

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 43.

Hereford, Deaf Smith County, Texas, Thursday, November 10, 1927.

Seth B. Holman, Publisher.

HEREFORD TO INSTALL MODERN WHITEWAY LIGHTING SYSTEM

BLACK SALE OF HEREFORDS WINS RECORD AS GREATEST AUCTION IN RECENT YEARS

Twenty-Five of Country's Best Known Cattlemen Attend Great Auction Conducted by Col. Fred Reppert Here Last Thursday. D. L. McDonald Pays Highest Single Price for Gwendoline 52nd.

With twenty-five buyers, most of them Texans, paying an average of more than \$450 per head for the sixty females and bulls offered for sale, the E. B. Black auction sale held at the pavilion here last Thursday established what is believed to be a record for Hereford cattle sales in America for the past seven years.

The highest individual price was paid by D. L. McDonald of Hereford, when he purchased Gwendoline 52 by Donald Stanway and out of Gwendoline 50 for the sum of \$1,500. This is a two-year-old line bred Anxiety 4th heifer.

Mr. McDonald also received the highest price for a bull paid at the sale when his bull Super Anxiety 9 brought \$1,250. This was the only bull owned by Mr. McDonald which was offered in the sale.

The following is a list of the Herefords sold at the sale, with the names of their buyers and the amount paid for each:

- Mischief 2nd, \$1000, bought by Lewis Dodson, Vega.
- Superior 9th, \$633, bought by F. M. Love, Dumas.
- Super Anxiety 9th, consigned by D. L. McDonald, bought by Wm. Mensen, Menard, \$1280.
- Dan Mischief, \$450, Jeff Gilbreath, Hereford.
- Beau Rex, consigned by John Parcell, Bill Womble, Hereford, \$500.
- Mischief 13th, W. M. Wittering, Muleshoe.
- Mischief 20th, \$225, J. C. Lackey, Lockney.
- Mischief 14th, \$200, W. A. Hunter, Hereford.
- Mischief Jr., \$330, J. P. Osborne, Miami.
- Mischief 1st, \$250, Jeff Gilbreath, Hereford.

Dairy Play for Farmers Given at Summerfield

Farmers and others interested to attend a play to be given at Summerfield school house at 8:30 p. m. Monday, November 14. "Joe Guess Runs a Boarding House" is the title of the production which is in three acts and has five characters, all experienced actors.

This is the same play that was given twice a day for six days at the National Dairy show this year. It has also been presented at Farmers Week programs and other big meetings.

The purpose of the play is the same, as that of a lecture; namely, to arouse an interest in better feeding methods among the farmers and dairymen of this vicinity and show each dairyman how he can produce milk at a lower rate per gallon. The facts and the lesson in the play are brought out by means of comedy and entertainment designed for young and old.

No admission will be charged for this play. It is being presented under the auspices of the Jones & McLean company. As an added attraction the company will give away a sack of Purina feed and a pair of milk scales.

FIGHT PICTURES HERE.

Hereford fans will have a chance to see the straight of the Dempsey-Tenney tangle, after all, it was announced today by Manager W. E. Pickett of the Star Theatre. Pickett has booked the film of the championship match for next Thursday and Friday, November 17 and 18.

GRIDSTERS HONORED

Girls Pep Squad Gave Banquet Friday Night Honoring Members of 1927 Football Team. Interesting Speeches Were Made.

Members of the 1927 high school football squad and their friends were guests of honor at a banquet given them by the girls' pep squad last Friday night at the Stockman's Cafe. Despite the teams defeat in the afternoon a spirit of gaiety prevailed.

Speeches were made by all members of the team and members of the faculty as well as a few of the guests. In the concluding speech of the ceremony, Coach Riggs voiced the feelings of the group when he said that he considered the team played a fine game and that he was proud of every one of them.

Club Discusses New Lighting For Hereford

Discussion of the new system of street lighting and electric power for which the city has just contracted with the Texas Utilities Company was the chief topic before members of the Chamber of Commerce in their regular luncheon session Monday.

E. B. Black, chairman of the committee which conferred with the city commission on the proposition, made a report of the committee, in which he explained their reasons for advising the commission to accept the Utilities proposition, and also explained why the committee considered that this company was taking a big step towards helping the progress of this community.

Monday morning merchants had taken up a collection with which to purchase a traveling bag for Henard East, county club boy who will make the trip from this county to the International Live Stock Show at Chicago this month. The bag was presented to East at the luncheon by W. D. Kelleher.

Announcement was made of the Plains Poultry Show to be held at Fortales December 15, 16, and 17, as well as of the show to be held at Amarillo the week before. Hereford poultry breeders are expected to have entries in both shows.

Possibilities of a Deaf Smith County Poultry Show to be held here some time before either of these exhibitions were discussed and President A. O. Thompson appointed a committee to investigate.

Visitors Monday included E. D. Kraft, Boy Scout executive of Amarillo; William Ash, of Castro county, and M. Putty, who is visiting here in the E. W. Harrison home.

STORES TO CLOSE.

All of the merchants in Hereford have signified their willingness to close their places of business on Monday.

Armatrice Day. A petition was circulated and signed by all. Better buy your supplies today.

Miss Eloise Pitman spent Saturday and Sunday with her parents here. Miss Pitman is a teacher in the Black school.

Farm Sale Dates

Two farm sales of interest are scheduled for this week and next. Today, at his place one-half mile north and one-half mile east of Friona, F. H. Hodge will hold a big auction sale featuring a number of high class Jersey and Durham milk cows.

As he has gone into the grocery business in Hereford, J. N. Messenger is selling at auction his entire farming equipment located one mile north of Hereford on 25-Mile Avenue, on Wednesday, November 16. Mr. Messenger is offering five tested milk cows and five head of good horses as well as his entire line of farm machinery. Col. Ray Barber is auctioneer and the sale will be clerked by Miles Roberson.

