

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 41.

Hereford, Deaf Smith County, Texas, Thursday, October 27, 1927.

Seth B. Holman, Publisher.

NEW CITY STRUCTURE MAY BE COMPLETED BY FIRST OF YEAR

RAISING FARMER'S STATUS THROUGH CITY COOPERATION STATES LUNCHEON SPEAKER

J. D. Rutland, Assistant Director of State Vocational Work, Tells Hereford Business Men That Farming Has a Future and Should Be Boosted. Purpose of Course to Train Students on Business Basis.

Far from being regarded as an unremunerative occupation, farming should be recognized as one of the leading professions of the day. J. D. Rutland, assistant state director of vocational work told members of the Chamber of Commerce at the regular luncheon meeting Monday.

"In the old days," Mr. Rutland said, "farming was the leading business and a farmer was regarded as highly as any member of any other profession or trade. Of late, however, public opinion has tried to lower the regard in which farming is held. With the co-operation of such groups as your chamber of commerce, the state vocational department has mapped out a program to make farming more profitable and to urge the younger generations to take up farming."

According to Superintendent C. H. Dillehay, a number of high school students are willing to work as farm hands on Saturdays and farmers wishing good, reliable help should notify either him or C. W. Humble.

President A. O. Thompson named the following members of the new committee to report on the labor situation: T. E. Seigler, chairman; Geo. L. Muse, Fred Oberthier, Rev. V. M. Cloyd and Rev. Thurman Morgan.

Walter Dunlap and L. W. Carlyle were named as a committee to interview merchants with regard to closing up the business houses Friday afternoon, November 4th, on which date the Hereford high school football team plays the Canyon team here.

Frank Bowen, a former resident here, made a short talk on the progress here since he last visited in Hereford.

LOCAL GRAIN MARKET.

The following prices are quoted for today:

Wheat	\$ 90
Kafir	3 90
Wheat	11 20
Sudan seed	11 65

We Hate to Say Anything, But, Really—

We should like to ask you a little question. Do you, whenever a business acquaintance calls, always tell him, "Well, I'm too busy, just call again"? Certainly not.

Your advertising is every bit as important as ordering goods or any other part of your business. When you neglect it until the last possible moment, the chances are that you will do it in a hurry and not have as good an advertisement as though you had given it some serious thought earlier in the week.

We do not ask you to write your ads. That's what our advertising department is for, and we are proud of the work it turns out. All we ask is that you give us a few minutes each week—preferably on Monday—to deciding in order that when the Brand editor calls you will be ready to give him some information of the advertising you would like. We will thank you!

CROTHWAIT SELLS

T. A. Campbell of Clovis Goes Into Partnership With J. C. Sanders In Palace Market. Crothwait Likely to Remain in Hereford.

T. A. Campbell, of Clovis, New Mexico, bought out the interest owned by I. O. Crothwait in the Palace Meat Market. He will handle the same work which Mr. Crothwait has been doing.

Mr. Campbell has been in the meat market business for more than twenty years. This week he brought to Hereford his wife and three children, Mary Lucille, Letha and Dick, who will make their homes here.

Mr. Crothwait has been partner in the market with J. C. Sanders for the past fourteen months. He will continue his duties there all this week, after which time he has not announced his plans. It is understood that he will probably remain in Hereford.

Proposition On Electric Lights Wins Approval

That the Missouri Utilities Company, a subsidiary of the Texas Utilities Company, is not a soulless corporation, but in fact has the best interests of the people always at heart, was decided recently at a banquet given the business men of Senath, Mo., by the company.

The banquet was held for the purpose of discussing a White Way lighting system such as the Texas Utilities Company proposes to install in Hereford. Judge I. H. Kelso, president of the company, and also of the Texas Utilities Company, made a talk outlining the proposition.

After investigation in cities where a contract similar to the one offered for Hereford was in effect, the Senath men found that without exception the people of such cities were well pleased with the arrangement. One of the chief arguments which they found in favor of such a contract is that under its provisions the Utilities Company always assumes the risk and makes the investment, obviating the necessity of taxing the people whenever improvements or additions to the lighting system are necessary.

Judge Kelso was in Hereford last week and while here presented a proposition similar to that in effect at Senath to the city commission. The commission is understood to have the matter under advisement at present and two representatives of the company have been here this week to locate the positions of the lights in the event that the city should decide to install a white way system.

Mrs. Cotchell Erecting New Duplex Apartment

Mrs. Hattie Cotchell is building a single story brick veneer duplex apartment at the corner of Sixth Street and Miles Avenue, which, when completed, will be one of the most modern homes in Hereford.

There will be eight rooms and bath and all conveniences, such as built-in cabinets, hardwood floors and Murphy In-a-Door beds. A garage to match is nearly completed.

Mrs. Cotchell expects to occupy one of the apartments and offer the other for rent. W. A. Gentry is the contractor and the lumber is being furnished by Rockwell Brothers.

TO EASTERN STAR MEET.

Mrs. J. W. Hicks, worthy matron of the local chapter of the Eastern Star, together with Mrs. L. H. Shore and Mrs. R. F. Rogers, are attending the Grand Chapter of the Eastern Star of Texas, now in session at Mineral Wells. Mrs. Hicks drove through in her car and was accompanied by the above members as well as by her daughter, Mrs. Bernard Hicks, who is visiting her folks at Arlington, and Mrs. A. O. Thompson, who is visiting her people at Paris and Deport. They expect to return the first of next week.

REID SENDS ANSWER TO C. C. LETTER

State Senator Expresses Favor With Chambers of Commerce Bad Show Law Movement.

That the recent resolution concerning the exclusion of undesirable shows from this community passed by the Chamber of Commerce was not entirely without effect is shown in a letter received this week by G. A. F. Parker, who introduced the resolution. The letter is signed by State Senator J. W. Reid, of Canyon.

Alleging that the amusement enterprises brought here in connection with the Deaf Smith county fair are usually of an "objectionable" type, Mr. Parker some time ago began a discussion at the Chamber of Commerce meetings to prevent such occurrences in the future. The following resolution was passed by the club at its regular meeting on Monday, October 3:

Resolved: That our state senator and representatives be requested to get a law passed whereby the proper authorities of all cities, towns and counties shall have full power and authority to exclude from their territories any exhibition, amusement or show of any kind which in their judgment is detrimental to public interest or public morals.

A copy of this resolution was mailed to Senator Reid who replied in part: "In answer, I wish to say that I am in hearty sympathy with this resolution and shall be glad to work for the passage of a law putting it into effect."

M. D. Womble was in Dimmitt Tuesday afternoon.

New Jersey Family Lose All Luggage

At least one stranger within the gates of Hereford will not be particularly anxious to return to this bustling metropolis. The Rev. R. M. Bolmer, New Jersey Methodist pastor, wants to go on record as one man who put something into this county without getting any return on his investment.

In company with his wife and daughter, Rev. Bolmer drove through Hereford Saturday en route to their new home in Pomona, California. A goodly share of the Bolmer family accoutrements were packed in a Victrola box, bolted to the back of the car.

Upon investigation when they reached Hereford, the Bolmers noticed that the box had disappeared and immediately retraced their route toward Amarillo.

About eighteen miles east of here they came upon the box, minus its contents. Rev. Bolmer immediately reported the incident to the police of Hereford Canyon and Amarillo, as well as to Rev. A. B. Davidson, local Methodist minister.

According to Rev. Bolmer the box contained two suitcases, a traveling bag, a Boston bag, a gasoline pressure lantern, most of the family clothing and personal effects, as well as a number of important papers of value to no one but himself.

He would appreciate it if anyone in possession of information which might lead to the recovery of the missing articles would notify Rev. Davidson here, or himself at 1004 North Gary St., Pomona, California.

MASONS ARE TAUGHT

P. W. Price Leading Group of Master Masons In Instruction Here Every Thursday Night. Only Certificate Teacher In County.

Every Master Mason in Hereford is urged to attend the Masonic school of instruction which is being held every Thursday night at the Temple here, according to Bank Ramey, Worshipful Master.

Mr. Ramey believes that this is a real opportunity for all Masons and says that the aim of the lodge now is to have at least twenty-five enrolled in the school. P. W. Price is the teacher of the group. Mr. Price was recently granted his teaching certificate and is the only certified teacher in this county.

"These lessons are very worth while," Mr. Ramey said, "and however busy a man may be, he cannot afford to miss them if it is at all possible for him to attend."

Band and Pep To Accompany Team On Trip

For the first time this year the high school band and girls pep squad will accompany the football team on a trip. Tomorrow they go to Panhandle to lend their support when the team faces the strong Panhandle aggregation on their own grounds. This trip is made possible once a year by the business men of the town, many of whom are planning to go to Panhandle also.

According to C. W. Humble, director of athletics, the game promises to be a fast and hard-fought contest. Neither team has been beaten this year in a conference game, and he Hereford men have met only one defeat in their entire schedule.

Plans are being made, Mr. Humble said, to make the game with Canyon, Friday, November 4th, the occasion for a real celebration here. This is the last regularly scheduled game on the home grounds and always looked forward to with great interest as "the big game."

As the expense of the game with Canyon is larger than that of other games, an additional charge is made for this game. Admission charges will be 75c and 35c. Season ticket holders will be admitted without additional charge. Arrangements have been made to reserve car space inside the grounds, reservations went on sale this morning at the City Drug Store.

A committee is working to interview merchants for the purpose of closing business houses that afternoon and at present indications are that most of them will close and attend the game. "Canyon always sends a large delegation here for this game," Mr. Humble said, "and it is up to us to show that we take at least as great an interest in our team as they do in theirs."

Fire Totally Destroys Tulia Produce House

What might have resulted in a heavy loss to the town occurred at Tulia Monday night, October 17, when the Tulia produce building was destroyed by fire, according to an item in the Tulia Herald. The building was completely ruined and the only thing which saved the neighboring combustible buildings was the fact that the wind was not strong.

The Tulia bank building was damaged somewhat by water and broken window panes. S. A. Duckett, proprietor of the produce house, stated that the loss was partially covered by insurance and that he expects to erect another modern building on the same location.

STECKMANS TAKE TRIP.

Mr. and Mrs. W. R. Steckman left overland this morning for Lawrence, Kansas, where they will visit their daughter and son-in-law, Mr. and Mrs. A. Lawrence, former residents of Hereford. Mrs. Steckman will remain in Lawrence for some time, and Mr. Steckman intends to go to Princeton, Missouri, for an extended visit with his mother.

GEORGE PARR OF AMARILLO GIVEN BUILDING CONTRACT; GROUND BROKEN NEXT WEEK

Sixty Working Days Set Within Which Work Will Be Completed. Contracting Firm Is Same One Which Built Hereford High School Building. Local Men Get Contracts for Plumbing and Painting.

New Head of the First State Bank Is Named

One of the most important business changes in recent years took place in Hereford last week. At the first meeting of the board of directors of the First State Bank of Hereford, which institution took over the assets of the First State Bank and Trust Company October 21, C. B. Williams was elected president.

Mr. Williams has lived in Hereford and vicinity for more than twenty years, and is regarded as one of the best financiers in this part of the Panhandle, and under his direction it is predicted that the institution will continue to be recognized as one of the leading financial institutions in the Panhandle.

Other officers elected were J. A. Pitman, vice president; H. R. Fritz, cashier; Miles Roberson, assistant cashier.

Henry Wilkinson is rated as one of the best bankers in the country, and his announcement to retire from the banking fraternity to give his entire time to his own personal business will come as a surprise to his many friends and acquaintances.

Cherry Blooms Prove Spring's Not Far Away

If like the "Two Black Chow" boys, you don't believe that Daniel swallowed the whale, perhaps you'll be rather pessimistic about this.

"We are about to prove to you, lads and lassies of radioland, that despite the date and the recent frosts, it is Spring. And if you don't believe this, you are at liberty to ask J. P. Wood."

Mr. Wood has an orchard, a cherry orchard, to be explicit, and the other day he went out and found—doggone it, we hate to be accused of stretching the truth—cherry blossoms! The flowers that bloom in the Spring, Tra La!

That's about all, but it seems about enough—and how! Get it straight: Mr. J. P. Wood has cherry blossoms; that is one of his trees does; oh, you know what we mean, this has upset us so we can hardly tell it straight. But go out to Mr. Wood's place south of town and see for yourself. As the writer says, "Have you a little cherry in your home?"

W. R. Steckmans Here To Make Home Again

Mr. and Mrs. W. R. Steckman, formerly of Hereford and more recently of Princeton, Missouri, returned to Hereford Saturday night and expect to make their home here for some time.

For seven years Mr. Steckman was part owner of the Brand, leaving Hereford little more than a year ago to go to his old home in Missouri. After about a year up there he returned to Slaton, Texas, where he was stricken with acute appendicitis and taken to a Lubbock sanitarium.

Mr. Steckman's condition was regarded as very grave by his physicians who gave little hope of his recovery. He pulled through, however, and has come back to Hereford to regain his strength.

The contract for the construction of the new city hall and fire station was let yesterday morning to George Parr, Amarillo contractor, who submitted a bid of \$24,082. Mr. Parr is the contractor who built the high school building here a few years ago.

All possible speed will be made to get the new building completed, Mr. Parr promises. Ground will be broken on the location at Third Street and Miles Avenue the first part of next week and with reasonable luck it should be finished by the first of the year. Mr. Parr's guarantee calls for sixty working days.

While it is not yet known just which firms will get the contracts for the various parts of the work, it is understood that at least two Hereford men have secured contracts for their firms. John Cummins will install the plumbing and C. L. Savage has the paint job.

The structure will be sixty-nine feet wide by seventy-two feet deep, two stories in height, finished in brick, trimmed with genuine stone and semi-fire-proof throughout. The main entrance will face on Miles Avenue and the fire department will front on Third Street.

On the first floor there will be offices of the mayor and city commission, city secretary, city treasurer, the city jail, rest rooms, caretakers apartments and the fire station which will be built to accommodate three trucks. While the upper floors will remain incomplete for the present, it is planned to use it for additional offices and a gymnasium for the firemen later on.

According to Mayor Ireland, the new building will be one of which this city may well be proud. It will be worthy of a much larger town than this, he said, and was planned expressly to take care of the rapid growth of Hereford.

Bonds in the sum of \$25,000 were sold on Friday, October 14, to the Brown-Crummer Co., of Wichita, Kansas. They were sold at par and accrued interest. This company owns nearly all of the bonds and warrants which have been issued by the city, including the bonds for the schools and paving.

Work Nears Completion on Mrs. R. G. Sisk Home

Work is rapidly nearing completion on the new one-story stucco home being built by Mrs. R. G. Sisk on the north side of Third Street, two doors west of Jackson. The house will contain five rooms, a breakfast nook and bath and will be completely modern. Carpenters began work about sixteen days ago and are nearly ready for the inside finishing.

ATTEND FOOTBALL GAME.

Mrs. M. L. Steele and daughters, Dessie Mae and Polly, Misses Ernestine Williams, "Red" Ballard and Jerry Cruthire, Amarillo, students at W. T. S. T. C., motored to Dallas and Fort Worth, attending the T. C. U.-A. & M. football game and the State Fair at Dallas. They returned Monday night.

SENATOR VISITS HERE.

The Honorable Sam Bratton, U. S. Senator of New Mexico, was in Hereford Friday visiting at the home of his uncle, W. B. Palmer. Mr. Bratton grew up in Hereford at the home of Mr. Palmer and was graduated from the Hereford high school.

Miss Hazel Wilson of Amarillo spent Saturday night and Sunday with her parents, Judge and Mrs. J. H. Wilson.

The Hereford Brand

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SETH B. HOLMAN
 Publisher
 Also Publisher of
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ELBERT W. SMITH—Local Editor
VAN E. CURTIS—Foreman
W. C. NIX—Operator-Machinist
DEE MITCHELL—Floorman
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Texas & Texans

By WILL H. MAYES

The Newspaper's Vaule.

There is no way of estimating a newspaper's worth to the town and community in which it is published. Every one knows that a good paper is a splendid asset for a town and that a poor one is a discredit. All people are not in agreement as to what is a good paper. Perhaps the best definition is to say a good paper is one that fairly represents the spirit of its constituents—one that is no better and no worse than the people for whom it is published. Yet a paper must always be a little in the lead of public sentiment if it would serve a useful purpose. All publishers are not leaders, but all should try to lead in the things that are really worth while. If your local paper is making an honest effort to render a worthy public service, help it along. If it is not, you still owe it to your community to aid the publisher to make it truly representative.

Controlling Root Rot.

