four rocking chairs, one sewing machine, two dressers, one wash stand,

two small tables, one large rug, one folding couch, also dishes, cooking utensils, bedding and other small effects. Said goods having been stored with me by J. R. Stubbs, the owner, and are to be sold in payment of storage due.

C. S. PURCELL.

EPWORTH LEAGUE

September 25, at 7:00 O'clock Sharp

Topic: "Africa for Christ."

Song service.

Leader—Clyde Carroll.

Scripture Lesson: Romans 9:25, 26:

10:12, 15—Leader.
Song—"Africa for Christ."
Lord's Prayer, followed by prayer for our missionaries in Africa—Rev. Garvin.
The History and Beginning of Our Work in Africa—Miss Lena Anthony.
Our Progress in Africa—Mrs. Hall Beavers.
Why we are interested in Africa—Hall Beavers.
The Necessity of Educating the Negro—Miss Aline Hodge.
Business.

FOR SALE

I have sold all my implements but have one span young work mules and one odd work mule and several good coming three year old mules that will make high class teams for next year. Get your teams now as feed will be very plentiful, and have them ready for next year. All good stock will sell higher this Fall.

F. H. Oberthier

SEE THE

INTERNATIONAL LINE OF FARM MACHINERY

We have in stock McCormick and Deering Corp Binders, Hoosier and Kentucky Grain Drills and Weber Wagons.

J. O. Miller, I. H. Co.

3rd Door North of Dunlap Hardware Co.

Phone 51

Service! Service! Service!

We are at your service all the time.

We want to please you, our *Cleaning and Pressing* is absolutely *Oderless*, and *rain or shine* we are no farther from you than your telephone.

Our new fall and winter samples are here, full of good values. Come in and look them over. *Have your suits and overcoats made-to-measure.*

C. P. RINGER

Phone 385

WE WILL GRADE MAIZE

and impose a heavy dock on all cracked grain, weed seed and other trash

Thresh your maize properly and get the top price

E. W. HARRISON



Modern Business and Banking

In this age of banking no business can function properly unless it is backed by a strong financial connection.

Your banker's personal interest in you and his willingness to advise and assist you in every possible way is worth much to you in the successful management of your affairs, in addition to the safety and convenience which such a connection offers.

Read our message in this week's Farm and Ranch

First State Bank & Trust Company

OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS



SIMS COMMUNITY

Mrs. Samulson of Hereford returned home Saturday, after spending a week in our community with her daughters, Misses Gusta and Lois, who are teaching our school this year. They visited in the Rice home Friday night and accompanied Mr. Rice to Hereford Saturday morning. Miss Gusta and Lois returned Sunday afternoon to take up their school work Monday morning.

Several new pupils entered school Monday; several others to enter yet, if all go that should be in school this year. Barney Mecskey (our teacher) was over Friday morning to see what things were needed in our school. Several things are badly needed at present—we are hoping to get them soon.

Adrian school opened Wednesday of last week—was two days late opening on account of the school building not being quite complete on Monday.

Victor Linke and Mansel Zerring are running the school trucks for Adrian school this year.

C. Glascock of Adrian is hauling sand this week, to have his store and hotel building stuccoed soon.

Farmers are rejoicing over the fine rain which fell last Tuesday night. Precipitation was one and one half inches. Farmers are very busy sowing and preparing land to sow wheat.

Ben Rice and family and Miss Maude Malone of Hereford visited in the Reed home last Sunday.

We regret very much to lose the Rice family from our community. They will move to the Glascock ranch near Vega, after they gather their crop this fall.

Last Saturday Professor C. C. Wimberley of Vega, was in our community looking after his ranch interests.

Wedding bells rang in our community again last Monday, when Mr. Euclid Whitten and Miss Ava Robison, living near Vega, were quietly married. We wish them much joy and few sorrows during their wedded life. They are located on the Glascock ranch at present.

Jack Cowan and wife transacted business in Adrian last Saturday. Mr. Cowan has rented land near Vega and will make that his home the coming year.

Temple Lynch and Deola Henson helped Dave Hutchinson brand cattle last Tuesday.

Mrs. J. A. Reed and family enjoyed a visit this week from her brother, Rev. L. Lee Gaines, of Albuquerque, N. M. Omer Bartlett has been hauling wheat to Adrian this week.

Al Phillips of Rall H. ranch made a business trip to Hereford Monday.

Miss Maude Malone is visiting a few days with her friend, Mrs. B. H. Rice. George Miller and wife transacted business in Adrian Monday.

Mr. Morrison and children of the Bippis community made a trip to Adrian last Saturday.

Temple Lynch and wife transacted business in Adrian Friday.

Berry Lynch and wife and little son, of New Mexico, visited at the Rall H. ranch last Tuesday night.

Mr. James Mecskey Sr. had quite an accident last week on his way to Hereford, when his car caught on fire, but he put the fire out without serious loss.

Mrs. B. H. Rice and Miss Maude Malone visited with Mrs. John Rector Friday.

A good many cattle are being shipped from Adrian now.

ARNEY - BLUE RIDGE

Mrs. Charlie H. Cox was a pleasant caller at the Stuart home.

Messrs. Edwards, Stuart, Goad and Cox went fishing at Umbarger last week.

Messrs. Dick Stuart and Frank Davis were in Happy on business Friday.

Mr. Edwards is a proud owner of a Ford roadster.

Mr. Stuart's mother and sister of Jones county, Texas, are visiting here this week. Also his brother and family of Hart.

Roy Cole was a business caller in Tulla Friday.

Mrs. Charlie Cox and daughter Laura were in Hereford Wednesday on business.

Mr. and Mrs. Charlie Cox were in Amarillo last week visiting their daughter, Mrs. Lee Edmondson.

Mrs. Edward Kincoed and little son, who were visiting Mrs. John Cole, returned Saturday.

Mrs. S. J. Taylor and daughters, Lillian and Mrs. F. W. Fortner, were very pleasant callers at the Cole home last Thursday noon.

B. J. Taylor was a business caller at Nazareth Friday.

Will Dixon was a business visitor at Happy last Thursday.

C. H. Cox was in Happy on business. Mr. and Mrs. Floyd W. Fortner were callers at the J. E. Davis home Saturday morning.

Ray Cole was kicked by a mule last week, receiving a bad injury on the cheek.

Luster Hogge was a caller at the S. J. Taylor home Friday.

Charlie Hogge and Mr. Wickert, have been helping Hue Holland drive cattle.

Hue Holland was a business caller at the S. J. Taylor home Thursday.

Mr. and Mrs. Floyd Fortner spent Saturday at the home of Mrs. Fortner's parents, Mr. and Mrs. S. J. Taylor.

Mr. and Mrs. J. E. Davis, who have been visiting their daughter and family Mr. and Mrs. Nick of Shamrock, returned home a few days ago.

FRIO - EASTER ITEMS

Most every one is busy drilling in good wheat since the good rain we had last week.

Several from this community attended the dinner at C. E. Tice's Sunday. The dinner was to celebrate the wedding anniversaries of Mr. and Mrs. Tice and Mr. and Mrs. Lee Hill.

Joe Mitchell returned Monday from Ft. Worth where he had been on business. Mr. Mitchell was accompanied home by his father.

Mr. R. L. Stillinger made a business trip to Amarillo last week.

Mr. and Mrs. Bob Knox of Hereford visited Thursday night and Friday in the Percy Estee home.

Mrs. W. B. Green and Mr. and Mrs. Walter Easter visited Thursday with Mr. and Mrs. E. V. Sullivan.