An out-of-town sale to which several local people expect to go will be the Anderson dispersion sale to be held at the Anderson farm, seven and one-half miles north of Canyon next Tuesday, November 15. Mr. Anderson is going to sell all of his farm goods including household goods. Ray Barber of Hereford will conduct the sale.

Great Artists To Be Featured In Local Exhibit

That a splendid opportunity for art education will be afforded the school children and citizens of Hereford in the near future was made known this morning by Miss Edith Shields, principal of Central school, who announced that an exhibit of more than 150 fine art prints will be on display here from December 5 to 9.

The exhibit, which is loaned by the Colonial Art Company, consists of masterpieces from both the old and modern masters, the originals of which are in the most famous art galleries in the world.

"We hope," Miss Shields said, "that through the study and enjoyment of these world famous pictures the children will be given a lasting appreciation of real art. Few people have an opportunity to visit our great galleries. This traveling art gallery is a collection of reproductions from the French, Italian, Flemish, English, Dutch, Spanish, German and American schools of art. They are of the finest type produced, showing the original color as well as the brush strokes of the original canvases."

A small charge of admission will be made, it was announced, and the funds thus-raised will be used for the purpose of purchasing new pictures for the school. The exhibit is being brought here under the direction of the faculty of the Central school.

Mrs. W. D. Cloyd Dies In Dallas; Buried Here

Funeral services were held at the first Presbyterian church here last Wednesday afternoon for Mrs. W. D. Cloyd, formerly of Hereford, who died at Dallas Saturday, October 29. Services were conducted by the Rev. J. T. Ross, assisted by Rev. V. M. Cloyd and Rev. A. B. Davidson.

Mrs. Cloyd was born near Louisville, Kentucky, March 2, 1839. About fifty years ago, with her husband and older children, she moved from Kentucky to Pilot Point, Texas, and in 1904 the family removed to Hereford, where Mrs. Cloyd died February 27, 1911.

She is survived by five children, Mrs. Ralls, of Nocana, Texas; Mrs. Apple, of Dallas; Mrs. Wolford, of Muleshoe; G. W. Cloyd, of Brownwood, and Henry Cloyd of Hereford; also twenty-two grand children, a large number of great-grand children and several great-great-grand children. Burial was made at the cemetery here.

Miss Beulah Lee Rutherford, who is attending W. T. S. T. C., was here over the week-end.

F. H. Oberthier, Jr., spent Monday morning in Friona on business.

EDITORIAL

THE ENTIRE PLAINS section is growing rapidly. Practically every town is building and expanding and looking hopefully to the future. The eyes of the nation are on this particular territory.

Under such circumstances it is hard to single out any particular need that is most pressing without apparently minimizing other pressing necessities. But in the opinion of The Brand if there is one needed improvement above the others that sticks out like a sore thumb it is a hard surfaced highway between Canyon and Texico-Farwell. The Amarillo News recently carried an editorial on this subject which is worthy of the attention of all progressive-minded citizens of this territory. This editorial says:

"Twenty-six thousand six hundred and sixty-nine people all over the world visited the Carlsbad Cavern during the first ten months of 1927 as compared to 11,741 during the entire year of 1926.

"Sixty thousand visitors are expected next year on the basis of the increased attendance during the past year."

"That news item from Carlsbad should mean a great deal to the people of Amarillo and the Southwest. It means that the Carlsbad Cavern, the eighth wonder of the world, is attracting people from all walks of life to this section. Surely, Amarillo and the Southwest will take advantage of this opportunity to sell those visitors on the resources and possibilities of this section.

Sixty thousand tourists a year will spend enormous sums in the section they visit. Many large cities are now supported by the tourist industry. With its added resources and inducements, the Southwest should receive many benefits from the great throng attracted to the Cavern.

"The State of New Mexico has provided a hard-surfaced road practically all the way from the state line at Texico to the Cavern. The unpaved sections of the road are now being improved.

"The Panhandle of Texas should realize the possibilities and value of connecting with that road. Randall, Deaf Smith and Farmer counties should pave the road leading west to New Mexico. Similar roads should be run across the South Plains over at least two routes.

"We should make it easy for people to come and go to the Carlsbad Cavern for when they come to see, they are going to get some kind of an impression about our towns and our country.

"Let the people of West Texas co-operate to the fullest extent with the people of New Mexico in capitalizing on the wonders of the Carlsbad Cavern."

STORK SPECIAL

Born to Mr. and Mrs. J. Wallace Robinson, November 10th, twins, a boy and girl.

Local Men Plan Brooding Plant Near Hereford

The poultry industry in Deaf Smith county received a stimulus this week by the announcement that Hereford is soon to have a new modern brooding farm.

Three men, B. A. Conaway, M. B. McLean and J. A. Pitman have purchased the old Ray Barber place one-half mile south of town and expect to open soon the only brooding farm in the county. They will move the incubator now owned by the Jones & McLean company to the new location and will handle the chickens from the time they are hatched, during the brooding period until the age of seven or eight weeks.

This is said to be one of the largest commercial brooding enterprises in this region. According to the announcement made today by the management, the plant will have a capacity of more than 47,000 chicks.

The plant will operate as the Hereford Hatchery and Poultry Farm.

W. B. Arnold, of Hannibal, Missouri, was the owner of the location.

REMODEL BUILDING

Workmen Engaged In Making Changes In Mrs. Rayzor Building On Main Street. Many Improvements Made On Building.

Workmen have been busy this week remodeling the Mrs. Rayzor building on Main Street. The cement floor will be extended to the front half of the building, doors and windows will be lowered to street level and the entire structure will be repainted and re-plastered.

This is the building occupied by the Plains Insurance Company, and until recently by the Sunshine Bakery. The dividing partition has been torn down during the remodeling process, but it is understood that it will be put up again and the north half of the building will be offered for rent.

Three Act Play To Be Given By School Actors

A three-act play, "Mamma's Lil' Wild Rose," will be given by the high school at the auditorium Friday night, November 18. The play is billed as a "comedy-drama of the Sunny South," and is presented under the auspices of the athletic association, proceeds to be used to help pay the students' share of the new bus bought this fall.