Experiments made at the Temple Agricultural Experiment Station show that where cotton is rotated with other crops it does not have as much root rot as does cotton continuously planted on the same ground. A bulletin on the subject says, "Rotation of crops practically eradicates the disease." It follows that the sensible thing to do, pending further experiments at eradication of root rot, is not to plant cotton on land where the disease exists. The rotation experiments at Temple covered a period of three years. Doubtless better results could be obtained if cotton is kept off root rot infected soil for a longer period. At least it is well worth trying.

Texas Border Irrigation.

Engle Pass is taking steps for financing the irrigation of some 60,000 acres of land. The irrigation of all available land in Texas is as certain to come in the next few years as flying is sure to be made a success. It is hoped that a plan may be evolved for the equitable distribution of all Texas waters. Apparently plenty of rain falls. It should not be allowed to go to waste.

Paper Shell Pecans.

It is estimated that the pecan crop in Texas this year will be about 30 per cent of last year's crop, but it is also stated that the yield of the thin or paper shell pecans in most sections is better than usual, which is another reason why the improved pecans should be cultivated. They also begin to bear several years earlier than native pecans and sell for at least twice as much.

Llano to Have Hotel.

The W. H. Collins, son and father, owners of the Llano News have been hammering away for a long time to get a much-needed hotel for their town. At last the people have awakened to the need and are taking steps to finance a modern hotel for which the Collins' can now crow most lustily.

Crystal City Spinach.

Can you imagine 12,500 acres of land in one community planted to spinach? I can't any more than I can imagine the feet of a million dollars, but that is the acreage being planted around Crystal City. This is by no means all of the spinach being grown in Texas. Farmers around Martindale in Caldwell county have bought \$2000 worth of spinach seed for fall planting. Spinach growing pays when there is not too large a crop and if the marketing is well handled.

Snyder Solves Water Problem.

Snyder is fairly luxurating in good water, having some time ago brought in a well that under a 72 hour test pumped 1,000 gallons of pure water a minute. As a result the water rate has been cut to \$2.50 for the first 10,000 gallons and 10 cents for each additional thousand and there is promise of a further reduction. Plenty of cheap water and fuel are the best aids to city growth.

Brason Bridge Celebration.

The new bridge across the Brason river at Gause, in Milan county solves the problem of east and

west travel for a large part of Central Texas, and the event is being celebrated in a suitable manner. Texas appears to be moving slowly in the matter of road and bridge building, but Texas is an immense state and all big bodies move slowly of necessity.

Sheep Flocks Improved.

It has not been a great while since any sheep was merely regarded as a "sheep" in Texas, little or no attention being paid to pedigrees or registration. Sheep have become so valuable that the growers now want to be certain they have the best stock to be had. In other words two pounds of wool are being grown where but one was grown before. In a few years there will be small flocks of sheep on all Texas farms.

Jasper Is Expanding.

When the spirit of progress strikes one of the old towns of East Texas it goes the limit in what ever is undertaken. Jasper has voted a quarter of a million dollars in bonds for extending the water and sewer system and improving streets. That amount of money judiciously spent should go a long way toward making Jasper as good a town in which to live as any in Texas.

Paving Forty Blocks.

Carrizo Springs, down where the fruits and vegetables grow in such profusion, has completed the paving of forty blocks of streets with asphalt. The spirit of the town is also shown in raising the money by private subscription to improve a four acre park which the municipality has agreed to keep up.

Texas Turkey Crop.

Texas will this year market two and a half million turkeys, according to present estimates, a bigger production than any other like territory in the world. You may not be able to comprehend just what this means for the wealth of Texas but if you attend the Brady Turkey Trot you will be willing to agree to the figures, as you will think you have seen most of them there.

National Pecan Show.

It is a big thing for a town the size of San Saba to put on a National show of any kind but that is what San Saba is getting ready to do next month with its pecan show, the first pecan show of National scope in this country. If you can go to San Saba and see just what fine pecans can be grown, a Kingslang man says he is going to exhibit some that weigh 26 to the

pound, or about three-fifth of an ounce each. With pecans, though, as with some other things, the biggest is not always the best.

Erath County Peanuts.

Erath county has about 15,000 acres of its best sandy land planted to peanuts this year and has a peanut growers marketing association that is trying to show that peanuts pay better than cotton. It is a safe bet that it will succeed.

Signed Up.

He (at art exhibit)—"Ah, Joan d'Arc."
 She (also there)—"Join it yourself; I'm a Kappa."

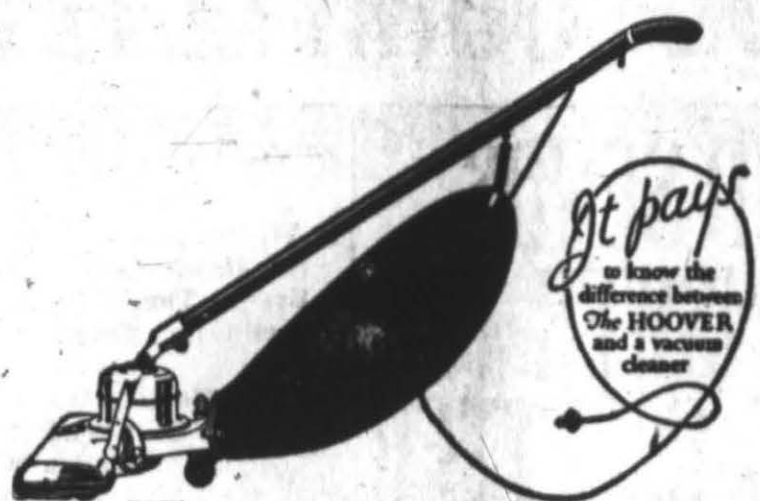
Progressive News

There was not a very large crowd at singing last Sunday. The program for singing next Sunday is as follows:
 Opening song, Mr. Ramsey.
 Song, Mrs. Lewis.
 Duet, Misses Lois and Gusta Sammelson.
 Song, Mr. Reeves.
 Song, Katherine Hershey.
 Quartet, arr Mrs. Garrett.
 Duet, Mrs. Lewis and Gladys.
 Song, Juniors.
 Song, Etoyle Jacobs.
 Song, Anna Vernon.
 Quartet, arr J. C. Gregory.

Reading, Winona Blagg.
 Song, Jess Caldwell.
 Closing song, Mrs. Lewis.
 Benediction, Mr. Reeve.
 Visitors are urged to come and help in the singing.

Mrs. Grit Cretzinger visited the Progressive school Tuesday. The public is cordially invited to attend a box supper given at the Progressive school house Friday evening, October 28th. A program will be rendered in connection with the box supper.

Mr. and Mrs. Ricketts of Hereford visited in the home of Mrs. Ira Ricketts, of this community Sunday afternoon.



Liberal allowance for old cleaners

If you have an old cleaner of any make, you can apply it on the purchase of The Greater Hoover. We will give you a liberal allowance for it, thereby making it still easier for you to have immediate possession of the most efficient electric cleaner obtainable today.

Only in The Greater Hoover can you get the revolutionary cleaning principle "Positive Agitation." It has completely revised all previous standards of rug cleanliness by reaching the most deeply buried dirt and agitating it to the surface to be suctioned away. This feature gives to The Greater Hoover 131% greater cleaning ability in ordinary cleaning time than even the best previous Hoover model.

If you haven't seen The Greater Hoover in action, telephone and we will arrange to clean one of your rugs free, so that you may learn for yourself the very great difference it makes.

Only \$6.25 down complete with dusting tools Balance monthly

Texas Utilities Company

Farm Auction SALE

ON Wednesday, November 2nd

Beginning promptly at 10:30 a. m., I will sell at auction my entire stock and farming equipment, located on my place 25 miles west and 10 miles north of Hereford; 8 miles south and 8 miles east of Ende, New Mexico; 10 miles northwest of Kelso, or 18 miles south and 8 miles west of Adrian. This is known as the Geo. Bippus Ranch.

FREE LUNCH WILL BE SERVED ON THE GROUNDS.

STOCK.

- 9—Head good work horses.
- 6—Head good work mules.
- 1—Span mules, 5 and 6 years old, well broken; about 14 1/2 hands.
- 1—Black milk cow; heavy milker.
- 2—Good brood sows; one with pigs, other will farrow soon.

FARM IMPLEMENTS.

- 1—Emerson disc plow.
- 1—Two-disc Moline plow.
- 1—Six-disc tractor plow.
- 1—John Deere two-row go-devil.

- 1—Bain wagon.
- 1—Set blacksmith's tools.
- 1—Deering row binder.
- 1—500 gallon water tank.
- 2—Cultivators.
- 1—P. & O. lister.
- 1—P. & O. corn planter.
- 6—Sets harness and collars.
- 1—Good stock saddle.
- 1—Ellis two-horse engine.
- 1—Climax crusher and grinder.
- 1—Scale.

And various other useful articles which you are sure to want, too numerous to mention.

TERMS—Eight months time on all sums of \$25.00 and over. Will accept note bearing eight per cent interest, if paid when due; if not so paid, ten per cent interest will be charged. All sums of less than \$25.00, cash. On sums over \$25.00 a five per cent discount will be made for cash.

Mrs. Geo. Bippus, Owner

E. C. EUBANKS, Clerk.

COL. W. S. WILLIAMS, Auctioneer



Dollar Stretchers

SPECIALS FOR FRIDAY and SATURDAY

Bananas Why pay more? 8c Per pound

3 lbs. COFFEE With cup and saucer \$1.39

Macaroni The season is here 6c

2 lbs. COFFEE With aluminum steeper or roaster \$1.39

Tomatoes No. 2 Wapco Everyone knows them 9c Limit 6 to customer

PALM OLIVE or Cream Oil, 3 bars 22c

P. & G. Soap 10 bar limit 37c 10 bars for

YES, WE DELIVER PHONE 249

For Economical Transportation



Two Trucks

that lead the world in popularity



1/2 Ton Chassis Only \$395



1-Ton Chassis Only \$495

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

The number of 1/2-Ton trucks in use today is far greater than that of any other capacity—for these are the units used by thousands upon thousands of retail merchants to meet the requirements of modern delivery service.

And because Chevrolet offers the greatest value available in each of these two sizes—and because it offers the world's lowest ton-mile cost—both the Chevrolet Ton and 1/2-Ton trucks are leading the world in popularity.

Come in—and see for yourself what Chevrolet offers you in comparison with other haulage units.

Then you'll know why Chevrolet is the world's largest builder of gear-shift trucks—with undisputed leadership in both the Ton and 1/2-Ton fields!

Brumley Chevrolet Company, Inc. Hereford, Texas

WHEN YOU COME TO TOWN

You don't want to take time to go about from store to store, wearing yourself out, just for the sake of saving a few cents or getting exactly what you want.

Get the habit of dropping in here and you will soon find yourself looking forward to a more pleasant Saturday afternoon in town. We specialize in helping you to select the greatest values and have priced our entire stock of grocery items so that you will not have to worry that someone else is selling things cheaper than you could buy them here.

In short, we want to help you with your grocery shopping.

Bring us your eggs this Saturday and every Saturday. We'll always buy them and give you a better price than you could get elsewhere.

MONT E. BAKER GROCERY



GET HIM READY!

It won't be many more days now until this old bird will have his inning, and when that time does come you'll want to be right on hand to get your share of the money to be earned from the highly-profitable industry, turkey-raising. You CAN sell your turkeys most any place, but if you're interested in getting the biggest reward from your investment—and who is not?—bring your birds to us.

Jones & McLean

Phone 1

FOR QUICK JOB SERVICE SEE THE BRAND.

Soft As Velvet

When you listen to the old radio purrin' along so smooth and nice, doesn't it give you the pleasantest feeling in the world? It seems soft, but powerful, like an expensive automobile.

Like an automobile, too, the radio's power and smoothness depend upon the batteries. Let WILLARD BATTERIES teach you the secret of perfect reception—all the time.

Willard Battery Station

VERN WITHERSPOON, Proprietor

SCOUTING THE SHOPS

Strolling up and down Main Street as we often do—about fifty times a day—we see and hear just hundreds of funny little things, and, incidentally, get on the inside of a little valuable information. For the purpose of passing both of them on to you, we are dashing off this little column every now and then. Naturally, we get more chances to talk to Brand advertisers, and when ever we pick up something that we think will interest you and possibly save you a little money, we pass it on and are glad to do so.

Some sermon, that, eh? Don't you just love it?

Don't throw away that old time-piece just because it gains or loses a few minutes each day, or because it has ceased to run at all. Guaranteed watch repairing is an old story with F. M. Kester, and it will pay you to call on him at his shop in the West Tailor Shop.

There's a little bit of h— in every lump," reads the Golden Rule Produce slide at the Star Theatre. We just figured it out; it means a "little bit of heat."

By the way, the aforementioned Golden Rule Produce is making an attractive price on coal this week only. You might as well phone 108 and let them fill your bin, too.

By all means, don't make any engagement for next Monday night, because you just have to come to the spectacular Halloween party which the high school is going to put on over at the court house. It's going to be a Carnival with a capital C.

Last night "The Big Parade" opened for a three-day run at the Star Theatre. It's a picture which holds the world's record for the longest continuous run—and that should be recommendation enough.

A married friend of our acquaintance wanted to know the other day if we had "noticed" the cotton tops on girls' silk hostery these days. Not being blind, we told him, we had.

When a thing is free, you ought to investigate it, at least. There are absolutely no strings on J. P. McMahon's offer to inspect your flies free of charge, and that's the cheapest winter fire insurance you could ask. Better phone him today.

We thought we'd help a friend out the other day, so when he got to bragging about his wide education, we said: "Yeah, we were down at the post office when he graduated from correspondence school." He got mad, too—the ungrateful cuss!

If you dread to see baking day come, as who doesn't, why don't you phone the City Bakery and place your order for bread, cake or what ever you want. It's easier and so much cheaper, too.

J. H. Brooks was telling us the other day about the new barber college yell. It goes, "Cut his check! Cut his jaw! Leave his face raw raw raw!" Charming, what?

Ladies, here's the best tip in the world if you're inclined to have trouble with your feet. Buy a pair of the famous Matrix shoes at the Stambaugh Dry Goods Company. Your pair will be styled for your feet and no one's else.

Hoffman's Grocery has begun a campaign of advertising and if you are on the lookout for real grocery values keep your eye on the regular list of week-end specials which Mr. Hoffman says he is going to run from now on.

Mr. Farmer, you'll get more money from your hens if you'll have your flocks culled. The Purina feed representative will be glad to do it free of charge and he'll also tell you how to make the poultry business net handsome dividends. Leave a request for him to call on you at Jones & McLean. The company with the little phone number.

The new Dodge Senior Six* is taking the medium-priced car market by storm all over the country. Beavers Brothers handle them here, you know.

Ray Barber says that one often-overlooked difference between modern and olden times is that in the "good old days" a woman didn't hear any dirty jokes until she was married.

During winter months especially, refrigeration should be uniform at all times. Frigidaire insures even coldness twelve months in the year. Besides that, you save that trip to the chilly hallway or back porch when you have a Frigidaire in your kitchen. F. H. Oberthier & Co. are local agents.

E. B. (Barney) Hicks has taken over complete control of the West Texas Feed and Seed Company and

he has our best wishes for success. He says to be sure and remind you that he wants to buy your turkeys when market times comes pretty soon now.

"Babe" Russell told us the other day that we forgot to put in the paper that he killed the first goose of the season. The joke's on him. We didn't even know it.

Get that secure feeling when you drive your car. Equip with Federal tires and forget about blow-outs and punctures. You can buy 'em at the Abo filling station.

A number of Hereford merchants and friends of the team are going to accompany the football squad to Panhandle tomorrow. Can you arrange to come along? The boys would be mighty glad to have you.

Is your business rather dull right now? Pep it up! Advertise in the best medium in Deaf Smith county, The Hereford Brand. The profit on a single item of merchandise advertised will often pay the small cost of an attractive ad. Moreover, it is only human to patronize merchants people know. Get acquainted with the public through the columns of The Brand.

RED BUG PROVES MOST ANNOYING TO MARINES

Leathernecks and Bluejackets in Nicaragua Fight Tropical Cooties With Kerosene.

Bragman's Bluff, Nicaragua.—The tropical cootie, the red bug, is fifty times more annoying than the cootie with which the United States troops had to contend while overseas during the World war, according to the marines and bluejackets who are encamped here enforcing the neutral zone.

The red bug is a tiny species of tick, about the size of a pin head. It is colorless and lives in the grass. Whole nests of the pests attach themselves to human beings who are so unfortunate as to brush against them. The wind, too, which blows in strong gusts here, carries them.

Marines here are bothered by red bugs during the daytime and by mosquitoes at night, so they spend most of their time smothered from head to foot with kerosene, which not only kills the red bugs but keeps the mosquitoes away.