Mrs. Kenneth Hunter entertained on Sunday with a one'clock dinner in honor of her husband's birthday. Those who attended were: Mr. and Mrs. E. M. Allen and family, Mr. and Mrs. Carroll Hunter, Misses S. T. and Nannie Fields, Miss Harris, Bill Smith, Finis and Sam Hunter.

Mr. and Mrs. Henry Allman visited Sunday with Mr. and Mrs. Carl Frye.

Work has begun on the new school house in the Easter District. The well is being drilled, the foundation laid and lumber is being hauled out this week. We hope that in a few weeks it will be ready for use, as our little school is very crowded just now.

"Grandpa" Easter, returned home from near Pauls Valley, Oklahoma, last week. He reports that it has been very dry there all summer.

Miss Ima Sullivan, Johnnie Knox and Val Mathis were supper guests of the Misses Ragsdales Sunday evening.

ADRIAN SIMS ITEMS

Some people are beginning to cut their row crops.

We have had another good rain in this part.

A new school house is going up in the Mecskey community.

The Adrian school building is completed, and the teachers, Mrs. Hown and Miss Stone, began their school term there on the 10th. The new building is quite an addition to the town.

The Adrian Mercantile Co., is also having the building they occupy stuccoed, giving it an attractive appearance.

J. M. Chapman shipped a car of cattle to Kansas City last week.

The Sims school has 23 in attendance now. Work in school seems to be progressing nicely.

Mr. and Mrs. John Rector were callers in the J. M. Chapman home Sunday afternoon.

Some in the community will attend the Amarillo Tri-State Fair this week.

Rev. Leggett, Methodist pastor of Vega, asks us to announce that he will preach at Sims school house the 1st Sunday in October, at 3:00 p. m. Every body is cordially invited to attend this service.

B. J. Mecskey recently bought some steer calves from J. M. Chapman.

Mr. and Mrs. W. E. Nance returned to their home in Clovis, after attending the family reunion at the home of C. H. Dyar Sunday.

J. E. Hill left Monday morning for Abilene at which place he will attend the Abilene fair.

Mrs. R. B. Boren and little son, Jack, returned home from Wynoka, Okla.

Q. R. Shelton went to Amarillo Monday morning and will take in the fair while there.

School Tuition By Non-residents Fully Explained

Every year the payment of tuition required of those who do not reside in the school district in which they are in school raises certain questions. There can be no question as to the legal right of any school board to collect tuition from those in school who live in another district. School boards are almost forced to charge tuition in the independent districts, where they would like to have more than they could take care of. Frequently misunderstandings arise over the child's residence under the school law. The following quotation from the Attorney General's opinion on the subject may prove helpful.

"If the children have merely an ostensible and not a substantial residence in the district, if they were sent to (Hereford) for the sole purpose or even for the main purpose of participating in the advantages of the public schools of (Hereford), they are not entitled to tuition.

"But if they were sent to reside in (Hereford) in good faith, in order to give them suitable homes, with the intention on the part of the father, and of the persons in whose care he placed them, that the children should reside there permanently; if the educational advantages of a residence in (Hereford) were merely incidental to their going there, and other conditions induced the father, in good faith, to select that place as their home, I think the children are residents of (Hereford) within the meaning of the school law, and entitled to free tuition there, notwithstanding that the domicile of the father is elsewhere."

The tuition rates charged in the Hereford schools are \$400 for grades one to seven, inclusive, and \$500 in the high school. The actual cost of instruction per pupil exceeds these amounts. Students who transfer are credited with the amount of the State apportionment. Six year old children who will be seven before the first day of January will have to pay tuition only half of the year.

—C. H. DILLEHAY.

MAGNOLIA BAND, BEAUMONT, TO GIVE RADIO CONCERT

The famous Magnolia Band of thirty five pieces will give a concert over the radio from its home at Beaumont, Texas, 8:00 p. m., October 1, according to advices received here by the Magnolia company man. The concert will be given over the new Magnolia 500 watt station, KFDM.

CO-OPERATIVE OIL MEETING

All subscribers to the stock of the Co-Operative Oil Company, and all who are interested in this money saving movement are requested to meet in the County Court room Saturday night, September 27th, at eight o'clock.

PERCY WELLIVER.

THE HUCKERTS ENJOY VISIT FROM MARCUS, IA., RELATIVES

Mr. and Mrs. Frank Huckert, who have been visiting their cousins, Mr. and Mrs. Joe Huckert, for the past two weeks, left Monday for their home at Marcus, Ia. Mr. Huckert is also a cousin of Louis Huckert of Summerfield.

Local Happenings

Mrs. C. S. Richards went to Amarillo Monday morning and will attend the fair there this week.

Midshipman A. J. Hill, son of Rev. and Mrs. W. R. Hill of Hereford, left Monday morning for Annapolis, Md., at which place he will take up his work in the U. S. Naval Academy.

Mrs. J. N. Messinger returned home Monday morning from Friona, at which place she attended the fair. She also visited in New Mexico while away.

EXPECTS LARGE PERCENTAGE OF MEN IN STUDENT BODY

Canyon, Texas, September 22.—An unusually large percentage of men is expected in the student body of the West Texas State Teachers College this year. There is a greater demand for men in the teaching profession than for many years past and salaries are being raised to a level that makes the profession attractive to men. Last year 66.4 percent of the students of the Teachers College were women, but because of the better facilities for the study of agriculture, manual training, science, and the fine athletic staff that has been employed this year, it is believed that the percentage of men will run much higher than ever before.

The fact that nearly sixty men are already on hand and in training for football gives weight to this supposition.

Many of the men who come to this college do not expect to teach but will follow commercial lines or science or literature, receiving their degrees in a college near their homes and will then go to universities at some distance to do graduate work before entering their respective professions.

MISS ELLA BROADWELL DOING FINE SINCE HER OPERATION

Little Miss Ella Broadwell, who has been suffering with appendicitis for the past few days, was taken to the hospital Wednesday, and was operated on at 2:00 o'clock. She is reported as doing fine at this time.

Some Wedding



Miss Ruth Masters of Winnebago, Minn., had 50,000 guests and the wedding march played by a band of 3,700 pieces when she married Erling Maine at St. Paul last week. It was at the National Convention of the American Legion in session there.

Step-Out

No doubt there is better material in that last year fall and winter suit, overcoat or hat, than in many of the new ones you might buy. Save money and still be dressed up by letting us clean, press and maybe dye them for you.

"Out of a band box" does not necessarily mean "new clothes." Our prices are reasonable and our service is promptness itself.

"We Keep the Smell"

Phone 16

Orr's Tailor Shop
Made-to-Measure Suit Specialists

Joe Mitchell returned home from Ft. Worth Monday morning, after a short visit with his father, D. T. Mitchell. His father accompanied him home.

Miss Louise Ricketts left Saturday morning for Denton, where she will enter Denton Normal this term.

Mr. and Mrs. J. C. Curry, who have been visiting Mrs. N. M. Patton of Hereford, left Saturday morning for their home at Weatherford.

Mrs. Nancy Goodwin went to Amarillo Saturday morning for a short visit with relatives.

Little Miss Minnie Peddie went to Amarillo Saturday morning for a short visit with her sister.

Miss Florence Spradley, who has been visiting her brother, J. W. Spradley, left Saturday morning for her home at McKinney, Texas.

Harold Hicks left Saturday morning for Waco, Texas, at which place he will enter Baylor University.

Miss Mattie Mounts spent last week end with her friend, Miss Donna Lancaster, of Amarillo.

Miss Pauline Bringham of Canyon, spent last week end with Miss Dessie Mae Steele.

Miss Brigham and Miss Steele will teach Piano at the W. T. S. N. C. the coming winter.