Twelve of the school's most experienced actors have been chosen for the different roles, and rehearsals are being held every night to make this the greatest dramatic offering in Hereford for some time. Miss Faye Andrews and C. W. Humble are coaches, assisted by other members of the faculty.

The play is scheduled to begin promptly at 8:00 p. m., and unlike most amateur performances, the players assure their audience that "eight o'clock means eight o'clock that night." Admission charges will be 50c and 35c.

The cast of characters has been announced as follows: Daniel French—Keith Guthrie. Lester Van—Claude Longbottom. Wade Carver—Edgar Pickett. Orpheus Jackson—Marlin Gilliland.

Old Joe—Travis Counts. Rose O'May—Imogene Wilson. Mammy Cella—Miss Rigler. Hester O'May—Mary Ines Hooks. Peggy French—Vondell Brugh. Letty Van—LaJuana Hanna. Baby Joan—Virgil Brumley. Mrs. Courtvane—Ella Mae Walser.

Mrs. Jenkins, Old Resident, Dies Thursday

Mrs. John O. Jenkins, a resident of Hereford since 1908, died at her home here Thursday night, on the sixty-sixth anniversary of her birth. Funeral services were held Friday at 2:30 p. m. at the Presbyterian church, conducted by the Rev. Jas. T. Ross, assisted by Rev. V. M. Cloyd.

Mrs. Jenkins, nee Elizabeth Cowden Alexander, was born in Coryell county, Texas, on November 3, 1862. She spent most of her girlhood, however, in McLennan county.

She is survived by Mr. Jenkins, six children, T. A. Jenkins, of West, Texas; Lee and B. A. Jenkins and Mrs. W. H. Neilson, all of Spearman; Miss Floy Jenkins and Mrs. G. Millard, both of Hereford; two sisters, one brother and seventeen grandchildren.

Burial was made at West Park Cemetery, in Hereford.

MEN'S CHORUS TO SING

A number of members of the Men's Choral Club here will accompany Rev. J. T. Ross when he goes to preach at Ford school house at 3:00 p. m. Sunday. The chorus plans to make several of these trips to adjoining communities with local pastors.

ARRANGEMENTS COMPLETED FOR NEW LIGHTING SYSTEM TO COVER CITY COMPLETELY

Mayor and City Commission Ready to Sign Contract With Texas Utilities Company Providing for Approximately One Hundred New Light Standards Throughout City. Residential Rates Reduced.

East Awarded Santa Fe Trip for Club Work

After two years of hard county club work which went comparatively unrewarded, Henard East one of the liveliest of the club boys from this county, seems to be walking away with every possible prize in his third year of work. Henard learned last week that he had been awarded the free Santa Fe trip to Chicago the latter part of this month.

Each year the Santa Fe railroad offers this trip to boys from counties traversed by the railroad. Which every county through which the railroad is not represented, no one county can send more than one boy. Last year Ralph Wolfe of this county, won the trip, hence it was unusual for a Deaf Smith boy to receive the award this year.

East has taken several prizes this year on his baby beef, which won first and grand championship prizes in both the club and open classes at the Deaf Smith county fair here in September. He also made the trips to Dallas and to the farmers short course at the A. & M. College.

It is estimated that the trip to the International Livestock show at Chicago would cost, with all expenses, more than \$160 if paid by East himself.

This week merchants presented East with a new traveling bag with which to make the trip. A similar present was given to young Wolfe when he made the journey last year.

Young East tied for fifth place in competition with entries from more than seventy club members from different Texas counties.

Gas Proves Nearly Fatal To Former Residents

Word was received here this week of a gas poisoning fatality which occurred to Mr. and Mrs. Angelo of Mulvane, Kansas, last week. While they were asleep one night, the gas pipe in the basement of their home burst and they were asphyxiated. Neighbors broke into the house next morning and discovered them and they were rushed to the hospital where it was necessary to operate.

According to Mrs. S. H. Angelo, mother of Mr. Angelo, both of them are recovering slowly from the operations. Mrs. Berlin Angelo is in the hospital at Mulvane and Mr. Angelo is in the Santa Fe Hospital at Wellington, Kansas. Bath of the young people are well known here. Mr. Angelo having spent the greater part of his life in Hereford.

Vogele to Superintend County's Poultry Show

Hereford will have a poultry show. That much has been decided by the Chamber of Commerce committee appointed this week to make the arrangements. So far plans are still tentative but the superintendent and head of the show have been named.

N. C. Vogele has been named as superintendent of the show which is scheduled for Monday, Tuesday and Wednesday, November 5, 6 and 7. The judge will be H. W. Duke of Amarillo. Club officials have not yet been named. According to Mr. Vogele, he is now ready to accept entries.

Louie LeGrand, Jack Sanders and J. H. Rodin of Friona, spent Sunday hunting near Friona.

Another Forward Stride for Hereford!

Announcement was made this week by Mayor E. S. Ireland and the city commissioners that they have under consideration, all ready to sign, a contract with the Texas Utilities Company whereby that company will be permitted to install a complete new system of street lighting here.

"We have not yet drawn up the actual contract," Mayor Ireland said Tuesday, "but the terms have been agreed to by both parties and are entirely satisfactory to us and we feel sure will be to the people of Hereford. I consider this a great step forward in the city's progress."

In the main, all of the arrangements have been made, and it will remain only for the city to decide upon the type of lamps and standards to be used. According to the plans, more than one hundred street lights will be installed. Lights will be placed near all churches, schools and the hospital, as well as most of the important street intersections throughout the city.

On Main Street, a new white-way system will be put in, consisting of five lamp standards to the block, two on one side of the street and three on the other. The design of these standards remains to be chosen. The present five lamp standards in the center of the street will be removed.

In addition to the installation of the new lights, the company has agreed to lower the existing electric lighting rates. The new residential rates will be as follows: First 20 kilowatt-hours, 14c per kilowatt-hour; next 20 kilowatt-hours, 13c; all over 40 kilowatt-hours, 7c. Discount for prompt payment, 1c per kilowatt-hour. Minimum bill, \$1.50. This is a reduction of 2c per kilowatt-hour over the existing rates.