When a red bug alights on the skin it is invisible. But it soon bores its way in, sucking blood while it does so, and becomes red and white. By this time the skin itches vigorously and there is a large lump visible, with the red bug at the bottom of it. Scratching is the only way to get the little pest off, and, even were he not there the victim could not resist scratching, the itching being worse than smallpox. Scratching removes the parasite, but leaves an itching, bleeding sore that is bothersome for several days.

While the marines do not hesitate to curse the red bugs, they take them good naturedly, as they do everything else. On the bulletin board outside one of the tents where the marines are encamped appeared a sign announcing that a five dollar prize would be given for the best limerick on the red bug. The more literary marines at once got busy with pencil and paper. This is the limerick that won the prize:

A detestable bug is the red bug,
Far more esteemed as a dead bug.
He alights on your skin
And bores his way in,
Not remaining outside like the bed bug.

Meat of Seals Canned in 1918 Still Edible

Tacoma, Wash.—Meat from seals killed for their fur on the Pribilof Islands and canned in 1918 was opened here recently by government officials and found sweet and fit for human food. A small amount of the meat was canned by the U. S. Navy in the last days of the World war to test it for emergency food.

The flesh of seals is used on the rookeries as the only fresh meat available while killing at pelting time. The seal brains and livers are of the finest quality. Despite the fish diet of seals the flesh does not possess an associated flavor. A three-year-old fur seal will yield 50 to 60 pounds of meat, only the shoulders being saved. Several efforts have been made by Japanese and other interests to lease the meat-canning possibilities on the Pribilofs, the product being for ultimate consumption in the Orient.

Ships Scuttled in 1692 Are Found by Dredgers

Paris.—Two hundred and thirty-five years ago three armed vessels bearing vast treasure destined for the coffers of Louis XIV's treasury to carry on his wars were sunk by order of the admiral of Louis' fleet at the very entrance to Cherbourg harbor, whence almost every day great liners leave France on their way across the Atlantic.

The crew was saved, so history says, but guns, munitions and strong-bound chests filled with silver pieces vanished beneath the waters on that historic battle day, May 29, 1692. Harassed by the pursuing enemy, the admiral of the fleet ordered the destruction of his vessels rather than they should fall into the hands of the adversary.

Today the hulls of all three ships, the Triomphant, the Soleil-Royal and the Admirable, lie wedged deep down in the sand. Only since the authorities of the port have set about making Cherbourg into one of the great world

FURNITURE

Auction Sale

Saturday, November 5

at 2:00 P. M.

—Our vast volume of business during the past few months leaves us with a large collection of high-class used furniture taken on trade-ins which we are compelled to move

At Your Own Price

in order to make room for new stock. Some of the pieces to be offered include:

Dining room suites, dining tables, odd chairs, rockers, beds, baby beds, duofolds, Congoleum rugs, library tables, dressers, kitchen cabinets, floor lamps, wool and fibre rugs, sewing machines, mirrors and countless other items which you have been needing to replenish your household furnishings.

Anthony Furniture Store

DICK DIXON, Clerk COL. RAY BARBER, Auctioneer

ports capable of receiving the largest liners have dredging operations brought to light vestiges of the treasure ships that remain buried beneath the channel way which is now in progress of being deepened.

The Triomphant, covered by a layer of sand 15 feet deep, is the first to be unearthed, but as yet no signs of gold or silver have been found. The Soleil-Royal is believed to hold the riches. Cannon projectiles used by the French fleet in 1692 have been recovered and are to be sent to the war museum in Paris.

I first saw her at a circus
And knew that I was lost;
I swore that I would have her
then,
Regardless of the cost,
I quickly mustered all my strength
Twice, thrice I threw the ball;
And the third time, knock the
cat off,
Now she's mine that Kewpie
doll.

One-half of the oranges, lemons and grape fruit grown in the U. S. are packed and marketed by co-operative associations.

Spices and seasonings do not supply the body with building material or energy but they are important as appetizers.

Tut! Tut! Such Language

This may look bad to you, but to us, it's all in the day's work. Call us and we will come and get you and fix you up.

Expert Repairing Done Quickly

Brumley Chevrolet Company, Inc.

Phone 216

Pickwick Service

NOTICE TO OUR PATRONS

As a result of our recent purchase of the Sunset Stage Lines, we are now enabled to offer the people of Hereford a new, swifter and more frequent transportation service.

The Revised Schedule Through Hereford Is As Follows:

Eastbound	Westbound
10:30 a. m.	10:55 a. m.
4:10 p. m.	4:30 p. m.
11:10 p. m.	6:55 p. m.

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

Don't Waste Money

and time baking at home with high priced materials. Buy your baked goods from us and get the best for less.

THE CITY BAKERY

FOR QUICK JOB SERVICE SEE THE BRAND

The Home of Good Service!



That's What We Claim for Our Service Station
Accessories
Repairs—Gas
Oil—Washing
Greasing

MAKE IT A HABIT TO CALL ON US

Brumley Chevrolet Company, Inc.

Phone 216

Money to Loan if You Need It

We also have a number of buyers for modern homes in Hereford on which we might place loans, to be repaid monthly, like rent.

No trouble to close all loans promptly, we make our own inspections, titles are examined by local attorney.

See us at once if you have home to sell, or need a loan.

RALPH BARNETT, Manager.
HEREFORD INSURANCE AGENCY



PERHAPS WE SHOULDN'T KEEP ON HARPING

—but we don't want you to forget that we are right here handling the most complete line of stock and poultry feeds in Hereford, and that dealing with us is a real pleasure. We need not tell you that feeding your stock on the right kind of feed is going to pay you cash dividends later on—all we need to tell you is that when you want those feeds, your best bet is to call

West Texas Feed & Seed Co.

E. B. NICKS, Manager
Phone 265 We Deliver

Order your winter coal today, and almost before you can say "Jack Robinson" our driver will be ready to put it into your bin.

Ray Barber

Pure Bred Live Stock and Farm Sales

AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

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

Many Women Help Support Selves in School

That women students at W. T. S. T. C. are an ambitious and independent group was shown by figures recently made public by Miss Mary McLean, dean of women at that institution. Nearly one-third of the women students enrolled this year are either entirely or partially self-supporting, she declared.

Miss McLean regards the completion of Mary E. Hudspeth Hall for working women as one of the best things for the future of the working students there. It will give the working girl a chance to have some social life and companionship as well as helping her to lower expenses appreciably.

Data issued from the office of Miss McLean shows the following figures:
Girls doing light housework, 148; girls working in town, 26; girls employed at halls and in hospitals, 19; girls employed in college offices, 15; girls working by the hour, 10.

Queer Quirks in Human Destiny

By HARRY R. CALKINS
WNU Service

The Bequest of Nicomedes
THE bequest of an entire kingdom, intended as an embarrassment rather than a gift of fortune, and at first so regarded by the legatee, turned out to mark the beginning of an unprecedented period of growth and expansion for imperial Rome and to be the opportunity of a lifetime for the aristocratic Lucullus.

In the year 75 B. C. King Nicomedes, the embittered old ruler of Bithynia, died bequeathing his kingdom to the Roman republic. It was not the first bequest of the sort. The king of Pergamus some years before had started the fashion and Alexander II in the year 31 B. C. had bequeathed the Kingdom of Egypt to Rome. The bequest of Alexander had been declined. Rome confining herself to acceptance of the king's treasury and evading the responsibility of extending her rule to the Egyptians.

The gift of Bithynia constituted a threatening embarrassment for Rome and undoubtedly that was the purpose of Nicomedes. Conservative statesmen counseled refusing it, but the public's thirst for grandeur and the influence of greedy financiers prevailed against the nobles and the bequest was accepted. It meant war with the able and powerful Mithridates, king of Pontus. Lucullus, one of the consuls for the year, perceived in the campaign against Mithridates an opportunity for great glory. He conspired successfully to win the command.

Mithridates gathered an army of 150,000 to repel the Romans, enlisting aid of all the Greek cities of the East. He also concerted an agreement with Sertorius, rebellious Roman governor of Spain. At the siege of the Roman stronghold of Cyzicus, the Pontic soldiers were reduced to eating their dead comrades before the king would raise the siege. Lucullus, with a small army of 30,000, defeated Mithridates in a long campaign and eventually destroyed his army.

The victory over Mithridates established the supremacy of Rome in Asia and gave birth to a new era of aggressive conquest. His success also changed the character of Lucullus. He had been famed as a stern, austere and self-denying aristocrat of the old school; now he abandoned himself to such orgies of eating, drinking and sexual luxury that his name has come down the ages as a by-word.

Cupid and the King-Maker

THE best laid plans of the mighty earl of Warwick, the "king-maker" of England, were frustrated by the soft eyes and languishing charm of an obscure widow of Lancaster, Lady Elizabeth Gray.

Neville the earl of Warwick, was the richest nobleman in England and maintained 30,000 inhabitants on his great feudal estate. When he went up to London he was accompanied by a retinue of 600 men. Six fat oxen were required for breakfast at his home in Warwickshire and all persons who possessed acquaintances in his household enjoyed the privilege of carrying away from the kitchens all the meat they could take on their daggers. Needless to say he was a powerful and popular noble.

In the famous War of the Roses, Warwick espoused the cause of the Yorkists and was the mainstay of this house in its struggles with the Lancastrians. The weakling, King Henry VI, was Warwick's prisoner throughout much of that tempestuous period, while Henry's wife, Queen Margaret, made war against the earl in the interest of their son.

Out of the fierce clashing of ambitions and wiles of blood, Warwick emerged with his candidate, Edward, duke of York, placed upon the throne. It was his desire that King Edward IV should marry a foreign princess of some powerful family and to this end, the famous earl, who never believed in entrusting to others what he could do himself, set out for France where he obtained consent for a match with Bonny, sister of the wife

of King Louis XI of France.

In the earl's absence, however, the god of love had taken a hand in England's badly disordered affairs. King Edward had met Lady Elizabeth Gray while on a hunting jaunt in Witchwood forest. The widow had sought the royal favor to regain some confiscated lands and had won far more than she sought, to wit, the royal affection. The king married her.

This wayward gesture of Edward, setting at naught the palms and labors he had borne for the family of York, estranged the earl of Warwick, and he joined the king's enemies. In the battle of Barnet, April 15, 1471, Warwick was slain, fighting against the man he had made king.

Only Two States Report Lack of Paving On '66'

That New Mexico and Arizona are the only two states which are lagging behind on the inter-continental paving program of Highway 66, known as "The Main Street of America," was made known last week at a meeting of the highway association at Albuquerque, New Mexico.

Reports from the various states through which this highway runs indicated that within a year it will be possible to travel from coast to coast on either paved or hard-surfaced roads.

C. C. Pyle, famous as a promoter of professional athletes, attended the meeting and gave details of the proposed marathon foot race from Los Angeles to New York City. This race will be run over U. S. Highway 66.

Northeast Corner

Mr. and Mrs. T. M. McBroom and children spent Sunday in the Jim LeGrand home.

There will be a Halloween party at the Fairview school building on next Saturday night when every one is invited to come well masked and enjoy the evening.

Several relatives spent Saturday night in the J. T. McClain home. Mr. and Mrs. McClain were also visited by a number of the B. Y. P. U. folk Sunday.

Mr. and Mrs. W. B. Phillips of Hereford visited their son, Coy and family of this community one day last week.

Several girl friends visited Lela Mae Oglesby Sunday.

Mr. and Mrs. J. T. Allred spent Sunday in the A. R. Norman home. A number of friends and relatives visited Mrs. W. G. Rensson Sunday. She is reported to be improving.

Misses Dovie McBroom and Viola Thomas who stay in Amarillo, spent the week end with home folks and relatives here.

Mrs. Elmer Womble was visited by relatives from Hereford Saturday afternoon.

Mr. and Mrs. Warner Lee and daughter of Amarillo attended services at Palo Duro Sunday morning and visited relatives here in the afternoon.

Clarence Brown left Saturday for Missouri where he will visit his sister, who is very ill.

Everyone enjoyed the music by the Hereford band last Saturday

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

evening at the Fairview school house. We hope they may play for us again soon.
Mr. and Mrs. Ben Floyd and daughter spent Sunday with Mr. and Mrs. Bill Floyd and family. Mr. and Mrs. Luther Grant turned to this community this week after spending the past week at Fort Worth.

DR. T. M. MONTGOMERY

Associated With Hyden's.

630 Polk Street

Amarillo, Texas.

—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted. Office: Ray's Jewelry Store.

REAL ESTATE

CITY—FARM—RANCHES

Priced to Sell.

Real Estate Loans.

HILL & RICKETTS
Phone 358

ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

Good Counsel Has No Price

The advice of an experienced banker is valuable to any man in any business.

A banker does not pretend to tell any man how to run his affairs, but he is in a position to foresee many things that are of vital importance to his depositors.

A man may well make a friend and confidant of his banker, if for no other reason than to secure the benefit of his counsel. We shall be glad to talk over your plans with you and help you in any way we can.

THE FIRST STATE BANK

CHURCH ANNOUNCEMENTS

First Christian Church

REV. THURMAN MORGAN, Pastor.

Bro. George Weems, assistant pastor of the Central Christian Church of Amarillo, will preach for us next Sunday.

Church school at 9:45. Bring the children instead of sending them.

Communion and preaching services at 11:00.

Junior C. E. at 6:00.

Senior C. E. at 6:45.

Gospel preaching at 7:30. Come and bring your friends. A cordial welcome to all.

First Presbyterian Church

JAB. T. BOSS, Pastor.

Superintendent Dillehay will address the congregation at 11:00 and Mr. Paul Shims will preach at 7:30. Intermediate and Senior Endeavors at 6:45.

The pastor will preach at Dinsmitt at 11 and 7:30, where he is engaged in a series of services.

During the coming week church activities include the Women's Missionary Society Wednesday at 2:30 and Church-Nite at 7:30.

Last Sunday was a good Sunday in this congregation. Let us make the coming Sunday's services still better.

To each and every service the pastor and congregation extend a hearty welcome to visitors. Come and worship with us.

First Baptist Church.

V. M. CLOYD, Pastor.

We reached our goal in Sunday school last Sunday, but let us not relinquish our efforts in this direction. We must work now to hold our record as an A-1 Standard school. "We must keep on keeping on."

The pastor assisted the Jumbo Baptist church in the ordination of three Deacons last Sunday afternoon. We wish for this new sister church much success. They are starting in the right direction. They came in Sunday afternoon after the ordination service and baptized one candidate in our baptismary and then hurried back for their evening services.

You are welcome to the follow-

ing services at our church next Sunday, October 30th:
 Sunday school, 9:45.
 Preaching services 10:45 and 7:30.
 Training service 6:30
 Prayer service Wednesday evenings at 7:30.
 "But unto you that fear my name shall the sun of righteousness rise with healing in his wings and ye shall go forth and grow up as calves of the stall." Malachi 4:2.

EVANGELICAL LUTHERAN CHURCH.

WM. F. HALAMA, Pastor.

Divine service at 11:00 a. m. at court house in county court room. The burden of the festival of the reformation shall be the burden of the text. Mat. 11:28-30: Commemorating the birthday of the reformation, October 31, 1517.
 Sermon Topic: "Jesus Alone Can Give Us Rest."

INTERMEDIATE CHRISTIAN ENDEAVOR PROGRAM.

Sunday, October 30.
 Topic, How does the way we play reveal our Christianity?

Scripture, Ps. 33:1-5.
 Leader, Mary Broadwell.
 Preliminary song and prayer service.

By the thoughtfulness of others, Kathleen Cronin.

By honesty and truthfulness, Woodrow Ireland.
 Whether or not we are good losers, Marie Seed

Song.
 Sentence prayers.
 Business.
 Missions.

PRESBYTERIAN CHRISTIAN ENDEAVOR PROGRAM.

October 30.
 Topic, For what does protestantism stand?

Scripture, Rom. 4:1-5, Gal. 3:23-29.
 Leader, Miss Velma Carroll.

Preliminary song and prayer service.
 Leader's talk.

An open Bible, Mrs. A. Rogers.
 An open Church, Mrs. C. O. Lee.
 An open Mind, Will S. Kerr.
 Historical background of Protestantism, Miss Ethel Watters.

Song.
 Business.
 Missions.

CHRISTIAN ENDEAVOR PROGRAM.

Leader, Beasle Megert.

Topic, What Protestantism Stands for.
 Song, No. 1.
 Scripture reading, Romans 4:1-5, Galatians 3:23-29.
 Introducing the lesson, Leader.
 Causes for the rise of Protestantism, Clifford Kester.
 Great leaders of the Protestant churches, Lois Sowell
 Great beliefs of the early Protestant church, Mildred Fullwood.
 The future of Protestantism, Orlena Savage.