Mrs. L. M. Firister of Amarillo, who has been visiting her mother, Mrs. G. F. Pierce, the past few days, returned home Friday morning.

Mrs. R. B. Boren and little son, Jack, drove up from Dimmitt Friday morning and took the train for Wynoka, Okla., where they will visit a few days.

Mr. and Mrs. R. T. Mooney, accompanied by their daughter, Mrs. M. Van McKee, left Friday morning for Kansas City, Mo., where they will spend the winter. Mr. Mooney is a sufferer of Asthma, and the doctors advised him to make the change.

Mat Gilliland returned home Friday morning from a week's visit to his mother in Los Angeles, Calif.

Mr. and Mrs. B. P. Broadwell returned to their home in Electra, Texas, Friday morning after a month's vacation here with relatives.

Miss Louise Meyers of Canyon spent last week end with Miss Anna Wedel.

Mesdames Alice Collins and C. G. Struble, who have been guests in the C. C. Ferguson home the past week, left Friday morning for Lewisburg, Tenn.

Mrs. M. E. Hawkins, who has been visiting in the home of her daughter, Mrs. W. J. McMin, of Summerfield, returned to her home at Britain, Okla., Friday morning.

Mr. and Mrs. C. M. Ackerman and little son, Kenneth, returned to their home in Ft. Dodge, Ia., after a short visit in the J. L. Johnson home.

Mrs. C. G. Witherspoon, who has been here for several weeks visiting with friends and relatives, left Saturday morning for Amarillo, where she will make a short visit before going to her home at Dallas.

COAL

SOONER OR LATER YOU MUST BUY

COAL

Why not today, at present prices, you will have it when you need it. Be sure it's labeled coal from

Golden Rule Produce Company

We handle all kinds of produce—Highest Market Price

Phone 108 We Deliver

Friedman-Shelby

'ALL-LEATHER' SHOES

Put Real Joy in the Boy

Give your boy a real treat—let him pick out a pair of "Red Goose" Shoes. He'll like their looks, and the comfort they give him; you'll like the way they stand hard knocks, and the money they save you. They belong to the "All-Leather" line of shoes—there's a brand for every member of your family.

J. O. NEWELL

"IT TAKES LEATHER TO STAND WEATHER"

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RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.
CASH WITH ORDER.

FOR SALE

FOR SALE—80 acres of land, 8 miles northwest of Friona, price \$12.50 per acre; \$520 cash, balance one to three years at 6% interest. See us for cheap ranch and farm land. **M. A. CRUM,** 59-11-pd Friona, Texas

FOR SALE—8x12 rug, brand new from the loom, woven with good four ply warp. A bargain. See **LULU E. BOTSFORD** 59-11-pd

FOR SALE—24 inch Avery Separator and an 18-36 Avery Tractor, all working parts in good condition. See **P. W. PRICE** 59-11-pd

FOR SALE—Ten to fifteen head Jersey cows and heifers, and one Cleveland Tractor. **J. W. DUGAN,** 59-4-pd

FOR SALE—100 acres unimproved, 9 miles of town, good land, good water, good terms. Write A. O. B., 935 N. Emporia Ave., Wichita, Kans. 58-4tpd

FOR SALE—Good seed wheat, also one fresh Jersey cow. Phone 310 F-4. **M. R. CORBETT,** 58-2t

FOR SALE—Karned seed wheat. See **B. F. FULKERSON,** 18 miles N. W. of Hereford. 58-4-pd

FOR SALE—My home in Hereford, desirable location. Phone 78, P.O. Bx. 758. **MRS. G. R. WARD** 58-4t

FOR TRADE—One Titan Tractor in good condition, for Ford truck. See **GRADY WILSON,** 57-4t-pd

FOR SALE—One Primrose No. 2 Separator in good condition; also have one 12 hole Hoosier Drill, that will take half price for. If interested see **B. F. McCONNELL,** 57-7t

FOR SALE—Two brown horse mules, 4-year-olds, about 15% hands, cracking good ones. Also good cow, fresh with heifer calf. See **W. F. ORR,** 56-7t

Purity Vaccine
 If Purity is the best, is what you want, then use Purity. Thousands of calves are saved every year with Purity Vaccine. Vaccine on hand all the time. See **Henry Hastings, Hereford, Texas,** 43-7t **Purity Blackleg Aggrassin Co.**

FOR SALE—Saddle horses, work mules and milk cows. Will trade 12 boe drill for larger one, will pay difference. **J. L. FUQUA,** 47-7t Phone 146.

FOR RENT
ROOMS FOR RENT—In Britain building. See **H. B. WEBB,** 51-1t

WANTED
WANTED—Sewing to do, am an experienced hand. See or phone **MRS. L. SAWYER,** 59-2t-pd

WANTED—A girl to do general house work. Phone or write **MRS. RAY SHEFFY,** Dimmitt, Texas. 58-2t

WANTED—A job of breaking land, I have a large tractor, can do good work. **FRED B. WELCH,** Friona, Texas 57-3t-pd

WANTED—Good, strong willing woman to do general housework. See **MRS. G. W. BRUMLEY,** 56-7t

WANTED TO BUY
 Barley, Spelts and Maise; also second hand sacks that will hold grain. **BRUMLEY & SON** 49-7t

LOST AND FOUND
LOST—A traveling bag, between Olton and Hereford. Finder please leave at Brand office and receive reward. **C. O. BRUMLEY,** 59-2t-Pd.

READ THESE BARGAINS:
 \$1700.00 buys 4 rooms and bath, close in, modern except heat, possession.
 \$3250.00 buys 8 rooms, plastered, bath, two porches, etc. Possession Oct. 20. Easy terms will be given.
 \$1000.00 buys close in 5 room house, not modern, easy 7% terms.
 We have some excellent bargains in well located farms. See us for particulars.
BASKIN LAND COMPANY

What Advertising Means to the Merchant and Business Man--- ---Address by An Expert

(Address by Thomas K. Kelly, of the T. K. Kelly Sales System, Minneapolis, Minn., before the Cotton States Merchants Association at Memphis, Tenn., in August, 1924.)

"A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good-sized bunch of letters one morning, the letters being addressed and stamped, suggested that I drop them in the mail box on my way to the office. I wore my raincoat that morning, as it happened to be raining, so I slipped the letters in the pocket of the coat, and, upon arriving at the office, I placed the coat in my locker, and forgot all about the letters. I did not wear that same coat again for several weeks, and that's where my trouble started.

"These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed to be at 6:00 p. m., but nobody showed up. We waited until seven, but my friends failed to arrive, then I and behold, my wife said to me, 'Do you recall a morning some few weeks ago when I gave you those letters to mail. They were the invitations to your party.' Immediately the thought struck me, 'By golly, those letters are in the pocket of my rain coat at the office.'

"That incident reminds me of an old friend of mine who was in to see me the other day. He told me about a motor trip he had taken, driving from Minneapolis up North for a few hundred miles. It happened to be on a Saturday. He visited several towns on his trip, calling in at many stores, and he remarked to me, 'Do you know there were several stores in each one of the towns I went through, and they were about two chain stores in each one of the towns I went through, and they were the only stores that were busy—the other stores didn't appear to be doing much of anything.' That caused him to investigate, just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and requested that they send me their papers of Thursday and Friday two days before the Saturday when my friend called at these stores. Upon receipt of these newspapers, I found that four out of five papers, all the store advertising that had been done was by the chain stores. That solved the problem.

"The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their store that Saturday, and the public not receiving an invitation, did not come, but the chain stores had invited them with a neat, effective ad, attractive in style and chuck full of common sense, and, naturally, that is where they went.