For commercial use the rates will be: First 50 kilowatt-hours, 14c each; next 50 kilowatt-hours, 12c each; next 100 kilowatt-hours, 10c each; all over 200 kilowatt-hours, 7c each. Prompt payment discount, 1c per kilowatt-hour. Minimum bill, \$1.50.

The rent of light meters will be discontinued.

Representatives of the company were in Hereford last month making a survey to determine the location of the new lights and work will commence at once after the contract has been signed.

Football Second Team Plays at Canyon Today

After a season with their work comparatively unrecognized, the Hereford high school second team will have a chance to prove their mettle this afternoon when they go to Canyon to give battle to the Calves.

The Calves are a team made up of students at the high school which is run in connection with the teachers' college there, and is an entirely separate organization from the regular high school team. This squad has played several games this season with smaller schools and according to C. W. Gamble, director of athletics here, is about evenly matched with the Hereford second string men.

Hereford men who will make the trip to Canyon today include only those who have never taken part in a first team game this season.

George Barber, of Emporia, Kansas, arrived Monday night for a short visit with his brother, Col. Dan Barber. George Barber was a former resident of Hereford and has extensive ranch interests in the county.

The Hereford Brand

PUBLISHED EVERY THURSDAY

SETH B. HOLMAN

Also Publisher of THE PRIONA STAR, PRIONA, TEXAS.

ALBERT W. SMITH, Local Editor

VAN E. CURTIS, Foreman

W. C. NIX, Operator-Machinist

DEE MITCHELL, Floorman

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Zone One, Six Months \$1.00

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Six Months \$1.25

Three Months \$0.75

All Subscriptions Strictly In Advance.

at Sweetwater, that place having become one of the largest shipping centers for gypsum in the world. The United States Gypsum Company began shipments there in 1923 and the business has expanded rapidly, much of its products finding markets in Texas.

Titus County Lignite.

Lignite mining is done extensively in Titus county near Windfield, the present output being near 400 tons daily, most of it being used in the territory close by. Miners say that the deposits have scarcely been touched and geologists state that from there through the state to the Rio Grande near Laredo and Eagle Pass are vast beds of lignite that are beyond estimating. The Texas fuel supply in both gas and lignite seems unlimited.

Odessa's Water Supply.

A friend from there writes me that Odessa is another West Texas town with plenty of water for every purpose coming from, newly completed wells of pure soft water and pumped into two large storage tanks of 1,000,000 gallon capacity. He says there is enough water available for a town of 25,000 people with plenty more where that comes from. Odessa's recent big growth has been remarkable and in the words of this friend, "it will now be hard to catch."

Brick Plant Prospers.

The prosperity of a local brick plant is a sure indication that the town and surrounding country are growing. A plant at San Benito in operation only a short time finds it necessary to increase its plant to meet the demand and is preparing to manufacture brick on an extensive scale.

Matamoras Paving.

Matamoras, the old slow town in Mexico, across the river from Brownsville, has caught the improvement spirit from its Texas neighbors and is putting in modern paving around its plaza and the adjoining blocks. No place can always resist the good examples set by its spirited neighbors.

Kingsville Gets Gas.

Kingsville is among the latest Texas towns to get natural gas from wells in its immediate neighborhood. The gas fields are being extended in Texas every week and soon every place of consequence will have a supply of fuel gas piped to it.

Feed Making Plants.

The increased interest in dairying in Texas has stimulated in increased attention to the manufacture of specially prepared feeds for cattle. The oil mill at Whitesboro is among those that have already added facilities for the extensive manufacture of such feeds and it will buy 50 thoroughbred Jersey cows with which to demonstrate the value of its products as well as to assist in supplying milk for a Sherman milk manufacturing plant.

Newspapers Are Helping.

There is no other factor contributing more to Texas' development than the Texas papers. Most of them are suggesting the way to their people by showing what is going on elsewhere. They urge the building of highways, the construction of school and church buildings, the erection of factories, the improvement of agricultural conditions, better stock farming, diversification of products, more comfortable homes, the many undertakings that make for better living in Texas. If you are a reader of these articles appearing in this paper from week to week you have seen the many ways this paper is using to point the way to improved conditions. It is seldom that a community goes ahead of its newspaper leadership.

Rockdale Street Paving.

Editor Cooke of the Rockdale Reporter is right in the middle of a campaign for street paving in his town. Rockdale had just as well begin on the streets. When Editor Cooke starts after a thing he never stops until he gets it. About thirty years ago when he lived at Brady he began a street campaign there and now Brady's streets are either paved or being paved and Cooke is able to point with pride to his work for that town. He isn't going to be so patient with Rockdale. He is showing what is being done at Cameron, Georgetown, Taylor and other places. If Rockdale doesn't want to appear in a worse light than Milano or Thrall it had better heed Cooke's advice and get busy at paving. That is the only way to stop Editor Cooke's lamentations.

Good Roads Caused It.

A farmer living near Johnson City has sold \$4000 worth of tomatoes in the new year. The market at Austin over the highway. Regardless of the distance, good roads put the enterprising farmer close to markets. For that reason farmers nearly all now favor good roads.

Nacogdoches Wants Hospital.

Nacogdoches has decided that a place of that size and importance should have a modern hospital and has started to raise \$50,000 for that purpose. With Eugene Blunt, statesman and philanthropist heading the movement the fund will be raised soon he raised. Most towns are learning that it doesn't pay to send its sick to a distant city hospital for treatment.

Sweetwater Gypsum Center.

Gypsum, which is the ingredient from which much wall board, sheathing and plastering is made, is produced in large quantities

TRY, TRY AGAIN.

MAUDE MEYERS.

"Greater love hath no man than this, that a man lay down his life for his friends. Ye are my friends if ye do whatsoever I command you." John 15:13-14.