Adrian Sims Notes

(Too late for use last week.)

Ideal weather for harvest of the row crops prevailed last week and most of the farmers have their crops cut.
 Jim McCaskey is in New Mexico looking after his cattle.
 Ray Chapman returned Friday from Dallas and reports a pleasant and profitable trip.
 Lige Elliston went to Crosbyton Friday.

Ernest Long lost his home by fire Sunday about noon. The fire was well under way before it was discovered and hardly anything was saved.

Mrs. Effie Locker of Austwell, Texas, visited Saturday night in the J. M. Chapman home.

Mrs. Guthrie returned to her home near Plainview after a short visit to her son, Beik Guthrie.

J. M. Chapman was in Hereford Friday afternoon.

Misses Mando and Jessie Malone were shopping in Hereford Monday.

Arney News Items

Messrs. Cox and Muller of near Dinsmitt called in the H. E. Ferguson home Friday.

Misses Lenae, Jessie Mae and Annie Laura Brooks of Amarillo are spending the week visiting their grandmother, Mrs. J. P. Hutson.

Misses Oleta and Jewell Wilson are expected home from a visit with relatives in Childress.

A large crowd attended the farm auction sale at the Craig place last week.

Messrs. Webb and Hicks were in Amarillo Wednesday.

Mrs. John Hendrix is spending a few days visiting her daughter, Mrs. Noble, in Canyon.

Mr. and Mrs. Paul Lawson formerly of Happy are with her parents, Mr. and Mrs. Chas. Hage.

Dorothy Edmondson of Amarillo is spending the week visiting her grandparents, Mr. and Mrs. Chas. Cox.

The Baptist revival at Arney closed after two weeks Sunday night.

Hooser also of Oklahoma is doing the work.
 Another pupil enrolled in our school Monday.
 Claude Fox has finished combining the Ray Cole row crop.
 Since the frost the men are busy in their row crops and the work will soon be finished.
 Messrs. Davis, Boyd, Cox, Hage and Mmes. Chas. Cox, Ray Cole, Paul Lawson and Miss Dorothy Edmondson were in Happy last Tuesday.

Miss Beulah Cox is spending several weeks visiting her sister, Mrs. Lee Edmondson at Amarillo.
 Miss Lucille Hage was very ill last week and was compelled to miss several days from school.
 Messrs. Parker and Swartz motored to Canyon Friday night.
 Marion Davis transacted business in Hereford Thursday.

Later, Hage, Ed? They were standing in the hallway waiting for the orchestra to play again.
 Tenderly he placed his arm around her waist.
 She blushed and stepped back.
 "You can't pull that stuff in this house," was her reproof.
 "But say, kid, we've got a side porch that's the best place in town."

Edmondson were in Happy last Tuesday.

Men's Clothing

That Brings
 Certain
 Satisfaction



We are showing a collection of suits and overcoats from which you may choose at will, with the assurance that whatever you select, you will receive your money's worth and more.

Carefully tailored from stylish, long wearing fabrics, these garments are wonderful values at the prices. Men, we are proud of this exceptional offering, and can assure you that it is certainly worth your attention. Here are clothes that give extra service, fit well, are carefully tailored from the finest all-wool fabrics—and yet withal are priced so reasonably that at last you can afford the suit and overcoat you prefer! That's what we mean by

"CERTAIN SATISFACTION"

SPROWLS - CRONIN & CO.

Remember

You Are Invited to Attend the Grand Formal Opening of

The Hereford Wholesale Grocery

Saturday, November 5

We expect you to come and bring your friends. We have purposely withheld the opening date in order that our friends from neighboring communities would be sure to be in town.

This is absolutely the biggest thing that has happened in Hereford for months—Don't Miss it. Souvenirs for everybody, as well as a delicious luncheon of All Gold Coffee and Merchants Baking Company's Crackers and Cookies.

Agents for Honey Bee and Belle of Wichita Flour—Both of Which are Unexcelled Today.

YES! Indeed

—Hard to believe as this may seem, there are still left a few of the marvelous bargains which we have been offering in our gigantic

FALL OPENING SALE

—We are not exaggerating when we say that every item in our entire stock has been mercilessly slashed in price. We have to do this in order to make room for all of the immense stock which we are constantly replenishing.

—Let us make you a little wiser. We'll bet that you can't spend five minutes here, looking over these extraordinary values without seeing exactly what you want at a price considerably lower than you had ever expected to pay.

—These ARE bargains, people. So firmly do we believe this that we are using hundreds of inches of advertising space to tell you about it.

—We cannot hope to convince you without showing you what we mean when we say that

Every Price Is Reduced

Come In and Look Them Over Yourself!

FOX Mercantile Company

CLASSIFIED

Wanted
LAUNDRY—Called for and delivered, 40c per dozen washed; \$1.00 per dozen finished. Phone 20. MRS. J. M. ASHLOCK. 41-2tc

WANTED—Small safe. F. M. KESTER, at West's Tailor Shop. 41-tfc

WANTED—Middle aged lady for general housework, in family of three. All modern conveniences in home. References given and required. Write Box 72, or phone 423, Hereford, Texas. 40-tf

KANSAS CITY LIFE INSURANCE Company has an opening in Hereford for the proper party. Will make part or full time contract. Write or phone TOM McCLURE, 606 Rule Building, Amarillo. 39-2tp

Lost and Found
FOUND—Young girl's coat, near Santa Fe crossing during fair. Call at Brand office and identify same. 38-tf

For Sale or Trade
FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. FRED MILLARD. 38-tf

For Sale or Trade
TO TRADE—A dining room table and buffet, will trade for threshed maize. N. C. VOGEL, or the VOGEL MILLINERY PARLOR. 41-2tc

WANTED TO EXCHANGE—Will exchange for Deaf Smith or Castro county land my two story home in Oakland, California. All modern improvements, two garages, furnace, hard wood floors, big basement and up-to-date interior furnishings. Everything in good condition. You walk in, I'll walk out. Communicate with CLYDE WARREN, 245 John Street, Oakland, California. 40-2tc

For Sale
FOR SALE—L. C. Smith typewriter, in good condition. Phone 0001F2. 41-3tp

FOR SALE OR TRADE—Essex touring car in good condition; good rubber all around. A. C. BARNHART. 41-tf

FOR SALE—Cheap, good piano. See MRS. G. W. HEARD. 41-2tp

GOOD BUNDLE WAGON and frame for sale. See L. H. AIKMAN. 41-tfc

FOR SALE—Higeria and sorghum bundles. H. T. WEDEL, one mile west. 39-4tp

FOR SALE—At a bargain, New Mexico ranch containing 3,000 acres, two miles from town; stocked with 500 head of breeding sheep and 50 head of Holstein cows; 70 acres irrigated land. Address M. G. GOLDENBERG CO., Tucumcari, New Mexico. 40-3tc

FOR SALE—Single comb White Minorca cockerels from excellent layers; priced reasonable. Would exchange for good early pullets. MRS. G. W. SYMS, Hereford, Texas. 39-3tp

FOR SALE—Brand new Fordson tractor; one six foot tandem John Deere disc; one 7 foot wheat plow, and one triple disc Oliver plow. See CHARLIE BENNETT. 38-tf

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

For Rent

FOR RENT—My building now occupied by the Carlyle Grocery. A. H. ELLISTON. 36-tf

FOR RENT—Bedroom for couple, close in. Phone 120J. 32-tfc

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

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

Hemphill Cotton Opens Earliest In Many Years

Cotton in Hemphill county is opening this year earlier than any other year before, according to a recent statement by J. C. Rushing, manager of a gin at Canadian, the county seat. Up to the latter part of last week 117 bales of cotton had been turned out by the gin. This year all of the cotton is being picked instead of snapped as it was last year, because of the relative slowness of the picking process the amount of cotton ginned to date is smaller than at this time last year, despite the early opening. Last year the gin at Canadian baled more than 1200 bales but decreased acreage indicates that only half that amount will be turned out this season.

Music Club Meeting Held With Mrs. Jess Stanford

The Music Study Club met in regular session Monday, October 24, with Mrs. Jess Stanford. After a short business session, the lesson on medieval music was taken up and very ably led by Mrs. Conaway. Music of the early Christian era was illustrated by the following numbers:
Gloria in Excelsis, Palestrina—Club.
Te Deum Laudamus—Club.
Gloria—Mrs. Ramey, Mrs. Parker, Mrs. Broadwell.
Hymn of Charlemagne.
Fairest Lord Jesus, Crusaders hymn—Mrs. Mouniz.
Amarillis, Ghys—Mrs. Hendrix, Mrs. Foster, Mrs. Thompson, Miss Beyer.
Miss Swisher and Mrs. Hall of Canyon attended the meeting.

Poor innocent ginger ale and cracked ice now come under prohibition's ban, the idea being a great deal like the father who makes the whole family go to bed because he is sleepy.

Taft Prosecutes



Charles Taft, son of the Chief Justice and former President Taft, is directing the prosecution of George Remus, millionaire "Bootleg King" for the murder of Mrs. Remus, at Cincinnati, O.

THIS WEEK

By ARTHUR BRISBANE
**MONKEY SUPERMAN.
115 RATTLESNAKES.
HEK QUIVERING FLESH.
INDUSTRY AND SCIENCE.**

Professor Voronoff has made old men seem younger with the help of monkey glands, has made science take him seriously.

Now he proposes to create supermen, such as Nietzsche dreamed of, by using animal glands on young children of exceptional talent. He believes that he will create genius such as earth never saw in the children of children thus treated. The old fashioned will believe that if monkeys could help create finer men, Nature and wise Providence would have called on the monkeys long ago.

Also a race of supermen is, just what the world does not want. Tall men, like short women, thin women admire fat men, genius marries mediocrity, all proof that Nature wants us to march along side by side about even, not a few far ahead of the others or riding on the backs of inferiors.

Those that run risks today will have contributed to absolute safe flying in the future. Lindbergh says flying overland with a good pilot and machine is safer now than automobiling.

Better machines will soon make ocean flights as simple and safe as a flight over the English Channel for which Northcliffe a few years ago offered a \$50,000 prize.

Moving pictures show Lionel Barrymore holding the red-hot branding iron, Aileen Pringle providing the snow-white shoulder and quivering flesh to which the "red-hot" iron will be applied.

Thousands, shuddering at this branding, will hardly realize that such torture would have been considered natural a few years ago. Men were skinned alive, impaled on sharp shafts and left dying for hours. At the time of Henry the Second a workman was branded on the cheek with a hot iron, if without permission he left his parish to find work in another.

Those Henry the Second workmen may comfort united coal mine workers of America, forbidden by court injunction to interfere with the Pittsburgh Terminal Coal Corporation's open shop.

That injunction and others like it will do a good deal to make unions powerless. But it isn't as bad as being branded for going out of your parish to look for work. We do improve, although slowly.

Near Riverton, Wyoming, Ted Lee killed 115 rattlesnakes with a shovel.

Rattlesnakes rely entirely on poison and conceal which makes it easy to destroy them. So with those that pervert truth in history, religion or otherwise. They rely on a poison which is not reliable and are disposed of easily.

A British lady doctor, Dorothy Cochran Logan, swims the English Channel in 13 hours and 10 minutes, cutting Gertrude Ederie's record by 1 hour, 24 minutes. This does not mean eclipsing the Ederie achievement. It all depends on wind, tide and waves, as you know if you have sailed across that rough, mean and choppy stretch of water.

Similarly the man who dies with a big name and millions has not necessarily beaten the record of some poor devil ending in the Potter's Field. All depends on the kind of sailing each had on life's water.

In Los Angeles last week, Max S. Hayes, farmer-labor candidate for vice-president in 1920, told the American Federation of Labor it ought to start a labor party in 1928.

President Green of the Federations, knows that failure is no good advertisement and will not advise a step that would mean a miserable poor showing and hurt the prestige of organized labor. Union men know that one or two candidates will win the 1928 election and they will reserve the right to vote for the one they consider the better man.

Every year there are born in Germany 15,000 pairs of twins, 200 sets of triplets and a sprinkling of quadruplets. No nation has so many.

This human fertility is more important to Germany than any of her factories. The real wealth is human intelligence and industry and the world's mothers create its real wealth.

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
608-4-5 Oliver Baskie Building
AMARILLO

A Poor Job.

A little boy slipped into the parlor and then eyed the visitor up and down.

"Well, little man," said his father's friend, "what are you looking at me for?"

"Daddy said your were a self-made man and I wanted to see what you looked like."

"Quite right," said the gratified guest.

"But what did you make your self like that for?" said the boy with considerable surprise.

A Novel In the Making.

We haven't written a novel yet, but here are a few lines we shall include in that work:

The alarm clock went off. Horace arose and brought it back. A deep silence filled the stillness, several drowned in it.

"So I see to the general, I see, "Congratulations, General, upon making my acquaintance."

It was one of these little towns where they still tell about the year the "Limited" stopped to let off a passenger.

German Ace Faces West



Frederick Loose, famous German aviator, now at the Azores, awaiting favorable weather for a westward air hop to America, likely the last East to West attempt in 1927.



Broken in health, former Secretary of the Interior, Albert T. Fall of New Mexico, accompanied by Mrs. Fall, appeared at the District of Columbia Supreme Court to stand trial with Emory P. Smecher on charges of conspiracy against the Government.

QUICK JOB SERVICE AT THE BRAND

YUM! MAN ALIVE!

You want to lend your presence at the festive board next Monday noon, for the Chamber of Commerce is going to get on the outside of some real food. Think of it, turkey with all the trimmings! You haven't any engagement which is more important than that. What's more, the club has a dandy program for that day, so you're bound to enjoy yourself. All for the regular price—50c.

YOU'RE INVITED—COME!

THE STOCKMAN'S CAFE

GIGANTIC AUCTION

SALE

We will sell, without reserve, at public auction, one of the largest consignments of hogs, farm machinery milk cows, chickens ever offered at auction in this part of the country. Located at our farm, 14 miles north of Hereford on 25-Mile Avenue, and 1 mile west.

TUE. NOV. 1st

SALE BEGINNING AT 10:30 A. M. FREE LUNCH AT NOON.

<p>160—HOGS—160</p> <p>34—Head sows and gilts, weight 160 to 190 pounds.</p> <p>45—head pigs, weight about 40 pounds.</p> <p>40—Head shoats, weight 40 to 80</p> <p>1—Pure-bred non-registered Duroc boar.</p> <p>5—Hogs, wt. 160 to 225 lbs.</p> <p>15—Head pure-bred Duroc sows.</p> <p>14—Head pure-bred Hampshire sows, gilts and pigs.</p> <p>6—Gilts, Poland China & Duroc.</p> <p>Other sizes too numerous to mention.</p>	<p>CHICKENS</p> <p>500—Pure-bred White Leghorn hens and pullets.</p> <p>Milk Cows, Horse and Tractor drawn implements and a lot of other useful things.</p> <p>This is one sale you can't afford to miss if you are in need of a good line of stock and farm equipment, as we have a large offering for you.</p>
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We are selling everything for cash unless other arrangements can be made with owners or clerk prior to date of sale.

Claude Higgins-Pete Engle

Owners

E. C. EUBANKS, Clerk.
COL. RAY BARBER, Auctioneer.

SERVE CANNED GOODS

Busy Housewives may save themselves many hours of tiresome labor if they will take advantage of the many delightful table delicacies which we have in canned form. Many are ready-cooked, ready to serve.

We Give Purple Trading Stamps They Mean Dollars to You!

R & F CASH GROCERY

R. F. ROGERS J. B. FRANCE
Phone 293 We Deliver

School Ready For Carnival On Halloween

If you still get a kick out of life, if the thought of a bat-infested, spook-inhabited house still gives chills all-the-way-down-your-spine—then by all means you should come to the big Halloween carnival to be given at the court house by the high school next Monday night, October 31.

Those are the sentiments expressed by the committee in charge, namely Principal G. M. Hudson, Arthur Harris and Edgar Pickett. These three gentlemen are working night and day to make this affair something that Hereford will long remember as the best of its kind.

Trying to get plans out of this close-mouthed trio is about as easy as attempting to dig a cave in the Rock of Gibraltar with a toothpick. Their consensus of opinion seems to be "come and find out." A little underhanded work, however, has resulted in the divulgence of a few tiny stray threads

of fact and fancy which listen mightily well. Now just between us and a few thousand Brand subscribers, here's a little secret:

There will be booths of all kinds; there will be concessions; there will be side shows; there will be a big program, including music, all evening by the high school band and orchestra; and to wind up everything, there will be a special midnight show at the Star Theatre—an hilarious, feature-length comedy, starring the vivacious Bebe Daniels.