"So the stores that failed to receive their friends were like my birthday party—the crowd didn't come.

"I venture to say in all the failures of retail merchants the last three years not twenty per cent of these same merchants advertised religiously in newspapers, whereas, if they had, their investments in newspaper advertising would have brought sufficient trade to prevent a great amount of their losses.

"The total newspaper advertising of 122 daily newspapers in 28 principal cities of the United States in the year 1923 was 1,333,954 971 agate lines—a gain of 92,651,690 lines over the previous year.

"We are not handicapped today in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small.

"First of all the newspaper has circulation. A single newspaper will often cover 60 to 80 per cent of the homes in its territory. Advertising space in that paper will give a much greater return per dollar spent than will any other form of advertising on which postage is spent.

"Second, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct by mail advertising.

"Third, and best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

"So we are led to believe that even criticisms about us in the columns of newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on selling merchandise, he has got to start figuring on the advertising that is going to do it.

"Advertising certainly has many sides,

it can scream, talk, or whisper, it can attract the eye or befuddle it. It can be an interesting story, or uninteresting piffle. There are just as many kinds of advertising as there are things to advertise. There is the sincere kind that breathes honesty and truthfulness, and which carries the reader through to the end, and then again—there is the kind of advertising that says, 'Beware, I am just trying to attract attention; I don't mean what I say, and I don't intend to make good on the extravagant claims I am talking about.'

"Newspapers, however, are not in the habit of publishing misleading advertising, and for that reason the public has unlimited confidence in newspaper advertising.

"The retail merchant who will figure on spending two per cent of his gross receipts for newspaper advertising and one-half of one per cent for direct mail advertising, such as letters, post cards, etc., and prepare this advertising the same as if he were talking to his customers when they come in his store, there would be no need to complain about quiet trade.

"You may say, 'How can I educate myself to write advertising?' I know many successful merchants who have gained their advertising education through reading and studying good trade publications which publish splendid articles in every issue. No one can prepare advertising for the goods you own and offer for sale as good as yourself. The merchant who is open minded and visualizes his opportunity, getting his subconscious mind in working order, is not going to experience dull trade.

"Like a bathing suit manufacturer a short time ago who originated a picture of a beautiful young lady wearing a bathing suit. He had an actual photograph done in colors and it was so unique and attractive that I have noticed thousands of these ads pasted on automobile windshields.

"One of the most successful small town merchants who has been in business for forty years has the happy faculty of getting a lot of free advertising in his local newspapers. Upon his visit to New York markets twice yearly he writes letters to the two newspapers of his town, telling about New York. He explains about the various improvements there that have taken place since his last visit—he tells about the merchandise market; he even goes so far as to give a brief history of the extravagant, as well as the economic, side of New York life. Hundreds of families in his territory look forward to reading his letters. You must capitalize upon everything pertaining to your business in order to get the public excited about your store.

"Department stores in the large cities today never neglect to have their buyers, who go to foreign countries, send thousands of letters to their customers and prospective customers, telling about the huge purchases they have made of foreign goods. I have received many letters from representatives of large Minneapolis stores mailed from Paris, London and other European points. They tell what time their goods will arrive in this country, they explain about the new unique styles, fabrics and values.

"I am a great believer in taking my newspaper as a partner in my business. Every newspaper has hundreds of ideas that are workable and profitable that they are only too glad to pass on to retail merchants—a newspaper is a clearing house of ideas especially pertaining to retail business and I wonder sometime if we try to get as close to our newspaper as we ought to, as they would like to be with us. If you are interest-

ed in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct by mail advertising, such as sending out a letter or post card monthly, you will find that your newspaper ads have greater pulling power than if you depended on it alone to sell your merchandise.

"Take, for instance, the manufacturer, wholesaler or jobber who backs up his salesmen with newspaper advertising and direct mail advertising. Practically 75 per cent of the salesman's work is already done, when he goes to call upon a prospective customer, through the advertising that has already preceded him, the prospective customer already having a very good idea of the merchandise through the advertising.

"The crying need today is more advertising. No better illustration can I cite of the effectiveness of advertising than the case of Barker Bros., retail furniture dealers in Los Angeles. A few years ago they sold \$700,000 worth of furniture in their store and, through expanding their advertising investment, Barker Bros. last year sold 16 million dollars worth of furniture.

"I should think we would all take inventory of ourselves when confronted with actual instances like the above and note what Henry Ford has done the past year through advertising. Up to this year Henry Ford has done very little advertising, but, being far-sighted, he sold himself the idea that in 1924, and perhaps he had in mind not only 1924, but every year afterwards, he was going to invest a substantial amount of his gross receipts for advertising, and his appropriation for 1924 was seven million dollars. Within the past six months I have visited the Ford factories half a dozen times through some business dealings I had with this big firm, and I can assure you, Ladies and gentlemen, that there has been no unemployment in the two Ford factories in Detroit—they have been running full capacity, three eight-hour shifts, steadily employing over 100,000 people besides the thousands they are employing in their own large plants all over the country.

"Henry Ford has experienced a situation which makes it highly desirable to advertise. Perhaps he foresaw the present slump, which has appeared to hit the motor concerns with special velocity. Perhaps he judged the time ripe solely because of the present useless attitude of the people and the fact that our Federal Government has declared an open season for swatting big business.

"At any rate, for some six months now the Ford Motor Company has been displaying itself in the publications of the country, in newspapers large and small, in class periodicals, in farm papers, in general magazines, in street cars, in outdoor positions; and in many other forms of advertising.

"With my brokerage business, we appropriated a million dollars for advertising this year, and we are like the National Cash Register Company, who claim that they had the biggest business in all their business career during May of this year, and you know how difficult it is to sell cash registers. In

LODGE DIRECTORY
 Hereford Lodge No. 548, A. F. & A. M. stated meetings second Monday each month.
 J. W. BRADLY, W. M.
 J. S. JONES, Sec.
 Hereford Chapter 144, B. A. M. regular meetings, first Monday of each month.
 J. G. HASTINGS, H. P.
 J. S. JONES, Sec.



ed in your newspaper they will be interested in you, and if you follow up your advertising with attractive window displays, combining that with training your clerks and keeping up your direct by mail advertising, such as sending out a letter or post card monthly, you will find that your newspaper ads have greater pulling power than if you depended on it alone to sell your merchandise.

"What is the Standard Oil Company doing? Their advertising appears religiously in about every newspaper in the United States. They bring home right to our door the fact that it does not necessarily take money to do business—using brains and thinking is what counts."

TRUSTEE'S NOTICE OF SALE

Notice is hereby given that on the Seventh day of October, 1924, between the hours of ten o'clock a. m. and four o'clock p. m., I, Frank F. Ferry, Trustee, shall proceed to sell at public outcry in front of the court house door of Parmer County, in Farwell, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith and Parmer Counties, Texas, to-wit:

Four hundred and eighty (480) acres of land out of Capitol League Number 451 and particularly described as the Southeast one quarter (S. E. 1/4) of Survey or Section Number twenty five (25) and the North one half (N 1/2) of Survey or Section Number thirty six (36) of Township Number two (2) North of Range Number two (2) East of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said Counties of Deaf Smith and Parmer in the State of Texas, Volumes 19 and 5 at pages 23 and 304, respectively, patented to Abner Taylor. Located about 11 miles East and 22 miles North of Farwell, Texas.