Do you know, dear reader, that Jesus did not come into the world to look for faults or shortcomings in you, nor yet to condemn you? Praise God. He came into the world to save you. You may wrong some of your loved ones, and then get forgiveness; but they will remember the wrong; but listen, sinner man or woman, Christ does more than that. He forgives and He forgets. Your sins shall be remembered against you no more forever.

Are you saying: "I have tried this salvation once, but I stumbled and fell"? Listen, dear one, let me liken you to a child taking his first steps in learning to walk. He knows he is doing something new. His little legs are weak and he is afraid. But mother is only a step away with her arms outstretched, smilingly saying, "Lonie, now, lonie." Reassured and encouraged the baby gets faith to take a step. Many times he stumbles and falls, but through mother's love and outstretched hands he gets new courage and tries again and again until finally he learns how to walk without stumbling.

Dear one, it's the same with your learning to walk with God. You may stumble and fall many times, in other words, you may fall the Lord and even backslide often, but remember Jesus is standing with His arms outstretched, loving and encouraging you. He wants you to trust Him and rest in Him. He will help you up, and with undying patience train your feet to walk the narrow way as He sees you keep trying.

Today He stands at the door of your heart, knocking, knocking. Will you open the door and let Him come in? Think about it, dear reader. He knocks now but

He may not knock again—The Pentecostal Evangel.

Progressive News

Following is a report of the second month of school work sent in by the Progressive teachers:

Honor Roll: Seventh grade, Eunice Caldwell; first grade, Leota Reeves, Ira Jene Ricketts. Pupils with perfect attendance record are Eunice Caldwell, Weldon Gregory, J. W. Cockrell, Edgar Russell, Melvin and Ethel Webb. Ruth Sarlan won first prize in the milk-drinking contest.

Those pupils who had a perfect health record for the period were Glennis Cockrell, Melvin and Ethel Webb, Nolan and Ruth Harlan, Leota Reeves, Tom McKenney, Ruth Park, T. J. Jacobs, Myrtis Counts, Wylene Jacobs, J. W. Cockrell and Oland Reddock.

Progressive Singing program:

Opening song: Mrs. Garrett.

Two songs: Mr. Reeve.

Two songs: Miss Lois Samuelson.

Quartet: arr Velma Caldwell.

Two songs: Mrs. Lewis.

Two songs: Juniors.

Two songs: Orlan Russell.

Two songs: Oleta Reeves.

Quartet: Caldwell, McBrier, Russell and Ramsey.

Two songs: Fred Caldwell.

FAIRBANKS MORSE Home Light Plant



Removes the shadows—brightens the home—banishes drudgery. Ask for demonstration. No obligation to buy.

DUNLAP & SON

HEREFORD, TEXAS

OPEN FOR BUSINESS

We have opened an up-to-date, clean retail grocery store in the building formerly occupied by L. W. Carlyle and are now ready to give you first-class grocery service with a complete stock of staple and fancy merchandise.

We solicit your business and assure you that it will be appreciated, and that we stand behind every transaction, whether you buy a box of matches or a week's supply.

H. & M. GROCERY

J. T. Hartley

J. N. Messenger

"Quality and Satisfaction"

Try a Want Ad in THE BRAND

You Can Test Us

Banking is not the far away, indefinite, theoretical proposition most people think. Banking is a highly practical part of everyday life of folks. In fact, it is a very sacred relationship in which there may be actual benefit to all concerned.

No matter what your status financially, you can make this bank decidedly beneficial to you. Several hundreds of Hereford people will bear us out in this statement.

The First State Bank

Hereford, Texas

Two songs: Mary Ella Hershey.

Two songs: Luke McBrier.

Selections, new book: Mr. Garrett.

Closing song: Gladys Lewis.

Benediction: Mr. Hershey.

Sam the Soph Says.

It is better to give than to loan to a roommate.

Farm Sale

As I have gone into the grocery business, I have decided to sell at public auction my entire farming equipment located one mile north of Hereford on 25-Mile Avenue, on the old Bowers farm, on

Wednesday, Nov. 16

SALE BEGINNING AT 1:30 P. M.

MILK COWS

1—Jersey cow, 3 years old, giving milk, fresh in February.

1—Jersey cow, 6 years old, giving milk, fresh in February.

1—Registered Jersey, 8 years old, fresh.

2—Jersey heifers, 11 months old.

HORSES

1—Grey mare, 7 years old, weight 1500.

1—Bay mare, 7 years old, weight 1500.

1—Bay mare, 9 years old, weight 1300.

2—Sets of leather harness; also collars, lines and bridles.

FARM MACHINERY

1—John Deere Lister.

1—John Deere disc.

1—Ten-hole grain drill.

1—One-row cultivator.

1—Two-section drag harrow.

1—Triple-disc Emerson plow.

1—Wagon and rack.

1—Garden plow.

1—Incubator.

1—McCormick row binder, practically new.

MISCELLANEOUS.

5—Tons baled millet.

Shop tools, double trees, shovels, forks, post hole diggers, and many very useful articles too numerous to mention.

50 Acres of Bundled Sorghum and Higeri.

CHICKENS. 2—Dozen Barred Rock Hens and Pullets.

I am especially proud of my horses and milk cows and any one wanting something exceptionally good in this line will profit by attending my sale.

TERMS—CASH

J. N. MESSENGER, Owner

Sale Clerked by MILES ROBERSON.

Auctioneer COL. RAY BARBER.



Tune In

on M System Program over WFAA, Dallas, on the night of November 11, 8 to 10 p. m. You may hear something worth while

SPECIALS FOR FRIDAY and SATURDAY

No. 2 Pork and Beans 9 1/2c

No. 2 1/2 Pork and Beans 19c

No. 1 Chili Con Carne 12c

No. 2 Hominy 9c

No. 2 1/2 Hominy 13c

Post Bran 10c

English Walnuts, No. 1 Diamonds 29c

15 oz. Raisins 12 1/2c

YES, WE DELIVER

PHONE 249

Dimmitt Castro County News

DIMITT, November 8.—A lovely bridal shower was given Miss Ola Brashers last Friday afternoon at the home of Mrs. L. P. White. The house was decorated in yellow and white and brick ice cream and angel food squares carrying out the color scheme were served. Many dainty and useful gifts were received.