Entrance admission will be free, but once you get inside, let your conscience be your pocketbook's guide! The committee says that you won't regret a single cent you spend and that you'll really get something for your money. Time? Oh, drop around any time after 7:30 p. m.

He's No Gambler.

Kind Lady—"You should brace up, my poor man. Remember, what you owe to society."

Hobo—"I don't owe society nuthin', old lady. What do you think I've been doin'—playin' bridge?"

Brand Want Ads Get Results.

Canyon College Home Coming This Saturday

Home-coming with all its attendant thrills and renewals of old acquaintances will draw a big crowd of some 1500 ex-students and grads to the W. T. S. T. C. Saturday, October 29. It will be a gala occasion for the college and the entire resources of the school will be turned toward the entertainment of the home-coming sons and daughters of Alma Mater.

The main feature will be the football game between the Buffaloes and the Abilene Christian College Wildcats. A. C. C. is the leading team in the race for the T. I. A. A. championship. The Buffaloes have lost their T. I. A. A. games and are out of the running, but it will be great fun to topple the Cats from their lofty perch and that will be the aim of the Herd.

There will be the Ex-students Baby Show and Carnival at night. These features are always well-planned and thoroughly enjoyable. One thousand students are now attending the College and will give the returning ex-students and grads with their friends a royal welcome.

Finally Swims Channel



Failing in seven attempts, Mercedes Gleitz, London typist, finally swam the English channel on the eighth try, the first British woman ever to achieve the feat.

SOME SCIENTIFIC TALK IS BUNK.

BY DR. FRANK CRANE.

And now comes along an astronomer of the Yerkes Observatory, near Chicago, and says that there is probably going to be an explosion of the sun which will doom the earth and its inhabitants to extinction and may happen any minute, although again it may not happen for a million years or so.

Another astronomer out in Berkeley, California, says that the universe is 194 quadrillion miles in diameter. One hundred ninety-four quadrillions is all there is—there isn't any more.

Ordinary statements like this leave us dumb and awe-stricken. We accept them as true because we have no way of contradicting them.

They are like the statements that used to be made about theology, when they argued whether one million or ten angels could stand on the point of a pin. Nobody knew anything about it and so the declarers were safe.

We read somewhere in our youth of a story of a man who professed to know everything. Ask him how many fishes there were in the river and he could tell you to the last minute. There were exactly seventeen million and ninety-six. He also knew the number of nails that went into the bridge and the number of stars in the heavens and the number of hairs on your head and could tell you the number exactly in a minute's notice. This was all right because nobody could dispute it but it was simply a bold bluff.

If you say there are nine trillion blades of grass on the lawn nobody is going to take the trouble to count them. Your statement goes unchallenged.

A lot of this scientific data is pure bluff intended to awe the common man and it succeeds pretty well. We have passed the age when people are sticken dumb by theological dictum, but we are in the zone now where people are bludgeoned by scientific data.

Science has done some wonderful things. It predicts an eclipse of the moon to the minute and tells us how electricity will act and all sorts of things, but that is no reason why scientists should lay

back their own heads and say things that are manifestly pure guesses.

The sun may explode tomorrow, and again it may not. One man's guess is as good as another's. We have made some progress in finding out about earthquakes and we have elaborate theories as to how they occur, but just when an earthquake occurs we don't know as well as the scientists.

The best thing we can do is to run along and sell our papers and if the works blow-up we are as well off as anybody and no worse.

If the two bobbed-hair girls on the Fall-Sinclair jury had "modern" haircuts like we saw on a local girl last week there was little chance for defense attorneys to pull the wool over their eyes.

The New Jersey man who seized a giant locomotive when the Pennsylvania Railway failed to pay a \$32,000 damage suit which he won, is perhaps a fellow with a "suppressed emotion" caused by his parents failure to give him a train for Xmas when a boy.

Ask Dad—He Knows.

"Papa, where do they make these ukes?"
"Know your geography, my son. In Yukon, of course."

Human Nature Clinics

By THOMAS ARKLE CLARK
Dean of Men, University of Illinois.

Getting Only the Practical

KELLY is a young fellow who is working his way through college. His father is not in good physical condition and cannot give the boy any financial help, so that he is entirely on his own resources. He is a normal boy who is doing his work excellently. He likes music and sings well; he likes fun as all normal boys do, and he enjoys companionship.

He is acquainted with a middle-aged professional man, a graduate of one of the oldest and best recognized colleges in the country, and of whom he had asked advice as to procedure in college. He allowed me to read the other day the letter which his middle-aged friend had written him in reply to questions which he had asked. The reply was to this effect:

"If you had at your command a reasonable amount of money with which to meet your college expenses, and if after you had graduated from college you had a definite position into which to step, there is no reason why your work in college should be good. A grade C would be satisfactory. You could afford to get the polish and culture of college associations without doing any particularly hard work. You could devote yourself to athletics and join a fraternity and have some fun."

"As it is, you have no money to spend foolishly. There is no time in your schedule for music and athletics and things that are beautiful and that cultivate taste but cannot be applied to the practical things of life. A grade of less than B would be for you a mistake. You cannot afford to give any attention to social matters or having fun."

The advice is wrong in almost every detail. No one can ever afford to do less than his best. The young fellow with money who slides along easily and never does anything above the commonplace will have a pretty good chance, in spite of the fact that he has a position in college, to be lazy and commonplace the rest of his life.

The thing that I regret most in my college life is that I did not spend more money, that I got too much that was practical. I was too economical. I got too little of the things that make life worth while and pleasant and agreeable and gracious. The fellow who is going to need to fight his own way in the world should be able to meet people easily and graciously. He needs the training of a fraternity more than the first man mentioned did.

(© 1927, Western Newspaper Union.)

Maine voters refusal to give up the direct primary system of nomination is one time when we all hope, "As Maine goes, so goes the nation."

It is reported that President Coolidge is "wasting away" with a new electric vibrator at the White House.

Children should be taught to eat the crusts of bread and rolls for the sake of their teeth. They also should be cautioned to chew their food thoroughly.

Instead of cooking pumpkin and then rubbing it through a colander, try putting the fresh pumpkin through a food chopper. Then it cooks quickly and time and fuel are saved.

One-half of the oranges, lemons and grape fruit grown in the U. S. are packed and marketed by co-operative associations.

Marcelling 50c Hair Cutting 50c
Mrs. Sam Hutson
AT SPROWLS-CROWN & COMPANY TELEPHONE 32

End of Month SALE

LADIES' CHIFFON HOSE
Silk from toe to top
95c Pair.

SWEATERS

\$ 2.00 Value for	-----	\$1.35
\$ 2.50 Value for	-----	\$1.95
\$ 3.50 Value for	-----	\$2.95
\$ 4.00 Value for	-----	\$3.25
\$ 5.00 Values for	-----	\$3.95
\$ 5.50 Values for	-----	\$4.50
\$ 7.50 Values for	-----	\$5.95
\$10.00 Value for	-----	\$8.85

OUTING FLANNEL
36-Inch Wide, Dark Patterns
18c Yard

Ladies' Heavy Weight
RAYON BLOOMERS
\$1.15

CHILDREN'S SHOES
15 Per Cent Off

CHILDREN'S RAYON BLOOMERS
95c

MEN'S DRESS TROUSERS
\$1.50 a Pair Less

MEN'S DRESS SHOES
Values up to \$7.50
\$4.90 Pair

BOYS' CORDUROY TROUSERS
\$1.95 Pair

Heavy Weight
CANVAS GLOVES
15c Pair

GARZA SHEETS
81 x 90
\$1.35

GARZA PILLOW CASES
42 x 36
42c

MEN'S FANCY SILK SOX
59c Pair

WHAT 98c WILL BUY

- 1—50c jar Palm Olive Cold Cream.
- 1—50c Bottle Palm Olive Shampoo.
- 1—25c Can Palm Olive Talcum Powder.
- 1—50c Milady Decollette Safety Razor.

All For 98 Cents

Strambaugh Dry Goods Co.
HEREFORD TEXAS

DISPERSION

Farm SALE

As I am leaving the farm and moving into Hereford, I have decided to sell at public auction, without reserve, the entire equipment of my farm, including livestock, machinery, etc., located 2 1-2 miles north of Hereford, on 25-Mile Avenue.

FRI., NOV. 4

SALE BEGINS PROMPTLY AT 10:30 A. M. LUNCH WILL BE SERVED BY THE PRESBYTERIAN LADIES OF HEREFORD.

HORSES AND MULES

- 1—Team black mules, 7 years old, weight 2200.
- 1—Gray mare, 8 years old, weight 1400 pounds.
- 1—Child's pony.

MILK COWS.

- 1—Holstein cow, 5 years old, giving six gallons per day.
- 1—Jersey cow, coming 3 years old giving four gallons.
- 1—Jersey cow, coming 3 years old milking now; fresh in Dec.
- 1—Jersey cow, 6 years old 4 1-2 gallons, fresh in November.
- 1—Brown Jersey, 5 years old; 5 gallons; fresh.
- 1—Red cow, 7 years old; fresh in January; heavy milker.
- 1—Jersey cow, coming 3 years old giving more than 3 gallons.
- 1—Jersey cow, coming 3 years old fresh now, 4 gallons per day.

2—Young heifers.

- 1—Steer.
- 4—Heifer calves, age 6 weeks to 4 months.
- 1—Pure bred Jersey bull, coming three years old, a good one.

These cows are all high class individuals and extra heavy milk producers, which you can judge for yourself when you see them on display.

CHICKENS.

- 150—Head pure bred Buff Orpington pullets and roosters.
- 50—Head Rhode Island hens and roosters.

This is surely a nice bunch of chickens and heavy layers. Any one wanting to buy chickens at this time cannot afford to overlook this rare opportunity.

TERMS—Please make arrangements with your bankers, as I am selling everything for cash.

LEE CONKLIN, Owner

E. E. RAMSEY, Clerk.

RAY BARBER, Auctioneer.



The Right to See

Is by far your most precious heritage. Let us test your eyes

To See Better See

F. M. Kester

Jeweler and Optometrist

SCHOOL LESSON THE SUNDAY

SUNDAY, OCTOBER 30, 1927.

AMOS DENOUNCES SIN. We are on next Sunday to observe the World's Temperance Sunday. Temperance is the most recent world reform movement. In the combat with sin in the world, the prophets of the social order have fought along two special lines, namely, the sharpening of the public conscience against sin in its multifarious forms, and the focalizing of that conscience against the most threatening menaces of the age in which they labored. The work of the prophet is never finished for this reason. Sin is ever lifting its ugly head in iniquitous anti-social traffics such as the powerful liquor traffic which is now, happily for the liberty-loving people of our country, outlawed by the enactment of the Eighteenth Amendment to the Constitution of the United States and by the concurrent congressional and legislative laws of the nation and States.

We find Amos in this lesson denouncing the anti-social sins of his age. Read the scripture lesson found in Amos 2:4-3:5, emphasizing especially 2:4-12. Read also the references appended herewith. The Golden Text, which is found in Amos 5:14, is a fitting exhortation to all Christians and good citizens: "Seek good, and not evil, that ye may live; and so, Jehovah, the God of hosts, will be with you, as ye say."

The first indictment Amos brings against the people of his age is that of "deceit" to the fundamental law. Says he, "They have despised the law of the Lord and have not kept his commandments." Deceitfully to law is ever the root of anti-social vices. Whenever a people took lightly upon the law of the land and seek to excuse themselves from obedience to it, it is then that they begin to cut at the roots of their own liberties and national existence. Amos saw plainly that Israel was rapidly losing its destiny in its disregard of law.

The second indictment which he brings against his people and age is that contumely of law which led them to weave a web of falsehood

about their lawless attitude in an attempt to excuse themselves. As they attempted to excuse themselves they constantly appealed to precedents which their fathers had set. In this they revealed the typical attitude of those who are opposed to all reform. Let us go back to the olden days before we had prohibition," says the opponents of the Eighteenth Amendment. "Let us go back and walk as our fathers walked," say the opponents of social progress in Amos' day. It was the same old story in every age of the world.

The stream of human progress ever flows forward. Society can never look safely for guidance to those who want to turn back the clock of history. All the precious acquisitions of the human species have been won by the forward-looking prophets of the ages. The backward trend leads back to the jungle, past all our precious achievements of civil and religious liberty, or reforms that have made this a better day of living than humanity enjoyed in the cold, far distant past.

Let us go forward, leaving behind the jungle and mediaeval wrongs, to the better day which God has ordained for human society. Let us who live now, see to it that our children and their posterity shall find a better world in which to live than the one we found when we came into it. That is the way of progress. That is the only way that we can justify our enjoyment of the spiritual heritage which came to us out of the moral battles of the past. Let us not justify our conduct by precedents gathered from the anti-social forbears in the past. On the other hand, let us pick up the torch thrown us by the great reformers of the past and bear it bravely on.

The third indictment of Amos is that Israel's upper ten were mercilessly exploiting the poor and helpless classes beneath them, "they sold the righteous for silver, and the poor for a pair of shoes." "They part after the dust of the earth on the head of the poor, and turn aside the way of the meek." Such was the iniquitous liquor traffic which always reduced the poor to starvation while the tills of the exploiting sellers of rum fattened from the coin wrung out of the blood of the poor victim and his helpless wife and children. Such it was, and such shall it ever be, for that is its inherent nature. No wonder then that it was outlawed.

But Amos did not overlook the fact that along with this avaricious

exploitation there went a dehumanizing of those who were the exploiters of their fellows. Indiscriminate sex relations accompanied this dehumanizing process. In fact, it was always understood that the liquor traffic had as its twin vice the prostitution of woman. From the exploitation of human wealth it glided easily along to the vice resulting from the exploitation of human character. Hence, we find that Amos couples incest to this more refined type of exploitation.

But the fourth indictment of Amos upon his age touches more profoundly than the others the chief iniquity of the liquor traffic, itself a perfect type of the exploitative nature of all avaricious traffics. It is the corruption of pure manhood and the intimidation of the Nazirites wine to drink; and commanded the prophets, saying, "Prophecy not." The Nazirites were the world's finest total abstainers. In their youth they vowed temperance for all their lives. They represented the purest type of manhood in Israel. Amos says that Israel became so corrupt in its sin that it gave itself over to the corruption of its purest manhood.

And concurrent with this corruption of pure manhood was the intimidation of the prophet. Whenever iniquitous traffics set out upon their trek of corruptions, they always center their attack upon the prophets of the better social order. They must forestall the makers of sentiment, else they, themselves, will be forestalled in their iniquitous corruptionism. How the ministers of social reform have had to combat this effort at intimidation throughout the whole history of social reform! Sometimes that intimidation has gone to the lengths of death. But happily for humanity, the prophet has not allowed his lips to be sealed while evil stalked in society.

But we must understand that even when the battles have been fought, "eternal vigilance is the price of liberty." We witness today a cleverly wrought conspiracy against the prohibition laws of our nation. The forces of wrong are drawn up in battle array against the forces of righteousness. It is a call to arms for every true American citizen. Shall we permit such a line up of forces against the Constitution of the United States as shall nullify the great reforms of our American history? And especially, the prohibition laws? Let every true hearted Christian buckle on the armour

and know that while he fights for God and right, "the very stars shall fight for us in their courses."

Readings. Dangers of Intemperance, Lev. 10:8-11; Degraded by Intemperance, Isaiah 28:1-8; Intemperance in the Church, I Cor. 11:17-24; Good Citizens, Romans 13:1-7; Dweller of Zion Psalm 15.

Ford Doings

Rev. Hestor, pastor of the M. E. church at Vega, preached here Sunday afternoon.

The Ladies' Welfare Club met last Thursday afternoon with Mrs. Will Schwartz. Fifteen members and visitors were present and the afternoon was spent pleasantly, almost an entire quilt having been pieced. Mrs. Schwartz who is an accomplished musician, gave several piano numbers, assisted by Miss Ida Mae Knox. A delicious two course plate luncheon was served. The next meeting will be with Mrs. Andy Thomas, Wednesday afternoon, November 2nd.

Mr. and Mrs. E. E. Dyer entertained Saturday night with a party for their son, Earl and wife. About 100 were present and all went home at a late hour and were unanimous in saying that they had a pleasant time.

Mr. and Mrs. J. L. Hight spent Sunday at Canyon with Mr. and Mrs. Jess McGowan.

Ben Wilson, of Hastings, Iowa, is here visiting his brother, Harold Wilson.

Miss Fannie Small is visiting friends in Clovis this week.

Mr. and Mrs. Earl Dyer spent Sunday with friends at Canyon.

George and John Eimple and families of Cordell, Okla., moved here a few days ago to the farm they purchased some time ago from J. E. Hill. They are living at the old Ford place now.

Lawrence Caruth of Temple, Oklahoma, spent Saturday night with Mr. and Mrs. W. W. Small, who are his parents-in-law.