Said sale is to be made at the request of Francis C. Farwell, Charles F. Harding and George Findlay, Trustees, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by

J. A. Moore, dated 1st day of November, 1917, and recorded in Vols. 18 and 19, Pages 325 and 176 respectively of the Deed of Trust Records of Deaf Smith and Parmer Counties, Texas, whereby the said J. A. Moore conveyed to me, as Trustee, the above described property, for the purpose of securing the payment of certain notes executed by the said J. A. Moore particularly described in said deed of trust, and the proceeds thereof will be applied to the payment of the balance due upon said indebtedness, the expense of making said sale, and the remainder, if any, paid to the said J. A. Moore or his order, all in accordance with the terms of said deed of trust. Witness my hand this 6th day of September, A. D. 1924.

FRANK F. FERRY, Trustee.
 58-59-60

WANTED—100 acres old land. Will pay cash rent. Fees 164.

Got the Result



Mr. Charles Moore, 2415 Eakin St., Dallas, well-known Texas citizen, says Karnak, the sensational new medicine, has freed him of two years of acute suffering from stomach trouble. "Indigestion and bloating had me so I couldn't draw a deep breath," says Mr. Moore, "and I was simply afraid to eat. I had to be always taking strong purgatives, too, and was so weak I could hardly get around. Karnak has fixed me up strong and well and for the first time in two years I eat anything I want. Karnak is a great medicine."

Sold in Hereford by J. J. Clark and in Dimmitt by Dimmitt Drug Store.

ROCKWELL BROS. & CO.
LUMBERMEN
 Phone 4
 Dealers in Strictly Long Leaf **YELLOW PINE LUMBER** and High Grade Building Materials
HOME Building Our Specialty
 —Not Merely HOUSES

Station-to-Station Calls Cost Less

When you ask Long Distance to get a certain telephone number in a distant city and, when connected, you speak to any one at that number, you have made what is described as a Station-to-Station call.

That is, on a Station-to-Station call do not specify a particular person to be reached, but give only the number of the telephone or the name or address under which that telephone is listed.

A Station-to-Station call costs less than a call for a particular person because less operating labor and less circuit time are required than if a particular person has to be located and brought to the telephone.

Charges cannot be reversed on Station-to-Station calls

SOUTHWESTERN BELL TELEPHONE COMPANY

MAIZE HEADS!

About two weeks back the farmers began phoning me, wanting to sell maize heads. I said "No," I didn't want to buy. But they kept on phoning, so I made up my mind no one else wanted to buy, so I have decided to buy heads.

Bring 'em to my place, one mile East of Hereford, and I will pay all they are worth.

G. W. Brumley



DIMMITT NEWS

September 23, 1924.

Mrs. J. H. Watson has been enjoying a visit from her brother, Otis Hightower, from Houston.

Mrs. Roy Dickey and son Jr. of Electra, are visiting Mr. and Mrs. B. B. Easter. Mrs. Dickey's parents, Mrs. Dickey has been visiting in Colorado. Mrs. Jessie Battaglia, of Iron Mount, Mich., is transacting business here this week and visiting relatives. Mrs. Battaglia is the granddaughter of the late Mrs. James.

Mrs. R. B. Boren and son, Jack, spent the week end with Mr. Boren in Oklahoma.

Mrs. Gus Winn of Dodge City, Kan., has been a guest of Mr. and Mrs. Cleve Tate, Mrs. Tate, daughter Johnny Beth, mother, Mrs. J. W. Carter and guest Mrs. Winn are visiting in Tucumcari, New Mexico. Mr. Tate accompanied them as far as Vega.

Mrs. I. E. Woldrip and children, who have been the guests of Mr. and Mrs. Bill Caldwell returned to their home in Post Sunday.

C. C. Rockwell of Hereford was a business visitor in town Friday.

Miss Fannie Cash of Canyon visited in Dimmitt Friday and Saturday.

Miss Pearl Rudd visited relatives in Hereford Sunday.

Mr. and Mrs. Joe Hastings and children returned home last week from a trip in Southern Texas.

C. F. Kerr visited home folks in Canyon Sunday.

Mr. and Mrs. Milton Hardy and children passed through Dimmitt Friday enroute to Lubbock, where they will visit relatives. Jess Hardy accompanied them as far as Shallowater, where he will visit his wife and son.

Mr. and Mrs. Bill Burnam were shopping in Hereford Friday.

Homer Norwood made a business trip to Amarillo Thursday.

R. C. Shuford and Edgar Ramey are prospecting and looking for prospective buyers in Oklahoma. Mr. Shuford and Judge Sheffy recently opened up a new real estate office in Dimmitt.

Mrs. Cartwright and Frank Cone visited in Amarillo last week.

Mr. and Mrs. J. W. Alexander and A. C. Patton were shopping in Hereford Tuesday.

Roy and Dewey Watson, Bill Easter, Jay Hastings and Homer Norwood attended Literary at Frio Saturday eve.

Dick Dixon was visiting in Dimmitt Saturday.

Rosie Bensinger of Nazareth spent the week end visiting in the home of Dr. Mayes Miller.

Mr. and Mrs. Oscar Moore and daughter, Christine, of Spring Lake were in town Saturday shopping.

Mrs. J. L. Vaughn of Plainview is visiting Mr. and Mrs. Jim Vaughn.

Parent Teacher Club Social

Friday afternoon between the hours of three and five the High School faculty was entertained by the other members of the Parent-Teachers Club.

A short program was enjoyed after the business meeting.

Refreshments of iced watermelon was served to the members of the club.

Fred Galle left Dimmitt Thursday with a large truck load of exhibits for the Amarillo Tri-State Fair. Mr. Galle, has charge of the Castro county booth, and succeeded in gathering some fine specimens of farm and garden products.

Miss Cornelia Houseman visited her parents at Nazareth Sunday.

Frank Bartlett and J. A. Womack returned to Lamesa Saturday.

G. W. Willis of Hereford was in Dimmitt on business Monday.

J. S. Warner of California has been transacting business in Dimmitt for the past few days.

Frank Dunaway of Amarillo was in Dimmitt on business Monday and Tuesday.

Mr. and Mrs. J. M. McIntire and family and Miss Cora Mae Stratten were in Amarillo enjoying the fair the middle of the week.

Douglas O'Brien of Amarillo has been in Dimmitt on business the past few days.

W. B. Davis, of Oklahoma City, has been in Dimmitt prospecting.

Judge and Mrs. Sheffy have been entertained as their guests this week the following: Mr. and Mrs. R. C. Miller of California, Mrs. C. N. Harrison of Canyon, Rev. E. T. Miller of Canadian and Mr. and Mrs. Milton Sharp of Lubbock.

Mrs. Sheffy's mother, Mrs. J. E. Miller, who has been visiting her, accompanied her son, Rev. E. T. Miller home to make an extended visit.

Henry Wilkinson of Hereford transacted business in Dimmitt Tuesday.

George Webb and Glen Hickman were in Hereford on business Tuesday.

HART

This community received a good rain Tuesday night which will be of great benefit to the wheat that was sowed, and to the farmers that want to sow wheat yet. The cotton is needing some warm sunshine to mature it and make it open.

J. M. Scott is enjoying a visit from his mother from Sherman Texas.

Little Frances Cox has been very ill with bronchial pneumonia following an operation for appendicitis, at the Plainview sanitarium, at last report she is thought to be improving.

Lint Merritt shipped cattle to the market this week.

Ira Scott delivered two cars of calves to a buyer from Oklahoma, at Kress, today. We understand, the consideration was \$25.00 per head.

N. C. Maples of Canyon was in our community and bought a car of cattle and shipped them to the Kansas City market.

Mrs. Prince and family are here on a visit to her brother, J. M. Scott. She is thinking of locating in our midst.

J. B. Hancock made a business trip to Lockney the last of last week.

Miss Pryor, one of the teachers in the public schools at Plainview, spent the week end with her friend, Mrs. Earl Lust. She returned to her home Sunday afternoon.