Sunday morning at 9 o'clock Rev. Wright and Miss Ola Brashers were quietly married at the home of the bride's mother, with Rev. B. L. Naugle, pastor of the Methodist church, performing the ceremony. Immediately afterward they left for Vernon and other points east for several days visit, after which they will be at home one mile north of town.

John Burgess of Happy was in Dimmitt Monday.

Mr. and Mrs. J. R. Gollehon of Canyon were in Dimmitt Tuesday.

Fred Galle and son, Eugene, were business visitors here Saturday.

Mr. and Mrs. I. B. Brooks and daughter and Mrs. W. T. Gollehon motored to Hereford last Saturday.

Rev. E. L. Naugle left Monday morning for Conference, which meets at Big Spring.

R. A. Fuller made a trip to Canyon Saturday.

Dimmitt Drug Company had a new fountain installed recently.

Mr. and Mrs. H. S. Hilburn of Plainview, B. G. Ramey of Wichita Falls, Mrs. Effie Jacobs, of Lubbock, Mr. and Mrs. Eschal Wright of Hereford attended the Brashers-Wright wedding Sunday.

Mrs. Ward and Miss Jane Burnam of Amarillo visited in the J. C. Tate home one day last week.

Mr. and Mrs. L. P. White spent Sunday in Amarillo.

Dimmitt's orchestra attended a box supper at Easter Saturday night.

Mr. and Mrs. Lewis Allen have moved into their new home in the west part of town.

Katherine Easter entertained a number of her little friends with a birthday party last Saturday afternoon.

Mr. and Mrs. W. D. Durce visited in Tulla Sunday.

Mrs. Dow Durce who has been quite sick is greatly improved.

Mr. and Mrs. O. B. Franklin spent the week end in Mobeetie.

Mr. and Mrs. J. E. Turner and Kenneth and Mr. and Mrs. W. T. Gollehon spent Sunday in Canyon.

Mrs. Ester Noble and son, J. E. Turner, George Burch and sons spent Saturday in the Oscar Jones home in Hollene, New Mexico.

Mr. and Mrs. T. E. Major were among those who attended the big farm sale at the Conkila farm last Friday.

Mr. and Mrs. T. E. Major ate Sunday dinner with Mr. and Mrs. J. E. Hill at Hereford.

Mr. and Mrs. Bob Orr shopped in Hereford Monday.

Mr. and Mrs. Edgar Sowell of Dimmitt spent Wednesday with

her parents, Mr. and Mrs. Howard Morel.

Sherm and Joe Garrett and Shad Hatcliff attended singing at-Frio Sunday afternoon.

Mrs. R. H. Parker and children spent Sunday with Mrs. Andy Thomas.

Mr. and Mrs. Howard Morel made a business trip to Amarillo Friday.

Few of these coast to coast automobile trips are on the square. It's only drivers looking for a place to park.

Evidently that Teapot Dome juror who "expected" to get an automobile "a block long" was riding to a Fall.

We will bet that woman flew "air-mail" New York to forma, to keep a dinner ment had a new gown.



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

Specials For Saturday's Selling

Ladies' Coats

—Of Suede Velour in tan, red, green, blue, brown and black and Bolivia in blue, brown and rust. All are fur-trimmed. Sizes 16 to 40.

Originally Priced from \$13.95 to \$27.50.

For Saturday Special
\$10.95 to \$21.95

The supply of these exceptional coats is limited, so come early to get a good selection.



Children's Wash Dresses

FOR SCHOOL AND PLAY

Made of prints, gingham and suitings in a variety of styles and trimmings. Smaller sizes have panties to match.

Originally priced at 89c, \$1.19 and \$1.59.
For Saturday, Special, at 59c, 89c, and \$1.19.

SPROWLS-CRONIN & CO.

FEATURING ATTRACTIVE NEW LOWERED PRICES — RIGHT NOW!

The fashion in foods

Points to these two supreme Quality Flours.

Insure your baking success with these wonderful products—milled right here on the Panhandle Plains!

You will like this flour!



GREAT WEST AMARYLLIS

"The Flours That Made Good Because of Best Quality"