Miss Margaret Ricketts visited home, folks at Progressive last week-end.

Messrs. and Misses Fielding Johnson and Hardy Benson, and Ben and Harold Wilson and Miss Viola Thomas were dinner guests in the R. E. Dyer home Sunday.

Miss Effie Shoemaker and Miss Ida Mae Knox shopped in Amarillo Saturday and spent the night with friends in Vega.

Mr. and Mrs. Geo. Lewis went to Amarillo Sunday to attend the Plateau singing convention.

John Whitsett and Bob Orr sold cattle last week to local buyers, delivering at the pens Friday.

The Missionary ladies of the M. E. church of Vega will meet with Mrs. R. E. Dyer Wednesday, the 30th.

Mr. and Mrs. J. L. Hight shopped in Amarillo last Wednesday.



gives you



more for your money in the four great price classes

IT IS easy to understand the widespread public acceptance of Chrysler in the four great price divisions from \$725 to \$3595.

Chrysler engineering, which never rests its efforts, has maintained its product as fresh and as new as it was in its very outset four years ago.

The spirit of progressiveness has been responsible for pioneering and development of every improvement in motor cars since the 1920's. And through the Chrysler plan of Successive Quality these refinements have been made available to all Chryslers.

Thus Chrysler has set up entirely new standards of motor car value and has given new meaning to "price" and "price classes" in the industry.

Chrysler cars can be compared only with others far above them in price in every field. For they represent not only far more than money could buy in the past, but more than the same money will buy elsewhere today.

Even Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, is standard equipment on the roadsters of the "52," "62," "72" and sport roadster of the Imperial "80." It is also available, at slight extra cost, for all other body types. For a reasonable charge it can be applied to earlier Chrysler cars now in use.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan. All Chrysler cars have the additional protection against theft of the Federal System of numbering.

L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

First State Bank & Trust Company

at the close of business on the 10th day of October, 1927, published in The Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 20th day of October, 1927.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

STATE OF TEXAS, County of Deaf Smith. We, Henry Wilkinson, as President, and H. R. Fritz, as Cashier, of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

HENRY WILKINSON, President. H. R. FRITZ, Cashier.

CORRECT-ATTEST: J. A. FITZMAN, MILES ROBERTSON, D. F. ASHBROOK, Directors.

Subscribed and sworn to before me this 17th day of October, A. D. 1927. VIOLA CARPENTER, Notary Public, Deaf Smith County, Texas.

FIRST NATIONAL BANK

AT HEREFORD, IN THE STATE OF TEXAS At the Close of Business On October 10, 1927.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

STATE OF TEXAS, County of Deaf Smith, as: I, E. E. Posey, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

E. E. POSEY, Cashier. CORRECT-ATTEST: GEO. L. MUSE, J. L. FUGUA, F. A. GYLER, Directors.

Subscribed and sworn to before me this 14th day of October, 1927. A. O. THOMPSON, Notary Public.

WESTERN NATIONAL BANK

AT HEREFORD, IN THE STATE OF TEXAS At the Close of Business On October 10, 1927.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

Table with 2 columns: RESOURCES and LIABILITIES. Includes items like Loans and discounts, Overdrafts, Real estate, and Capital stock.

STATE OF TEXAS, County of Deaf Smith, as: I, C. C. Ackie, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

C. C. ACKIE, Cashier. CORRECT-ATTEST: G. A. F. PARKER, E. B. BLACK, M. L. PARKER, Directors.

Subscribed and sworn to before me this 18th day of October, 1927. RALPH BARNETT, Notary Public.

ATWATER KENT RADIO



YOU may buy an Atwater-Kent instrument today—any model—with full assurance that it will be supremely satisfactory for years—and that radio offers nothing better.

GET the radio you know is good, from the dealer who has won a place in the community by the simple rule of selling only sound merchandise to customers whose interests always come first.

Due to the enormous production of the Atwater-Kent factory, which naturally reduces overhead expense to a minimum, we are in position to quote new low prices on all Atwater-Kent radio products.

Nationally advertised prices on the above models are now as follows: Model 35 is now \$49.00 Model 33 is now \$75.00 Model 30 is now \$65.00 Model E Speaker is now \$24.00

All Other Types and Models Carried In Stock.

Orr's Tailor Shop

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



Hold Everything!
 AND HOLD YOUR BREATH
 —ON—
Monday Night
 October 31
 at the
Spooky, Scary, Creepy, Red Hot!
Hallowe'en
Carnival
 GIVEN BY THE HIGH SCHOOL
 AT THE COURT HOUSE.

Here and There.

Most people object to windy weather, but most of those hereabouts would welcome some wind now as stock water is getting very low. Some have been forced to haul water from town.

The continued fair weather is a great help to farmers and they are making good headway with harvest.

Fred Gibson threshed for Mr. Vick Monday.

Mr. and Mrs. Will Worley and Mrs. J. W. Worley spent Sunday and Monday in Amarillo.

G. A. Springer has been out of school on account of rheumatism.

Mrs. M. D. Fincher had as her guests last week a sister from Dalhart and one from Wichita Falls.

Mr. and Mrs. Dick Sullenger radioed at the Frank Axe home Saturday night.

Mmes. Henry Allman, H. M. Mobley and R. L. Knox spent Friday with Mrs. J. B. Harlen.

Mrs. Earl Springer and Mrs. Albert Springer spent Friday afternoon in the Blythe home.

Mr. and Mrs. W. S. Dixon spent Sunday at Canyon visiting in the home of their son, Ollie Dixon, and family.

Mrs. Beauford spent Thursday afternoon with Mrs. Andrews.

Several from this community attended the Schuette sale Saturday.

Mrs. W. B. Green spent Sunday afternoon in Hereford with Mr. and Mrs. Dick Dixon.

Mrs. Jim Bagwell and children of Bethel were supper guests at the Henry Allman home Sunday.

Mrs. R. L. Knox of Lockney spent Thursday with Mrs. C. E. Tice.

Mr. and Mrs. U. R. Mullis of Clovis spent Sunday at the Leo Williams home. Mrs. Mullis is a sister of Mrs. Williams.

Mr. and Mrs. Harry Taylor spent Sunday afternoon at Applegate's.

T. L. Sparkman and family and Mrs. G. F. Springer and Tiny Lee took dinner in the W. A. Springer home Sunday.

The young people are practicing their play to be given at the school house Thursday night.

Offis Vick was surprised Friday night, the occasion of his birthday by some seventy friends. Mrs. Vick assisted by Mrs. Lenox and Mrs. Neal served refreshments of chocolate, cakes and candy.

Earl Springer and wife spent Sunday at the Fulkerson home.

C. R. Walser and wife called at

Flagg News.

the Earl Lance home Monday.

Mmes. Henry Allman and R. L. Lenox spent Thursday with Mrs. Roy Kincaid.

Miss Blanche Beauford, Mattie and Elsie Andrews spent Sunday with Nettie Lee Green.

Miss Jewel Applegate has been visiting friends at Earth.

Mr. and Mrs. Henry Allman gave a dinner Sunday in honor of Mrs. R. L. Knox, those present being Messrs. and Mmes. Roy Kincaid, H. M. Mobley and C. E. Tice.

Sixty-two were at Sunday school Sunday and a large crowd came to singing Sunday night.

The Bennett children has the misfortune to have a horse so badly hurt at the school house Wednesday that it had to be killed.

Mrs. Pink Luck spent Monday with Mrs. Roy Boyd.

Queer Quirks in Human Destiny

By HARRY B. CALKINS
 WNU Service

Columbus and the Good Prior

AMERICA might not have been discovered until years or even centuries after 1492 if a child's thirst had not changed the career of Christopher Columbus.

A Genoese by birth, but for many years a mapmaker and navigator of Lisbon, Portugal, Columbus was only one of a number of savants who believed that the earth was round and that a new route to the East Indies could be found by sailing west in the Atlantic ocean.

Prior to the age of Columbus men had come to believe that the earth was round, but they thought that Europe rested at the top of it. The middle of the earth, they imagined, was so heated by vertical rays of the sun that the ocean boiled and neither animals nor plants could survive in it, and beyond this boiling sea began the downward slope which would prevent the return of any ship rash enough to sail so far. Monstrous sea beasts inhabited this upside-down world and beneath it lay hell as could be observed in the reflection of flames in the disk of the setting sun.

Early abandoning these superstitious theories, Columbus devoted his life to study of nautical science and cosmography. He longed to sail west around the world, hoping to reach India, the land of marvelous riches, for whose trade all Europe was scrambling. Refused assistance by the king of Portugal, he carried his plans for the voyage of exploration to King Ferdinand and Queen Isabella of Spain. These sovereigns were interested, but the wise men of Spain advised against the voyage.

Tired and sick at heart, Columbus took his little boy and started to leave Spain afoot, intending to seek aid at the court of France. On the way he called at the Franciscan Monastery La Rabida to beg water and bread for his little son. The friar, Juan Perez, talked with the traveler and learned of his thwarted ambition. This prior, who had been the confessor of Queen Isabella, was convinced and sent to the queen to beg an audience. He succeeded in winning for Columbus the opportunity he sought. Ships were outfitted and the daring voyage begun. Instead of a practical route to the Indies, the bold navigator discovered a new world.

How Ireland Lost Freedom

WHEN Dermot MacMorrough, king of Leinster, kidnaped the daughter of the king of Meath about the middle of the Twelfth century, there began a quarrel among the Irish kings which brought all Ireland under the yoke of England, where it was to remain through the centuries.

King Dermot's high-handed love-making incurred for him swift punishment. At that time Rodric O'Connor, king of Connaught, was recognized as chief of the Irish monarchs, and he was an ally of Dermot MacMorrough out of Ireland.

It so happened that Pope Adrian IV, the only Englishman who ever became pope, had in 1154 A. D. granted King Henry II of England the right to conquer Ireland. To the court of Henry II now went King Dermot to urge that he act upon his right. The English monarch, however, refused to grant Dermot permission and sent soldiers to aid Heccon.

The first army the earl sent over consisted of 130 knights, 60 esquires and 300 archers. This insignificant force besieged and took Wexford in 1169. The king of Connaught attacked the invaders but their superior equipment gave them the victory. The king of Leinster was reinstated in his kingdom and began to dream of dominating all Ireland. He again called upon the earl of Pembroke, surnamed Strongbow, slandering the Irish as cowards and expiating upon the ease with which the country might be subjugated. Strongbow agreed to aid the conquest, stipulating that he should receive Eva, daughter of Dermot, in marriage, with the right of succession to the throne. Eleven hundred English soldiers then overran Ireland.

The Irish lost their freedom because of dissensions among their rulers and the lack of discipline in their armies. Brian Boru, a century before, had driven the Danes from Ireland after two centuries of their rule, but his successors had failed to profit by his achievements. After the last Irish armies had been subdued and King Dermot had died, leaving his kingdom to Strongbow, King Henry II ventured to visit the land and named the earl of Pembroke his seneschal or lord lieutenant of Ireland.

Wellington Man Killed In Accident at Gin

Lee Benson, of Wellington, was the first victim of a serious cotton gin accident this year, last Monday morning when he was caught in the saws at the Wellington gin and killed instantly. He was 29 years old and leaves a wife and five children.

Benson was a night worker in the gin and while trying to clean the saws he became entangled in them and was instantly killed. His body was so badly cut and torn that undertakers were of the opinion that embalming was impossible.

Procrastination

Is the thief of time and of money as well, as you'll find if you keep on putting off having us look at your flues for the winter. This service IS FREE

HEREFORD SHEET METAL WORKS

GET YOUR COAL NOW!

We have a car of the finest lump coal on the track now. Hurry and get us to quote our prices. Don't neglect this important winter item too long!

We are still buying cream and paying highest cash prices. Get the habit of bringing your produce here.

For Feed of All Kinds, See the

Golden Rule Produce Co.

Phone 108 We Deliver

GOOD FOOD and POPULAR PRICES

That's what the people of Hereford want and what we give 'em.

The Grill Lunch

Try a Want Ad in THE BRAND

Vinol Helps Nervous Run-down

"Before taking Vinol, I was down, nervous and irritable. I feel like another person." McCoy. Vinol is a strengthening iron and cod liver oil compound in use for over 25 years for sickly, nervous women, down men and weak children. very FIRST week you take Vinol you begin to feel stronger, eat sleep better. CORNER DRUG STORE.

HOFFMAN'S GROCERY
 "DOWN ON THE BOWERY"

Where Quality and Prices Meet You With a Smile.

SPECIALS FOR SATURDAY ONLY

ARMOUR'S STAR SKINNED HAM—
 While They Last, per pound 25c

WAPCO PEANUT BUTTER—
 36-Ounce Jar 49c

P. AND G. SOAP—
 Twenty-Five Bars for \$1.00

COMPOUND—
 Eight-Pound Pail \$1.25

FLOUR—
 Forty-Eight Pound Sack \$1.90

BREAD—
 Large Loaf 10c

WE HAVE MANY OTHER SPECIALS.
 Nothing Charged at Above Prices.
 Phone 115. We Deliver.

Get Your Dollar's Worth

Grandmother reads the latest market prices—"Lands sakes alive!" she exclaims, "why, when I was young we didn't have to pay half so much." Yes, in "the good old days" milk sold at five cents a quart, potatoes at forty cents a bushel, sugar twenty-five pounds for a dollar, and so on. And, in "the good old days" a laborer was paid a dollar a day or possibly a dollar and a quarter. But who wants to go back to "the good old days?" Not you—not me.

Prices are higher now, but wages are higher, too. You pay more, but the goods you buy are of better material, they are better made, they last longer. Even foodstuffs are better. Inspection and extra care insure their quality.

The dollar can still buy a dollar's worth. Read the advertising in the newspapers and you will find that they will help your dollars go a long way. Advertising tells you where you can get full value for your money. The young housewife of today shops even more intelligently than "grandma" for the advertisements are her guides, they make her a competent judge of values.

Merchandise must be good or it couldn't be advertised. Read the advertisements and get your dollar's worth.

We Are Glad to Observe

Perhaps more than any other institution, the bank may be said to keep its fingers on the pulse of the community life. Your banker, as no one else, can tell you at all times the exact status of the financial affairs of Hereford; he can tell you whether men in this community are thrifty and whether they are making the most of their opportunity to save.

Friends, the longer we remain here, the more we realize that Deaf Smith is, after all, a good old county. Crop prospects good, excellent schools, wonderful churches, constant municipal improvements, and, best of all—people who realize the meaning of thrift and are piling up good bank balances and making safe investments.

What pays your neighbor will pay you, too, when it is a question of thrift. Bring us your bank account TODAY.

First National Bank

est-Way Items

but is getting along as nicely as could be expected. What Mr. and Mrs. Owens too to be tonsillitis Friday night broke out Sunday afternoon as scarlet fever.

Misses Etha Short and Jewell Owens spent Friday night with Misses Myra and Oleta Hartman. Miss Thelma Myers spent the week end in Canyon with her sis-

ter, Madine, who is in school there. Mr. and Mrs. B. M. Keese spent the week end in Plainview. Miss Johnnie Dunn spent Saturday with Misses Bobbie and Bernice Rice.

Judge John P. Slaton has given the Westway school a nice library and bookcase which we thank him for very much. Below is a letter of thanks which the students of the school have written to him.

Mr. John P. Slaton, Hereford, Texas. Dear Sir: We, the students of Westway, desire to express our thanks to you for the library and bookcase that you have given to our school and we will read them on every occasion and we are sure that they will be of much help to our school. Yours truly,

STUDENTS OF WESTWAY. Committee: Myra Hartman, Etha Short, Oleta Hartman, Jewell Owen, Leslie Vaughn, J. H. Whatley.

To remove chewing gum from a washable dress soften the stain with white and then wash.

Human Nature Clinics

By THOMAS ARKLE CLARK, Dean of Men, University of Illinois.

Courtesy and Business

IF HONESTY may legitimately be designated as the best policy, so with equal accuracy may courtesy be assigned to the same category. Railroads recognize the fact, corporations impress their employees with this principle, and business firms give courses in training their men how to meet their customers. Indifference, and arrogance and the high-hat do not go any more in business. The guest is always right, the hotels announce; the customer is in the same class, business houses impress upon their employees, all of which means that it doesn't pay to be nasty, no matter who is wrong.

Summerfield

County Superintendent Earl W. Wilson, Rev. J. T. Ross and Miss Elizabeth Meyer, of Hereford, attended the chapel exercises at Summerfield school last week and put on a program which was enjoyed by the entire school.

Pupils of the Summerfield school were examined last Friday by Dr. W. F. Gabbert and two nurses of Hereford.