Mr. and Mrs. Lilly are the proud parents of twin boys born September 9.

E. G. Shive is hauling sand and gravel to build a new modern stucco house, when it is completed it will be the nicest dwelling in our community.

Charlie Hill and family are here on a visit to his parents. They have just recently returned from California.

We wish to correct a mistake we made in our last items. We reported that Sherman Attaway had gone away to school. What we should have said

was that he intended to go soon.

M. F. Sanders and family visited relatives at Amberst last Sunday.

Mrs. Jennie Sanders returned to her home at Memphis Tuesday.

Miss Nora Stewart of Arney visited Miss Ruby Jobe last week.

Mr. and Mrs. Charlie Hardy visited W. W. Jobe and family Sunday.

Only one more week until our singing convention and as that is the last one for this year in this county we think most of this community will be sure to go. We sure do enjoy the conventions.

The Mulkey school truck started last Monday and has almost a load of pupils.

Misses Dorothy Riley, VeLena Scott and Cara Hacker and Ray Riley spent the week end at home.

WEST-WAY ITEMS

Our school is in progress again, with Miss Fern High as principal and Miss Leila Wester as assistant.

Mrs. T. A. Hill's mother, Mrs. Harnes, visited in the Hill home.

G. E. Owen and S. G. Moore attended the Randall County Singing Convention last Sunday.

Prof Huffstutter is teaching a singing class at West Way this week and next. Everybody invited out.

Gordan and Agnes Moore are attending Hereford High school.

Everybody is busy sowing wheat. Several land prospectors have been in our midst of late. We invite them to come back and join our community.

Mr. and Mrs. Tom Vaughn will soon build a new home in our community.

JOEL

We are very glad the frost Monday morning, Sept. 22, did so little damage.

The rain we had last week was a great benefit to the growing crops and will make the grain to fill in the row crops, as we had nearly an inch.

Mrs. W. T. Smith went to Hereford early Friday morning, September 19, to take care of her daughter, Mrs. John Renfro, and get acquainted with her new granddaughter.

The all day meeting at Dawn Sunday was well attended—Progressive joining in with them. They had their Sunday school before dinner. W. T. Smith had charge of the singing. Rev. Merrill preached on "The Soul of a Man." As this meeting was such a success and enjoyed by all they hope to have another such meeting in the near future.

M. D. Downing and son, Sherwood, of Amarillo, were callers in the neighborhood Saturday.

E. Dora Smith has been spending a few days in the Ed Botts home while her mother is away.

Cecil Walker has begun to cut his sorghum.

We heard that our old neighbor, A. E. Chamness, is coming back, to take

charge of his farm another year. It has been farmed the past two years by Lee Conklin.

Just received, shipment of Grain Drills, from one horse to sixteen hoc. LUTHER HOUGH.

Cotton Field Supplies

- COTTON PICKERS' SACKS
- COTTON PICKERS' KNEE PADS
- WAGON COVERS AND TENTS
- COTTON SCALES

Yours for Service

STREU HARDWARE CO.

FIGURING ON A

RADIO?

If you are — —

WAIT A MINUTE!

before placing that order. Wait until we make our announcement, within a very short time now, about a — —

Practical Radio Set

that we will offer you, at a price within reach of your pocket book.

We will be ready to show it to you soon, and we ask you to wait for it. It's worth waiting for!

We will carry a complete line of Wet and Dry RADIO BATTERIES

ELECTRIC SERVICE CO.

"Oh Gee!" "Oh Gosh!" "Oh Golly!"

look who's

COMING

MUTT and JEFF

in Person

IN HAVANA

with

20 1/2 --- PEOPLE --- 20 1/2

NOT A MOVING PICTURE

in a

BIG WATER PROOF TENT

One Night Only

TUESDAY, SEPTEMBER 30

Prices 25c and 50c Regular Show Grounds
HEREFORD (Night Show Only) TEXAS

MAIZE HEADS

We are in the market for Maize and Kafir Heads, when you have any to offer see us before selling

JONES & McLEAN



The Bank

an institution of friendship

There is a bond of friendship which exists between this bank and its depositors, and an earnest desire on our part to do everything within our power to aid every worth-while man and industry, to the end that our community may prosper and our state increase in permanent wealth.

Read our message in this week's Farm and Ranch

The First National Bank



From Neighboring Towns

TIERRA BLANCO

The new school house, Tierra Blanco, is located near the John Patton place. School opened Monday, Sept. 8, with Miss Clara Davis as teacher, and with an enrollment of eighteen pupils. The patrons of the school manifested their good spirits and cooperation by all being present. But the great surprise that appealed to the teacher, as well as to the pupils, was that they brought their baskets full of many delicious eats. After having eaten our dinner we feasted on watermelon—as much as possible.

On account of the school building not being completed school was dismissed for several days last week, but we are all back to work again now, with a determination for a good school.

Mr. and Mrs. Pearson Odum of Joel and Mr. I. N. Wilkinson of Hereford, attended Sunday school Sunday.

Grandmother Gray, who is well known and loved by all who know her is leaving for Huntington, Tenn., her old home, Tuesday morning. She expects to stop off at Carlisle, Arkansas, for a few days to visit friends and relatives. Her hosts of friends she leaves behind wish her the most joy and luck during her absence.

A. C. Buchanan and his sons, and Bob Wilson of Temple, Texas, visited in the Kelly Gray home last week.

The teacher, Miss Clara Davis, is boarding with Mr. and Mrs. J. K. Gray this year.

The community met Sunday at the school building and organized a Sunday School. The officers that were elected are as follows: Miss Clara Davis, Superintendent; Walter Craig, Assistant Supt.; Mrs. Herman Gray, Secretary and Treasurer; Herman Gray, adult teacher; Mrs. Luther Gore, teacher of the junior class, and Mrs. Kelly Gray, teacher.

PROGRESSIVE

It was indeed a pleasure, a great help and inspiration for Progressive, Sunday, when they had the opportunity to visit and mingle with her fellow citizens and neighbors—Dawn.

A cordial welcome awaited her. The song service was fine and Bro. Merrill's deep sermon, a masterpiece in itself, lent food for thought and meditation.

An unusually large crowd of young people, some forty in number, gathered at the Hershey home Friday evening for a social. Games, both indoors and out, afforded abundant amusement. Cake and lemonade were served at a late hour.

Margurite Russell left for Canyon Monday, where she expects to enter the high school. Her many friends are loathe to give her up, but wish her well in her new locality.

STOP THAT ITCHING

Use Blue Star Remedy for Eczema, Itch, Tetter or Cracked Hands, Ring Worms, Chapped Face, Poison Oak, Sunburns, Old Sores or Sores on Children. It relieves all forms of Sore Feet. For sale by

CITY DRUG STORE

Flores Bowman presented her pupils in home recital Saturday afternoon. The mothers and several visitors were present, numbering some twenty odd.

The pupils rendered their selections exceptionally well and each one gives promise of considerable musical talent.

Listed on the social calendar for this week is the very interesting "42" party given in the Massie home Friday evening. Several families, the Vaughns, Richards, Lewis, and Hodges were present. One unique feature of the evening engagements was the game wherein Otto Massie and his partner, usually winners, lacked two hundred and fifty in winning the game.

Mr. Hershey will have charge of the Sunday school next Sunday. O. L. Sharp will have charge of the singing Sunday night. Miss Lassie Caldwell, League leader, will have an interesting program.

We are sorry to report A. S. Higgins very ill. We all, entertain the best of hopes for his speedy recovery.

A number are planning to attend the Castro County Singing Convention at Dimmitt next Sunday.