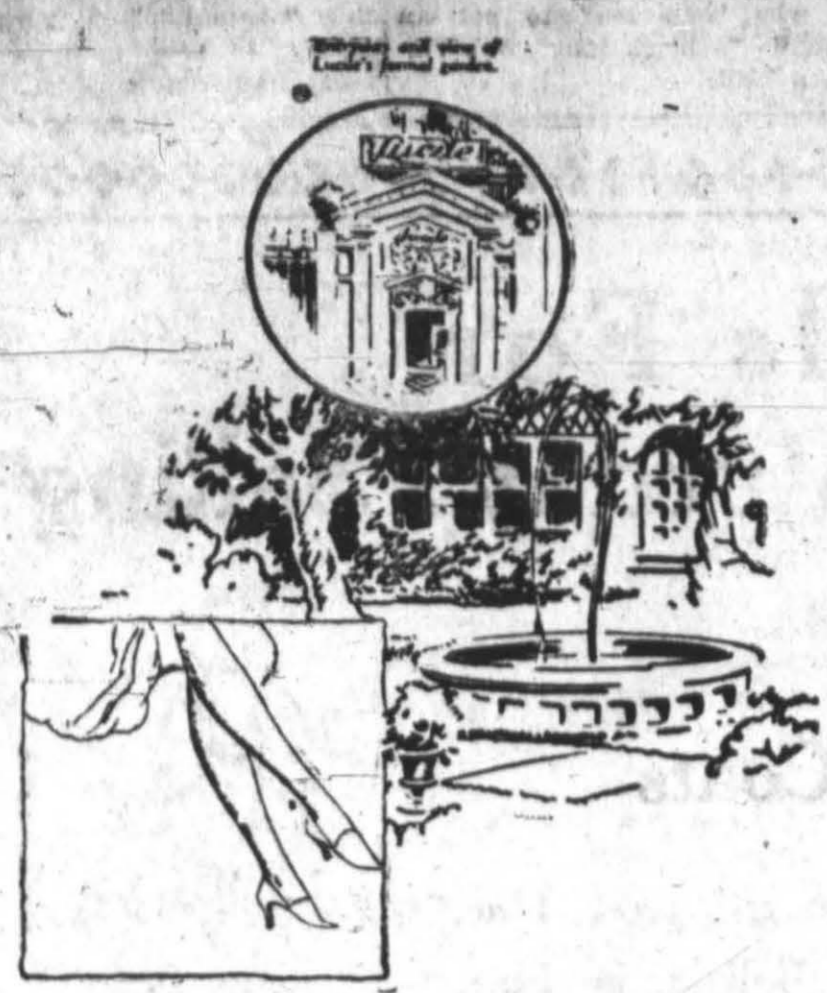
TRY A SACK TODAY

At Your Grocer's

WILLIAMS BROS.

PIGGLY WIGGLY

MONT E. BAKER



LUCILLE Paris

creates two
Special Hosiery
Colors

Holeproof weaves them in sheer
and lovely pure thread silks.

Now Lucille creates two very French and very
charming colors. Each fulfills a
duty of its own.

The first subtly adds allurements to cob-web
materials and dainty laces . . . lends sweet
enchantment to the tres intime wardrobe . . .
t's called *Collette*.

Carnaval, the second, is for street wear, de-
signed especially for the new tones in shoes.
It sets them off in a new way to give a striking-
y chic effect that's now unknown.

Let us show you the new Lucille
shades in Holeproof Hosiery.

Chiffon and Service Weights or pure thread
silk priced at

\$1.95

Stambaugh Dry Goods Co.
HEREFORD TEXAS

A Logical Mind. When we started up he wanted me
a, sir," said the aviator as his to tie pieces of lead on his feet,
passenger left the aviation so that if he fell out he wouldn't
"that guy was pretty dumb, break his neck."

Marcelling 50c Hair Cutting 50c
Mrs. Sam Hutson

T SPROWLS-CRONIN & COMPANY TELEPHONE 32

\$25 REWARD

For the return of "DIXIE," female German
Police Dog—about eighteen months old. Dis-
tinctive markings: White spot in center of
each eye, caused by former blindness. See

J. J. KROPPF
Phone 9000F2



TURKEYS

Will buy turkeys at Armour Cream Station.

(South end of Main Street.)

MASSIE & SNYDER

HEREFORD FOOTBALL SQUAD HOLDS FAST CANYON TEAM TO SMALL SCORE FRIDAY

Unchecked Aerial Attack Proves Successful for the
Eagles Romping away with 14 to 0 Victory. Here-
ford Line Proves Practically Impregnable. Can-
yon Makes Ninety-Yard Run for Touchdown.

Fighting grimly from the first
whistle to the final gun, the Here-
ford Whitefaces, outweighed ten
pounds to the man, last Friday
held the aggressive Canyon Eagles
to the score of 14 to 0 in the final
game of the season for the local
school, in what was undoubtedly
the best all-around game witnessed
here this year.

At no time during the game
could the Canyon supremacy be
denied. Time after time they
made huge gains on their well de-
veloped aerial attack. Hereford,
desperate, resorted to the passing
game several times, but seemed
to lack the ability to make them
connect.

Luck With Canyon.

Although they had the better
team, the Canyon men had also
most of the luck which was in
evidence that afternoon. In the
last quarter, with less than five
minutes to play and the ball on
the Canyon ten-yard line, Williams
Canyon left end, intercepted a pass
from Murphy to Miller and ran
90 yards for a touchdown.

Hereford played a more clean-
cut game than did their opponents,
taking a single penalty to four
off-side penalties and two fifteen
yard setbacks for holding given
Canyon.

Whiteface Line Good.

While their offensive playing
left a good deal to be desired in
many cases, no fault could be
found with the Hereford line. Ac-
cording to one Canyon player af-
ter the game, their team consid-
ered Hereford's line the strongest
they had backed this year. Time
and again Quarterback Wiggins or
Halfback O'Donnell attempted their
plunges through guard and tackle
and, save in only a few instances,
were repulsed.

As in several other games this
season, the hands of the Hereford
team seemed much too slippery
and many costly fumbles resulted.
A number of times, just when
Hereford seemed to be on the
road to a touchdown, the ball
would be dropped and recovered
by an opponent.

There were few injuries and
most of them were merely re-ap-
pearances of injuries received ear-
lier in the year.

Off to a Good Start.

The game got off to a good
start. Canyon won the toss and
chose to defend the south goal,
with Hereford kicking off. Nel-
ther team was able to gain through
the line and the first part of the
first period consisted of an ex-
change of punts between Captain
Murphy and Wiggins of Canyon.
Six times in a row one team would
take the ball, make three downs
and punt.

Luck broke wrong after the first
five minutes when Murphy dropped
the ball which was recovered by
a Canyon man. Hereford got the
ball after a punt and began a
march down the field which was
broken when a forward pass was
intercepted by O'Donnell. Wig-
gins and O'Donnell spent the entire
first half before they finally made
up their minds that it was next
to impossible to get through the
center of the Whiteface line.

Following the intercepted pass,
Canyon commenced a drive down
the field like the proverbial bat-
tering ram and despite a few off-
side penalties and a fumble which
they recovered themselves, suc-
ceeded in getting the ball across
by a forward pass from Wiggins
to Left End Williams.

More Punting in Second.

The second quarter was also
featured by a number of long
punts by both sides. Canyon start-
ed off by completing a few good
passes and made three nice gains
in a row that way. After six
minutes of play Hereford finally
got the ball and seemed to be go-
ing good for a score when they
encountered a streak of hard luck.
On an attempted end run one of
the Canyon backs got through the
line and nailed Bill Russell for an
eight-yard loss, which was still
further increased on the following
play when Hereford had to take
an off-side penalty of five yards.
On the fourth down, with 23 yards
to go, Captain Murphy made a
thrilling run around right end
which netted but 22 of the required
yards and the ball reverted to
Canyon.