The Summerfield girls' basketball team defeated the Black girls by a score of 25 to 12 Friday in the first game of the season. Tomorrow both the boys and the girls teams journey to Ward to play the school there.

In a hard fought game of soccer last week the team from Black defeated the Summerfield squad by a considerable score.

Children should be taught to eat the crusts of bread and rolls for the sake of their teeth. They also should be cautioned to chew their food thoroughly.

Instead of cooking pumpkin and then rubbing it through a colander, try putting the fresh pumpkin through a food chopper. Then it cooks quickly and time and fuel are saved.

Queer Quirks in Human Destiny

By HARRY R. CALKINS, WNU Service

Murder and Exploration

GRUESOME though it may appear, ancient sagas of the North relate that the first discovery of Greenland and of America by Europeans resulted from murder. That may be one of the reasons that no lasting good came of the exploit.

When Leif, the Lucky, true son of the adventurous Erik, attained manhood he naturally took to the sea. Thrilled by the story of an Icelander, named Biarni, who had lost his way on a voyage to Greenland and had sighted a strange land far to the westward, Leif determined on a new voyage of discovery.

The first land sighted—doubtless the same as that viewed by Biarni—was a rugged, ice-bound country, to which Leif gave the name of Helluland. Setting sail again, they reached, after many days, a new coast. Here the adventurers landed, giving the country the name of Vineland. They built rude houses and spent the winter in this hospitable country.

In the spring of 1002 Thorvald, Leif's brother, led a new expedition to Vineland. Then, for the first time, the Northmen encountered natives of this New World—Skroellings, they called them. Nine natives were found, hiding under three skin canoes on the beach. The Northmen killed eight and then went to sleep on the shore, neglectful of the ninth who had fled. They were surprised by a large band of natives and Thorvald received a wound from which he died. His comrades buried him in Vineland and then sailed eastward, never to return.

Methodist Church

A. B. DAVIDSON, Pastor.

Sunday school at 9:45, E. B. Black, superintendent.

Junior church at 11, Mrs. Bryant superintendent.

Epworth League at 6:30, Raymond Hawkins, president.

Preaching at 11 and 7:30 by the pastor.

Morning subject, "The Potter's Wheel; and Seeing Life As a Whole." Night subject, "What is the Unpardonable Sin? And How We May Know Those Who Have Committed That Sin."

Only one more week until the pastor leaves for conference. The pastor will make a report of the condition of the church next Sunday.

A wire dish drainer is a great time saver. Hot water can be poured over the china and only the silver and glasses need be washed. Quick Job Service at The Brand dried.

INSURANCE IS YOUR BEST BET!

Call On

Frank Barber

Representative

The Southwestern Life Insurance Company.

SAVE MONEY

DURING BARGAIN DAYS

ON

The Fort Worth Star-Telegram

(Largest Circulation In Texas)

Regular price, Daily and Sunday \$10.00 per Year. Bargain Day Rate, Daily and Sunday \$ 7.45 per year. Regular Price, Daily except Sunday \$ 8.00 per Year. Bargain Day Rate, Daily Except Sunday \$5.95 per Year

Next year a president, United States Senator Governor and other state officials will be elected. Keep up with the news.

Hereford News Stand

(In Beene and Shaw Shop)

The Perfected

WHIPPET

a fine car, made even finer!

More than 125,000 Whippet owners have driven their cars more than 400,000,000 miles. Forty-five per cent tell us they chose the Whippet because of unequalled economy; forty-six per cent were influenced by the greater safety of its BIG 4-wheel brakes; others mentioned its comfort and roominess; and many were attracted by its smarter appearance.

Through the experience and loyal co-operation of these owners, it has been possible to make this fine car still finer. We will gladly arrange for you to drive the perfected Willys-Overland Whippet and judge its greater convenience, its easy riding, its safety and attractiveness for yourself.

Superior Quality—New Low Prices.

Whippet-Knight

Motor Company

Hereford, Texas.

CHEVROLET USED CARS with an OK that counts. "O.K.'d" Used Cars are the Best to Buy! You can buy a used car from us with confidence with the definite knowledge that all work done on the car was performed by expert mechanics, using genuine parts. And the famous "O. K." tag from us with confidence further assures you of its dependability quality. Make sure the used car you buy bears the "OK tag that counts."

Dimmitt Castro County News

DIMITT, Oct. 25.—Mr. and Mrs. Truman Huckabay and baby of Plainview spent Monday night in the Sid Huckabay home.

Little Natalie Reynolds was painfully but not seriously hurt Tuesday morning when she fell under the wheel of the water barrel.

Tom Tate who has been here for several days looking after business matters, left Saturday for his home in Fargo, Okla.

Work on the new church building for the Church of Christ congregation was begun last week. Although this will be a frame building it will be a great help to Dimmitt and Castro county. Other denominations will probably start new buildings in the near future.

Buck Boyd and Miss My Wright were married in Hereford last Friday evening.

Mr. and Mrs. Chas. Mapes and family, Mrs. W. A. Tate, Mr. and Mrs. Roy McElroy and brother, Mr. and Mrs. Carlos Reynolds and Neil and Rat Jowell of Hereford, were guests in the Edwin Ramey home Sunday.

Mrs. R. B. Boren and son left Saturday for Topeka, Kansas to be at the bedside of Mr. Boren who is ill in the Santa Fe Hospital there.

Mr. and Mrs. Edgar Ramey returned Monday from the fair at

Dallas. They arrived there in time to enjoy the wedding dinner given in honor of Mrs. Ramey's cousin.

Mr. and Mrs. J. E. Turner and son visited her niece, Mrs. John King, near Olton Sunday.

Four room home with bath and other modern conveniences built in the block north of the school house and Mr. and Mrs. Lewis Allen have a new home under construction west of the M. R. Avery home.

Floyd Reynolds was on the sick list part of last week.

J. A. Maynard and wife spent Sunday with relatives in Floydada. Born to Mr. and Mrs. Walter Welch, October 23rd, a boy.

The old fiddlers contest here Friday evening was a success. J. M. Trout is to receive credit for the big success. He won first place and received \$10, and Percy Ester won second place.

Miss Christine Fuller, student in W. T. S. T. C., spent Sunday at home here.

Miss Mabel Wright and Elvin McNew were married in Amarillo October 16, and after a short trip to Oklahoma they will be at home in Fort Worth.

Rev. Jas. T. Ross of Hereford is delivering a series of sermons here this week on "The Seven Churches of Asia."

GET HIM!



Half the fun of hunting with these famous guns we handle is the sport to be derived from getting your bird on the wing. The only thing about which you need have any concern is your own aim. With steady, true guns such as these, you'll really enjoy hunting. See us for a complete assortment of Remington and Browning shotguns, Super-X and Nitro shells, and all hunting accessories, including coats and caps.

This is where you will find the most complete line of stoves and heaters in Hereford.

Streu Hardware Company

PIGGLY WIGGLY

Tremendous Buying Power

It's a known fact that the larger the quantity one buys of an article the lower the cost. Therein lies the secret of how PIGGLY WIGGLY sells high-grade groceries for less. Did you ever stop to think of the buying power behind your neighborhood Piggly Wiggly Store? The combined sales of over 3,000 PIGGLY WIGGLY stores in the United States gives us TREMENDOUS BUYING POWER. The real significance of the buying power of this PIGGLY WIGGLY unit is brought before our customers every day in the year by the savings in the price they pay for their groceries, not on one or two items, but on every item found in the PIGGLY WIGGLY store. If you are not already benefitting by our scientific Merchandising, it behooves you to become a PIGGLY WIGGLY customer.

SPECIALS SATURDAY, OCTOBER 29th

Table with 2 columns: Item and Price. Items include Lettuce, Raisins (4 lb. Market Day 39c), Post Bran Flakes (10c), Ralston Breakfast Food (Whole Wheat Cereal 23c), Potatoes (2 1/2c), Coffee, LADY ALICE, 1 lb. (31c).

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

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

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Henry Jay Lee



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(Continued from Last Week.)

"We're a success, my boy! You have yourself marvelously well," said the Governor, testing the gears. Ah, that little touch of the rose was worth all our perils, nothing in my experience was ever prettier than that! A lovely girl; you might do worse if you were not already plighted. If she had come down to say good-bye, it would have been much less significant. But the rose, the red, red rose! It wouldn't be a bad idea to stick it in an envelope and mail it to the girl you were telling me about—the one who sent you forth to shatter kingdoms. I guess that would jostle her a little, particularly if you were to enclose a line telling her that it had fallen to your hand from a curtained lattice.

"I don't know her address," Archie mumbled.

He suggested the dangers of their situation, thinking that here at last was something that would sober the Governor. But the Governor merely laughed as he swung the car round a sharp corner.

"Don't you believe that I hadn't a care for our safe flight! You must learn to use your eyes, son. There was one of the brotherhood of the road right there in the office when we left. I gave him instructions last night. He's a sneak thief of considerable intelligence who gave me the sign as I was pretending to leave for that call on my old friend. I smuggled him upstairs to keep watch for me and he proved himself a fellow of decided merit. He'll be hanging about Cornford today and as the absurd police will be obliged to make an arrest to save their reputations he will put himself in their way and encourage the idea by subtle means that he might have been the malefactor who robbed Seabrook's trunk and left Leary's bills behind. They will be unable to make a case against him but he'll probably get thirty days for loitering. Then he'll walk out and draw a thousand dollars from one of our little private banks further along the road for so chivalrously throwing himself into the breach! I can find you men who will do a year's time to save the men higher up. This satisfies the public as to the zeal of its fair protectors and makes it possible for men of genius like you and me to walk in high places unmolested. A damnable system, Archie, but we learned it from the greedy trust magnates. You take the wheel, it just comes to me that you said you were a fate driver."

CHAPTER VII.

With all his outward candor the Governor had, Archie found, reserves that were quite unaccountable. He let fall allusions to his past in the most natural fashion, with an incidental air that added to their plausibility, without ever tearing aside the veil that concealed his origin or the manner of his fall. If, indeed, a man who so jubilantly boasted of his crimes and seemed to find an infinite satisfaction and delight in his turbulence, could be said to have fallen. Having been Brattleboro at the point at which they were to foregather with Red Leary, the Governor did not refer to the matter again but chose routes and made detours without explanation.

It was on the second afternoon out of Cornford that the Governor suddenly bade Archie whom he encouraged to drive much of the time, pause at a gate.

"We linger here, son. May I suggest that you take your cue from me? Bill Walker is an honest dairyman to all intents and purposes, but really an old crook who got tired of dodging sheriffs and bloodhounds and bought this farm. A sober, industrious family man, you will find him with a wife and one daughter. This is one of the best stations of the underground railroad; safe as a mother's arm, not the favored guest of a week-end party. Walker's an old chum of Leary's. They used to cut up in the most reprehensible fashion out West in old times. You've probably wondered what becomes of old crooks. Walker, of course is an unusual specimen for he knew when the quitting was good and having sailed away a nice little fortune accumulated in express holdups, he dwells here in peace and passes the hat at the meeting house every Sunday. You may be dead sure that only the aristocracy of our profession have the entrée at Walker's."

A gray-bearded man with a pronounced stoop, clad in faded blue overalls, was waiting for them at the barn.

"Just run the machine right in," he called.

The car disposed of, the Governor introduced Archie as one of his dearest friends, and the hand Archie clasped was undeniably roughened by toil. Walker mumbled a "glad-to-see-ye," and lazily looked him over.

There was nothing in his speech or manner to suggest that he had ever been a road agent. He assisted them in carrying their traps to the house, talking farmer fashion of the weather, crops and the state of the roads. The house was connected with the barn in the usual New England style. In the kitchen a girl sang cheerily and hearing her the Governor paused and struck an attitude.

The girl appeared at a window, rested her bare arms on the sill and smilingly saluted them with a cheery "Hello there!"

"Look upon that picture!" exclaimed the Governor, setting Archie's arm. "In old times upon Olympus she was cup-bearer to the gods but here she is Sally Walker, and never so charming as when she sits enthroned upon the milking stool. Miss Walker, my old friend, Mr. Comly or Achilles as you will."

A very pretty picture Miss Walker made in the kitchen window, a vivid portrait that immediately enhanced Archie's pleasurable sensations in finding a haven that promised rest and security. Her black hair was swept back smoothly from her forehead and there was the glow of perfect health in her rounded cheeks. Archie noted her dimples and the white even teeth

that made something noteworthy and memorable of her smile.

"Well, Mr. Saulsbury, I've read all those books you sent me, and the candy was the finest I ever tasted."

"She remembers! Amid all her domestic cares, she remembers! My dear lad, the girl is one in a million."

"You'd think Mr. Saulsbury was crazy about me!" she laughed. "but he makes the same speeches to every girl he sees, doesn't he, Mr. Comly?"

"Indeed not," protested Archie, rallying bravely to the Governor's support. "He's been raving about you for days and my only surprise is that he so completely failed to give me the faintest idea—"

"Of your charm, you ineffable beauty!" the Governor supplied.

"You'd better chase yourselves into the house now or pop'll be peevish at having to wait for you."

On the veranda a tall, elderly man rose from a hammock in which he had been reading a newspaper and stretched himself. His tanned face was deeply lined but he gave the impression of both health and vigor.

"Leary," whispered the Governor in an aside and immediately introduced him.

"The road has been smooth and the sky is high," said the Governor in response to a quick anxious questioning of Leary's small restless eyes.

"Did you find peace in the churches by the way?" asked Leary.

"In one of the temples we found peace and plenty," answered the Governor as though reciting from a ritual.

Leary nodded and gave a hitch to his trousers.

"You found the waters of Champlain tranquil and no hawks following the landward passage?"

"The robin and the bluebird sang over all the road," he answered; then with a glance at Archie: "You

gave no warning of the second pilgrim."

"The brother is young and innocent, but I find him an apt pupil," the Governor explained.

"The brother will learn first the wisdom of silence," remarked Leary and then as though by an afterthought he shook Archie warmly by the hand.

They went into the house where Mrs. Walker, a stout, middle-aged woman, greeted them effusively.

"We've got to put you both in one room if you don't mind," she explained, "but there's two beds in it. I guess you can make out."

The second floor room to which Walker led them was plainly but neatly furnished and the windows looked out upon rolling pastures. The Governor abandoned his high flown talk and asked blunt questions as to recent visitors, apparently referring to criminals who had lodged at the farm. They talked quite openly while Archie unpacked his bag. The restless activity of the folk of the underworld their methods of communication and points of rendezvous seemed part of a vast system and he was ashamed of his enormous interest in all he saw and heard. The Governor's cool fashion of talking of

the world of crime and its disreputable almost legitimized it, made it appear a recognized part of the accepted scheme of things. Walker aroused the Governor's deepest interest by telling of the visit of Pete Barney, a diamond thief who had lately made a big haul in Chicago and had been passed along from one point of refuge to another.

Leary appeared a moment later and Archie was about to leave the room, but the Governor insisted stoutly that he remain.

"I'm anxious for you and Red to know that I trust both of you fully."

"What's the young brother—a con?" asked Leary with a glance at Archie.

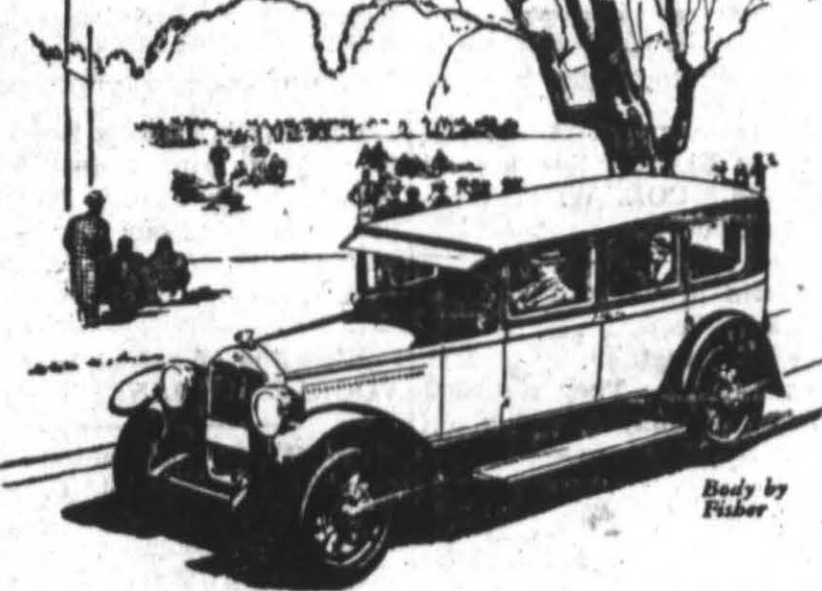
To be referred to as a confidence man by a gentleman of Leary's professional eminence gave Archie a thrill. The Governor answered by drawing up his sleeves and going through the motions of washing his hands.