AT THE CHRISTIAN CHURCH

Our meeting closed last Sunday night with a large crowd and splendid interest. Much good was accomplished, although the meeting was only of one week's duration.

Next Sunday the pastor will preach at both services. At the morning hour the theme will be "Just One Word," and at night "A Spiritual Aristocrat."

Special music at both services. Come to Sunday school and stay for church.

PAUL J. MERRILL

Ex No. 5
TRUSTEE'S NOTICE OF SALE
Notice is hereby given that on the

Seventh day of October, 1924, between the hours of ten o'clock a. m. and four o'clock p. m., I, Frank F. Ferry, Trustee, shall proceed to sell at public outcry in front of the court house door of Deaf Smith County, in Hereford, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith County, Texas, to-wit:

One hundred and sixty (160) acres of land out of Capitol League Number 440 and 451 and particularly described as being the South West one quarter (S. W. ¼) of Survey or Section Number nineteen (19) of Township two (2) North, of Range Number three (3) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of Deaf Smith County in the State of Texas, Volume 19 at page 23, patented to Abner Taylor, located about 25 miles West and 4½ miles South of Hereford, Texas.

Said sale is to be made at the request of John V. Farwell, Francis C. Farwell and Arthur L. Farwell, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by G. W. Taylor, dated 21st day of March, 1917, and recorded in Vol. 17, Page 202 of the Deed of Trust Records of Deaf Smith County, Texas, whereby the said G. W. Taylor conveyed to me, as Trustee, the above described property, for the purpose of securing the payment of certain notes executed by the said G. W. Taylor particularly described in said deed of trust, and the proceeds thereof will be applied to the payment of the balance due upon said indebtedness, the expense of making said sale, and the remainder, if any, paid to the said G. W. Taylor or his order, all in accordance with the terms of said deed of trust.

Witness my hand this the 6th day of September, A. D. 1924.

FRANK F. FERRY,
Trustee.

58-50-00

TRUSTEE'S NOTICE OF SALE

Notice is hereby given that on the Seventh day of October, 1924, between the hours of ten o'clock a. m. and four o'clock p. m., I, George Findlay, Trustee, shall proceed to sell at public outcry in front of the court house door of Deaf Smith County, in Hereford, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith County, Texas, to-wit:

One hundred and sixty (100) acres of land out of Capitol League Number 439 and particularly described as the Southwest one-quarter (S. W. ¼) of Survey or Section Number Nine (9) of Township Number Two (2) North of Range Number Two (2) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 19 at Pages 25-31. Patented to Abner Taylor. Located about 29 miles West and 2 miles South of Hereford, Texas.

Said sale is to be made at the request of John V. Farwell, Francis C. Farwell and Arthur L. Farwell, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by J. W. White, dated 27th day of October, 1908, and recorded in Vol. 13, Page 190 of the Deed of Trust Records of Deaf Smith County, Texas, whereby the said J. W. White conveyed to me, as Trustee, the above described property, for the purpose of securing the

payment of certain notes executed by the said J. W. White particularly described in said deed of trust, and the proceeds thereof will be applied to the payment of the balance due upon said indebtedness, the expense of making said sale, and the remainder, if any, paid to the said J. W. White or his order, all in accordance with the terms of said deed of trust.

Witness my hand this the 6th day of September, A. D. 1924.

GEORGE FINDLAY,
Trustee.

58-50-00

Auction SALE

WILL SELL AT PUBLIC AUCTION AT 1:30 AT

Hereford, Wednesday, Oct. 1

The following goods, consisting of Harness, Saddles, Work Bridles, Riding Bridles, Whips, Collars, Halters, Halter Leads, Halter Chains and all parts of harness, Army Blankets, Rain Coats, Slickers, Horse Covers, Horse Blankets, and all horse equipment used by the War Department.

This material is government material which assures that it is of the best grade. Here is a chance to buy what you want at your own price. We have the goods and will offer them to the highest bidder. Be at the sale on time and name your price. The goods are of the best and the assortment is large.

THE LARGEST SALE OF ITS KIND AND PROBABLY THE LAST CHANCE YOU WILL EVER HAVE TO BUY ARMY GOODS AT AUCTION.

COL. C. W. HULL

Auctioneer and Owner

Automobile Service—

VULCANIZING
STORAGE
CAR WASHING
GAS AND OIL
MILLER TIRES
FISK TIRES
ACCESSORIES
CAR GREASING

A Desire to Please!

Hereford Garage Station

EASLEY & WILSON
Props.

WESTINGHOUSE TOASTERS

These famous turn-over toasters are now in stock. You do not have to touch the bread to turn it over as the toaster does that automatically. Buy you one of these and enjoy good toast all winter.

Special Prices on These

\$7.50

HEREFORD
LIGHT
&
POWER
COMPANY

"Your Electrical Servants"

YOUR LIFE INSURANCE

Protects your family when you are DEAD.

YOUR INCOME

Protects your family and yourself when you are ALIVE.

WOULD YOU GO AWAY FOR SIX MONTHS

without providing an income for your family?

INJURY OR ILLNESS

Might take you away that long or longer.
DON'T DELAY—Tomorrow never comes.

The Hereford Insurance Agency
RALPH BARNETT, Mgr.

Phone 273



Always comfortable and cheery in coldest winter weather with

COLE'S
ORIGINAL
HOT BLAST HEATER

THE stove that consumes the valuable fuel gases by means of its famous Hot Blast Combustion is guaranteed to save one-third your fuel. (See cut). We unhesitatingly recommend this remarkable heater to those who want the best and most economical stove made. Don't accept a substitute. Let us show you yours today.

Dunlap Hardware Company
(INC.)

HAVE WHAT YOU WANT WHEN YOU WANT IT

LOCAL HAPPENINGS

Miss Eda Park, niece of Mrs. F. E. Bove, left Tuesday morning for Canyon, where she will attend the normal this fall.

The Ladies Aid of the Christian church will hold a bake sale at Carlye's Grocery Saturday, Oct. 4. 53-3t

Mrs. Jno. W. Wright of Portales, N. M., arrived here Monday for a visit with relatives, Mr. and Mrs. Seth B. Dan.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents. —THE BRAND OFFICE

Mrs. J. C. Beatty went to Amarillo Tuesday morning shopping and will also attend the fair.

The radio season is on. Test your batteries and if they are low, Rice will sell you new ones.

Mr. and Mrs. P. H. Smith who have been making their home with their daughter, Mrs. Charlie Bengel, for the past six months, left Tuesday morning for McLean, Texas, where they will make their future home.

New and attractive post cards with scenes of Hereford.—City Drug Store

Little Miss Frances Duran returned to Hereford Tuesday morning after a short visit with home folks at Bovina.

Service Garage guarantees their car laundry service to please you.

Lester Boardman went to Amarillo Tuesday morning, at which place he will take the examination as apprentice operator.

Don't forget to see the International Harvester Co. display at the Tri-State Fair.

Miss Ellen Kemp and baby of Amarillo returned home Tuesday morning after a short visit with her sister, Mrs. H. J. Rushing, of Hereford. Mrs. Rushing accompanied her home.

PLAYERPIANO To Be Sacrificed

A modern playerpiano of high quality left on our hands in public warehouse will be closed out at a big discount. No reasonable offer of price and terms refused. Write today for full information to The Knight-Campbell Music Co., Denver, Colo. 59-61

Mrs. Albert Herbet went to Amarillo Wednesday morning to attend the fair, and visit friends.

Let us demonstrate the McCormick-Deering Tractor. Ball bearing crankshaft guaranteed for life of tractor. —J. O. MILLER, I. H. Co., Phone 51.

Miss Edna Hammack of Slaton, Texas, arrived here Wednesday morning, and is visiting in the home of her sister, Mrs. R. A. Daniel.

Radio "A" and "B" batteries at Rice's. Do you appreciate quick tire service? —Try Rice.

Misses Eunice and Lucile Glibreath left Wednesday morning for Canyon, where they will enter Canyon Normal this term.

Get your repairs early—avoid delays. —J. O. MILLER, I. H. Co., Phone 51.

Misses Mary McDonald, Eloyse Pitman and Frances Hall left Wednesday morning for Canyon, where they will enter the normal.

Does your car need a bath? Service Garage uses the best grade of imported chamois and soft sponge.

Claude Norton arrived home Wednesday morning from Kansas City.

The Ladies Aid of the Christian church will hold a bake sale at Carlye's Grocery Saturday, Oct. 4. 53-3t

Messrs. D. F. Ashbrook, A. A. Ott, and Geo. Dent went to Amarillo Thursday morning to attend the fair.

Don't forget to see the International Harvester Co. display at the Tri-State Fair.

Miss Dorothy Shore left Thursday morning for Kansas City, where she will spend the winter with her brother.

We haven't a tire in stock that we have had over two months. Do you get the idea? —RICE

Mrs. C. B. Tubb and children left on Thursday morning for Altus, Okla., at which place she will join her husband.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents. —THE BRAND OFFICE

HARVESTING WHEAT NEAR HEREFORD



Practically all wheat and other small grains are harvested with the Combine, which cuts and threshes at one operation. It's a time saver, and enables you to get on your ground at once to prepare for your next year's crop.

Mrs. J. H. Lloyd of Floydada, Texas, left Thursday morning for Dumas, Texas, after a short visit with her son, Dr. J. P. Lloyd, of Hereford.

Small but complete stock, quick sales and small profits is our idea of the tire business. —RICE

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents. —THE BRAND OFFICE

Mrs. D. N. Cox, former postmaster, is now office woman for Luther Hough, automobile and farm machinery dealer. Burl France and Geo McMahon completes Mr. Hough's office force.

FARMERS—Try our Highlife for those weevils and bugs in your grain, beans, and peas. Corner Drug Store.

Mrs. J. O. Jenkins accompanied her two daughters, Miss Floy Jenkins, and Mrs. Geo. Millard, and Mr. and Mrs. O. L. McKee, drove to Amarillo the first of the week and took in the fair, Tuesday and Wednesday.

One-horse Grain Drills, priced right. LUTHER HOUGH.

Stork Specials

Born, September 19, to Mr. and Mrs. Fred E. Cox, a girl, Frances Fay.

Born, September 19, to Mr. and Mrs. John Renfro, a girl, Rena Ray.

Born, September 20, to Mr. and Mrs. H. E. Weathered, a girl.

Born, September 23, to Mr. and Mrs. Hugh Clingman, a boy.

See our McCormick Row Binders—successful farmers use them everywhere —J. O. MILLER, I. H. Co., Phone 51.

Plenty of McCormick and Deering Sisal Binder Twine on hand. —J. O. MILLER, I. H. Co., Phone 51.

Aubrey Spraws, second trick operator at the depot, has been transferred to a day job in the Farwell office of the Santa Fe.

BAPTIST CHURCH SERVICES

The Bible-study session meets at 9:45 with classes for all ages. Mr. A. O. Thompson is general superintendent. Preaching service begins at 10:45 and closes at 11:45. Sermon subject will be, "A Disgraceful Failure." Sunbeams meet at 10:45 with Mrs. Arthur Manjeet the director. All B. Y. P. U. meetings are at 7:00 o'clock.

Preaching service at night begins at 8:00 o'clock. "Why People are Lost" is to be the interesting subject consideration.

Public is extended a cordial invitation to all the meetings. W. R. HILL, Pastor.

We Keep the Smell!—Orr's Tailor Shop.

Mrs. Forrest Walker and little son, Calvin, returned to their home in Lubbock Wednesday morning after a two weeks' visit here with relatives, Mr. and Mrs. Billie Bruce.

FARMERS—Try our Highlife for those weevils and bugs in your grain, beans, and peas. Corner Drug Store.

C. A. Skelton went to Dallas last Sunday and is spending this week purchasing his fall supply of novelties and racket store goods.

Beans automatic fan belt adjuster for Fords, invented and manufactured in Amarillo. The best yet for Fords. —AT RICE'S.

Withdrawal Notice

This is official notice that I withdraw my offer of sale of several tracts of my land in the vicinity of Hereford and Dimmitt. A personal investigation convinces me that Plains land will advance soon and I intend to hold my land. —J. S. WARNER

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents. —THE BRAND OFFICE

METHODIST CHURCH

Sunday school 9:45 a. m., E. B. Black superintendent.

11:00 a. m. sermon topic "Stewardship."

7:00 Epworth League.

7:45 Evening service topic "A Great Purpose."

We will have good music at both morning and evening service.

W. P. GARVIN, Pastor.

We Keep the Smell!—Orr's Tailor Shop.

Just received, shipment of Grain Drills, from one horse to sixteen hoe.

LUTHER HOUGH.



You should be glad to have a car; You need it every day; In fact in business and in fun. To own a car will pay.

It will be a better investment, though, if you care for it properly, giving it the expert repair service it often needs, and using the best of oils, greases, gas. We have everything you need in the line of accessories, parts and high-class service. "Our work stands up—we make it"

Beavers Bros.

NEW FURNITURE

Have just received a car of new furniture, which gives a most attractive and complete line. It will pay you to visit our store and see these nice things.

Everything is lower in price. Our kitchen cabinet stock is complete, from \$75.00 down to \$25.00, \$5.00 down delivers one of these in your home.

Singer Sewing Machines sold on easy terms.

Your credit is good with us. We are just launching a big 3 months selling campaign.

E. B. BLACK CO.

Mr. and Mrs. D. C. Laird drove in from Plainview Wednesday night and spent Thursday here in their home. They came via way of Canyon, where they placed their daughter, Miss Virginia, in school at the West Texas Normal.

FRED A. PHILLIPS
Livestock Auctioneer
Hereford, Texas
Telephone 220

Flavo Flour

Mother first bought FLAVO FLOUR, because daddy said he believed in patronizing home industry, but now she is glad she did, because it makes dandy bread, pies and cakes.

ORDER A SACK TODAY

COMMUNITY MILLS

58-2t J. L. ROGERS, Mgr.

THE BANKS OBLIGATION TO THE PEOPLE IT SERVES:—

To keep safely funds that are temporarily idle
To make a reasonable profit on invested capital

We offer SAFETY—through being audited regularly by National Bank Examiners—and being a Member of the Federal Reserve Bank makes it possible to change securities into quick cash assets.

Profits accrue in proportion to the services rendered, and as our community prospers, so we prosper.

We invite your account on these principles.

THE WESTERN NATIONAL BANK of Hereford

1c SALE

Coming

Watch For Date

Corner Drug Store

Three Standard Windmills

THE STAR—THE ECLIPSE—THE CHALLENGE

We carry them all in stock and can give you instant service.

THERE'S NOTHING BETTER!

PANHANDLE LUMBER CO.

Hoosier Comfort

In Your Kitchen

A Hoosier Kitchen Cabinet in your home means a kitchen in which you can enjoy real comfort and at the same time accomplish more than ever before.

Come in today and let us show you just how the Hoosier will make your work a pleasure, how it will add to your kitchen's attractiveness.

Only \$5.00 delivers the Hoosier to your home. Small payments quickly make it yours.

E. B. Black Company

The Big Store With the Little Price