Continued Next Week

Fair Enough.

"Sir!" said the maid, quite haughtily, "either take your arm from around my waist or keep it still. I am no banjo."

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



There's no "time out" for Buick

The referee's whistle shrills . . . "time out!" . . . The game halts, pending a player's return to the "line-up".


When you attend the big football games this year, notice the predominance of Buicks—for men and women who like action, like Buick. And hundreds of thousands of Buick owners can testify that there is no "time out" for Buick.

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

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. financing plan, the most desirable, is available.

BUICK for 1928

Norton Motor Company
Hereford, Texas



—With a delicious, tender roast such as these, you will quickly find the road to the hearts of your family. And what could be more healthful than good meat?

For Fish and Oysters
Come to

Texas Meat Market

PHONE 353—WE DELIVER

Santa Fe Purchases Promote Prosperity

WHILE the Santa Fe is itself a large employer of labor—its payroll in 1926 totalled \$107,000,000, and its employes number more than 75,000—indirectly as a buyer of materials and supplies it helps to furnish employment to many more. Such purchases last year exceeded \$64,000,000. In addition it bought over \$12,000,000 of new cars and locomotives.

Its largest class of material was fuel, which totalled \$24,360,000. This consisted of about 2,267,000 tons of coal, and 507,800,000 gallons of fuel oil. The use of coal or oil on any division is determined primarily by which is the cheaper fuel in that locality.

The second largest class of purchases was iron and steel products, for which the expenditure was approximately \$19,750,000. This included an expenditure of \$9,500,000 for 152,700 tons of rail, frogs, switches, and fastenings. \$1,500,000 went for wheels, axles, and tires, and \$300,000 for flues and tubes for locomotives. Bridges, turntables, structural steel forgings, and fabricated, unfabricated, and pressed steel took nearly \$3,000,000. Steel and iron are basic necessities in railroading.

Purchases of forest products totalled \$6,412,000, which included over 3,000,000 cubic feet of lumber and timbers. The Santa Fe also buys, otherwise greater quantities would be needed—

roadway machinery, tools, and various items in the structural materials \$660,000, lubricating oils, greases, and other materials \$1,180,000, and air brake material \$617,600.

These purchases are made to give satisfactory service to the individuals and firms. Note the wide spread of the purchases.

Thus, the Santa Fe is a factor in maintaining the prosperity of these large areas among the people.

When a larger section pays for the goods—your own

B. STOREY, President
Chicago, Topeka and Santa Fe
Railway System

Stop That Itching!

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Balm. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Psoriasis, Ringworm, Sore, Blistered Feet, Sunburn, Old Shin Sores—all of these have yielded to its wonderful healing power. 50c and \$1.00 a Jar. Soap 25c.

City Drug Store

reflections

Wild Geese have Flown over the Himalaya Mountains—Six and Three-quarters Miles Above Sea Level. That is high-flying, but not so difficult as it for a merchant or manufacturer who, after collecting fire insurance, has to keep his business organization alive without the vitally important help of Use and Occupancy Insurance. Avoid needless worry. Consult this agency.

PLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

City Loans

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

RALPH BARNETT, Manager.

Don't Do That!



Go to the nearest telephone and call when you have fire trouble. We'll come to you on the run. Remember the name and number.

Brumley Chevrolet Co.
Phone 216

FAIRBANKS MORSE Home Light Plant



No more tipsy, smoky, dangerous lamps and lanterns. Banish that awful fear of fire.

DUNLAP & SON
HEREFORD, TEXAS

Your tongue tells when you need



Coated tongue, drymouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

Relief

from Kidney and Bladder Trouble. Don't let these organs make a martyr of you. Flood the first warning that "things are not right." Drink freely of water and take Gold Medal Hairton Oil Capsules. A world famous remedy for kidney, liver, bladder and uric acid troubles since 1895.

GOLD MEDAL HAIRTON OIL CAPSULES

Look at This!

On and after today, Thursday, October 20, we will sell gas coupon books as follows:

\$10.00 Books for \$ 8.75
\$20.00 Books for \$17.50
(Both prices cash in advance.)

Gold Bond Stamps will not be given to purchasers of these books.

Abo Filling Station

Brumley Chev. Co. Inc.

Let Us Help You Plan Your Hallowe'en Party!

There is no need at all for you to spend your time planning what you will give, what you will serve or how you will decorate for your Halloween party. We have already done all of that for you. A special array of gifts for Halloween remembrance of friends awaits you here. Also a big collection of favors for card parties and dances. Come in—ask us for suggestions. When the witching hour of midnight comes on Halloween, be ready to enter into the spirit of the festivities—surprise your friends!

THE CITY DRUG STORE

HEREFORD, TEXAS

TELEPHONE 300



Local Happenings

Rev. Thurman Morgan left Monday for Temple, Texas, where he was called by the serious illness of his mother.

You'll never really know the joy of radio until you own a FADA.

C. C. Steele drove to Clovis last Thursday to get Mrs. Steele, who had been in the hospital there with a broken leg.

You may hate to part company with you turkeys pretty soon, but won't that big old check look good? WEST TEXAS FEED AND SEED CO.

I pay the advertising on all sales of over \$1,000. See my ad in The Brand. COL. W. S. WILLIAMS, Auctioneer.

H. R. Fritz drove to Plainview Saturday and brought back Mrs. Fritz and his daughter, Nina Lee, for a visit Sunday. They returned to Plainview Monday morning.

See "WHICH WITCH?" a play to be given at Frio Thursday, October 27, 8:30 p. m., followed by a PIE SUPPER. 40-2tc

Nice line of Metallic hats for this week. VOGELE MILLINERY PARLOR.

Black School will have for sale at L. W. Carlyle's, November 5th, dressed chicken, home-made bread, pies, cakes, cookies, doughnuts and candy. 41-2tc

Remember, it takes honest weight to make a square deal when you sell your cream. Weigh your cream and get our fair test on it. SQUARE DEAL PRODUCE COMPANY, Phone 33.

Nice line of velvet hats at \$3.00. VOGELE MILLINERY PARLOR.

SEWING—Coat suits, silk and wool dresses. MRS. C. C. BOWMAN. 41-2tp

L. A. Ricketts returned last week from a trip to Dallas where he attended the district meeting of Texas Willys-Knight and Whitpet dealers.

"Don't you wish you had?" Buy a FADA and be satisfied.

Frank Barber and D. R. Dixon have been in Lubbock and the surrounding territory on business during the past week.

Children's felt hats with purse to match. \$5.00 value, must go at \$2.00. VOGELE MILLINERY PARLOR.

Don't try to believe that you can get FADA service out of anything but FADA.

Children's felt hats, value \$5.00 going at \$2.00. VOGELE MILLINERY PARLOR.

Mr. and Mrs. Frank Givan, accompanied by Mrs. Mary S. Givan and Miss Lula Givan, of Hannibal, Mo., drove to Lubbock and Brownfield Monday for a three days visit with relatives and friends.

"Around the world with a Fada." If it's in the air, FADA gets it.

Fatten up those old gobblers—turkey time isn't far off. Bring them to us for cash money. WEST TEXAS FEED AND SEED CO.

Mr. and Mrs. D. C. Laird and son-in-law Joe Bailey Elliston, all of Plainview, were visitors here Sunday.

We don't claim to know anything about pianos, but we do know FADA RADIOS, CORNER DRUG STORE.

Felt and felt-velvet combinations up to \$6.00 at \$3.00 special. VOGELE MILLINERY PARLOR.

O. C. Wilkins, of Lawton, Okla., arrived Friday and has accepted a position in the J. H. Brooks barber shop. Mr. Wilkins worked here about a year ago. He expects to bring his family to Hereford soon.

Ralph Barnett made a business trip to Amarillo Tuesday.

Mr. and Mrs. Leroy Richards of San Bernardino, California, who have been here for the funeral of Mrs. G. H. LeGrand, are spending the day in Amarillo today visiting with Mr. and Mrs. Frank Richards. They will leave for California tomorrow.

Raymond Hawkins made a business trip to Amarillo Tuesday.

I pay the advertising on all sales of over \$1,000. See my ad in The Brand. COL. W. S. WILLIAMS, Auctioneer.

Mr. and Mrs. Van E. Curtis were week end visitors to Abilene. Their daughter, Mrs. O. E. Reese, and children accompanied them home for a few weeks' visit.

Rice bran makes dandy feed. But it here. JONES & McLEAN.

Mrs. Mary S. Givan and daughter, Miss Lula, of Hannibal, Mo., arrived last Thursday enroute to their home from Los Angeles, California, and are visiting Mr. and Mrs. Frank E. Givan here. Mrs. Givan has extensive interests in this section of the country and says that she is highly pleased with the progress made here since her last visit.

FOR SALE—One 12-hole Emerson wheat drill. J. C. CUMMINGS. 31-4t

Call Number 1 for feed of all kinds. Right now we are making an attractive price on rice bran. JONES & McLEAN, Phone 1.

Many beautiful \$15.00 and \$12.00 pattern hats at \$10.00. VOGELE MILLINERY PARLOR.

H. H. Hawkins was in Amarillo on business Monday.

Miss Julia Lynn Warren of Albuquerque, New Mexico, arrived Tuesday to spend a week visiting Miss Edwina Taylor, nurse at the Deaf Smith County Hospital.

Mrs. Rosa McLean and son, Bruce, of Dimmitt, and Mrs. Wes Anthony and daughter, Helen, motored to Lubbock Thursday to visit Mrs. McLean's mother, Mrs. J. A. Hodges.

Modern five room apartment for rent. See L. BASKIN, or call 138. 29-4t

Mr. and Mrs. Claude Miller and Misses Lucille Megert, Viola Carpenter and Doll Megert drove to Amarillo Sunday afternoon.

It won't be long until turkey season is here. Just as you have a right to expect, the SQUARE DEAL PRODUCE COMPANY will buy them and give you a good price. Just phone 33.

THANK YOU!

I wish to take this opportunity to express my thanks to my good friends for their help during the past few weeks. Through your effort, friends, I won the contest and I am deeply grateful. Sincerely, INEZ JOWELL.

Arthur Harris, Edgar Johnson, LeRoy Hodges, Bill Mitchell, J. Mitchell and Dick Norton drove a bunch of cars down to Childress Wednesday for the Norton Motor Company here.

NOTICE

The Methodist Young Matrons' Missionary Society will have a bake-sale Saturday at Mont Baker's Grocery.

They arrived there in time for the wedding dinner given by Mrs. Ramey's cousin, and Mrs. J. E. Turner and sister her niece, Mrs. John near Olton Sunday.

Room house with bath and modern conveniences built in lock north of the school and Mr. and Mrs. Lewis Alve a new home under construction west of the M. R. Avery

Reynolds was on the sick bed of last week. Maynard and wife spent with relatives in Floydada, to Mr. and Mrs. Walter October 23rd, a boy.

Old fiddlers contest here evening was a success. J. put in to receive credit for success. He won first and received \$10, and Percy won second place.

Christine Fuller, student T. S. T. C., spent Sunday here.

Mabel Wright and Elvin were married in Amarillo on 16, and after a short trip to Oklahoma they will be at home at Worth.

Jan. T. Ross of Hereford is giving a series of sermons here week on "The Seven Churches."

All Elements Of War Shown In 'Big Parade'

Picturing all of the horror, tragedy and naked truth of the conflict of nations in the great war, "The Big Parade," which began a three-day engagement at the Star Theatre yesterday, is by far the most gripping, most intense drama of the silver screen which has ever been exhibited here.

Realism, stark, actual fact, is the keynote of the entire production. Produced very evidently without regard for cost the picture shows careful study and attention to detail throughout.

Too much of the grim tragedy of war is not shown, nor is the comedy element overstressed. Just a glimpse of each is portrayed so that the spectators see what might well be termed a "cross section of life."

Director Vidor has done with his leading characters what all directors should do. He has kept them in the background sufficiently so that we realize all through the picture that this is a story of war and not a mere individual puppet show. John Gilbert, Renee Adoree, Tom O'Brien and Karl Dane—all of these are the stars, and all deliver performances better than any other in their careers.

Hereford is fortunate in having this picture and the crowds at both afternoon and evening performances show that theatre patrons here are appreciative of real art in motion pictures.

Brand Want Ads Get Results.

STAR THEATRE

HEREFORD, TEXAS

Friday Matinee and Night

OCTOBER 28

LAST DAY OF

"The Big Parade"

Saturday Matinee and

Night

OCTOBER 29.

YAKIMA CANUTT

in

"Wild Horse Canyon"

NOTE—Yakima Canutt lived and worked on a ranch near Hereford several years back and many of you old timers were personally acquainted with him, as he was one of our real old-time cowboys.

Monday and Tuesday

OCTOBER 31, NOVEMBER 1

"The Prince of Head-waiters"

with

LEWIS STONE

OCTOBER 31

BEBE DANIELS

in

"The Campus Flirt"

Wednesday - Thursday

NOVEMBER 2-3

"Adam and Evil"

with

LEW CODY and ALLEN PRINGLE

Friday Night Only

NOVEMBER 4

"Padlocked"

with

LOIS MORAN, LOUISE DRESSER and NOAH BEERY.

Coming:

BILLIE DOVE in "THE STOLEN BRIDE" HAROLD LLOYD in "THE KID BROTHER" "BEN HUR."

Miss Martha Duncan was a week end visitor at the home of her parents here.

Miss Norma Fowelson, who is attending W. T. S. T. C., spent the week end here.

Levine, first trans-Atlantic passenger, home again at last, announces he will build \$1500 silver planes. If true it would seem every year is going to be a grass-hopper year from now on.

When jumping from an airplane with a parachute one is supposed to count ten before pulling the string. It is said there are few "Dempsy-Tunney" counts on record.

See or Phone Mrs. Nettie Price Slaton for Flowers of any kind PHONE 448.

In the business world "O. K."

is as strong as T. N. T.

U. B. Drifty



EIGHT REASONS FOR A CHECKING ACCOUNT:

- (1) It is so convenient.
 - (2) It removes temptation to spend.
 - (3) It provides a receipt for every payment.
 - (4) Provides for your convenience an accurate set of books.
 - (5) Always makes exact change.
 - (6) Provides safety in carrying funds.
 - (7) Classifies one congenially.
 - (8) Raises self esteem and morale.
- And there are other reasons yet!

Western National Bank

"There Is No Substitute for Safety"



Deep Seated, Luxurious CHAIRS

Cushions on several models are spring filled, and removable. A wonderfully good value at the price we have them marked.

The Richness of the Upholstery Work Will Appeal to You.

We are now unloading our third big car of new furniture for the fall trade. We are now showing the biggest line and the greatest values we have ever known. You are invited to inspect this offering.

We sell Pianos, Victrolas, Radios, Sewing Machines, Hoosier Kitchen Cabinets, etc. Terms to suit. We have just placed a car load of new living room furniture on our floors.

E. B. BLACK CO.

"We Are Satisfied With Small Profits."

BEN-HUR

The first opportunity to view in motion and color the magnificent Lew Wallace classic of "Ben Hur" comes to the Star Theatre November 14, where Metro-Goldwyn-Mayer's \$4,000,000 picturization in arrangement with A. L. Erlanger, C. B. Dillingham and F. Ziegfeld, Jr., will be presented on November 14. The novel, sub-titled "A Tale of the Christ," was the world's most popular book; the stage spectacle toured America for twenty-two years. Now, in the greater art of the motion picture, are offered the famous Sea Fight and Chariot Race as thrilling out-of-doors events, the lovely romance of Judah, Prince of Hur, and Esther; and replicas of Old World masterpieces, often in color. We see the beautiful Procession of Palms; da Vinci's "The Last Supper," a marvelous color replica; "The Pool of Siloam," and the Vale of Hinnom, the Via Dolorosa, the miracle of Christ's healing, the mob and Pontius Pilate; the terrific cataclysm of Nature that toppled towers and palaces at the death of the Saviour. The final scene with Roman soldiers casting lots for the garments and the women kneeling at the foot of the Crosses is said to be the most reverent and beautiful ever staged.

"Ben Hur" is presented with a magnificent cast that includes such stars of the picture firmament as Ramon Navarro, Betty Bronson, May McAvoy, Francis X. Bushman, Carmel Myers and 150,000 others in support. Navarro's performance in Ben Hur is a surprisingly vigorous and dramatic portrayal, even to his most ardent admirers. Bushman is an excellent Messala, and May McAvoy as Esther is wholly delightful. Of equal excellence is the entire cast.

A PERFECT END TO ANY DAY

FADA

Nothing But a FADA Gets FADA Results

Corner Drug Store

Dependable Druggist