Hereford Nearly Scores.

The ball was then on the Canyon
twenty yard line and on the first
play Wiggins kicked to Miller of
Hereford who got to the 25 yard
line before he was stopped. The
Whitefaces lost their first and
best chance to score when Clem-
min over-ran a pass. He was behind
the goal line and had not been
only a step ahead of the ball he
would have had a clinch catch and

a touchdown. Canyon punted out
of that hole also and Hereford has
recourse to another aerial rally,
which failed after three incom-
plete passes. Murphy punted on
the fourth down, just as the half
ended.

The third quarter was compar-
atively uneventful, with a number
of punts and a few good passes
averaging about four yards. The
quarter ended with the ball in
Hereford's possession on their own
thirty yard line. A streak of good
fortune occurred in the opening
of the next period when Murphy
kicked clear to the Canyon forty-
yard line and Cogdell recovered the
ball after a Canyon man had touch-
ed it. They lost the ball on the
next play, however, when Wiggins
intercepted another Murphy-Miller
pass.

The Fatal Fourth.

Hereford seemed to come into
their own in the last quarter and
completed three passes in suc-
cession for a total of 65 yards, put-
ting the ball on about the ten yard
line. Then, on the second down,
with eight yards to go, Murphy at-
tempted a pass which was inter-
cepted with disastrous results. Wil-
liams romped down the ninety
yards to another score and Wig-
gins kicked the final point, leav-
ing the score 14 to 0.
The remainder of the game was

We Can't Serve
All the Food
So
We Only Serve
THE BEST
The Grill Lunch

Old Doc Bird
Says:
The increase in hold-ups in-
dicates that the profiteers
are back at their regular
vocation.

THE CITY BAKERY
C. C. WALL, Prop.

"Going to Market"
May be made a pleasure in-
stead of a task if you will
only come here and let us
help you by our most val-
uable suggestions. Guests
for dinner need not bother
you when you can depend
upon good meat market ser-
vice, such as ours.

How about a delicious roast,
or, say, some tender, juicy
chops, this evening?

Texas Meat Market
PHONE 353—WE DELIVER

unimportant, although Hereford be-
gan a last minute rally which was
interrupted by the gun announc-
ing the end of the contest.

The Lineup.
Hereford: Miller, Childre, Gregory, Eberle, J. Gilliland, Burkett, Longbottom, Clemmin, Murphy (c), Russell, Jewell.
Canyon: Williams, Knox, Gilliam, Parker (c), Lowry, Johnson, Laxton, Wiggins, O'Donnell, Whitten, Cross.
Referee, Hays; Umpire, Gamble; Headlinesman, Hull; Timekeeper, Wood; Time of quarters, twelve and one-half minutes; substitutes, Hereford, Counts for Gilliland, Cogdell for Longbottom (twice), Seed for Miller, Heard for Gilliland, Higgins for Burkett, Counts for Heard; Canyon, Ballinger for Redford.

First Christian Church

REV. THURMAN MORGAN,
Pastor.

Sunday was another good day for
us. The Bible school attendance
showed an increase over the pre-
vious Sunday, as did the church
service. We enjoyed having Bro.
Weems of Amarillo with us again.
The Christian Endeavors were
also proud of the large attendance
that came out again Sunday evening.

The pastor will be at home and
in the pulpit again Sunday.
Sunday school 9:45.
Communion and preaching at 11.
Junior Endeavor at 6:00.
Senior Endeavor at 6:45.
Gospel preaching at 7:30.
You are welcome to all of our
services. Come, worship with us.

First Presbyterian Church

JAN. T. ROSS, Pastor.

"The Preservation of Our Institu-
tions," a message appropriate to
the observation of National Educa-
tion Week, which we are observ-
ing this week, will be the sermon
topic of the morning hour. In the
evening the subject will be "An-
other Heroic Task." Armistice Day
will have passed before another
Sunday. The World War was a
task which called forth great hero-
ism. There are other heroic tasks
also. Hear these messages on next
Sunday.

Preaching services at 10:30 and
7:15. Sunday school will con-
vene at 9:45 and the Endeavors
will meet at 6:30. Let us plan to
give a full attendance upon each
service. In the afternoon at 3:00
the pastor will preach at Ford.

During the coming week the Wo-
men's Missionary Society will meet
on Wednesday at 2:30 and the
Church-Nite Wednesday at 7:15.

To each and every service the
minister and congregation extend
a most cordial invitation to all.
We welcome you to the services of
the house of God.

EVANGELICAL LUTHERAN CHURCH.

W. F. H. LAMA, Pastor.

There will be no services at
Hereford this Sunday as the pas-
tor will be attending conference
at Canyon. However, all are in-
vited to be present at Canyon on
Sunday. There will be services
at 11 a. m. and 3 p. m. Dinner
will be served as is the custom
at Mission Festivals. This is the
first conference in the Panhandle
for some time. Let's show the
visitors that Lutheranism is re-
presented here also by going to both
of these services at Canyon.
The pastor will be back in his
pulpit Sunday, November 20.

CHRISTIAN ENDEAVOR PRO- GRAM.

For Sunday, November 13th.
Leader: Orlens Savage.
Topic: Newspapers and maga-
zines.

Song No. 3.
Song No. 106.
Invocation, In unison.
Song No. 201.
Scripture reading: Matthew 4:
23-25; Jude 10-13.

What will be the purpose of our
own publication? Nina Crawford.
Song No. 19.

What material will we publish
in our paper? same content.
Song No. 181.

Making a good publication that
people will read: Lilla Mae Smith.
Questions for discussion:

Why will people buy and read
material which they condemn?
Should the news stands be held
responsible for selling the thing
which the people want to buy?

What does the continual increase
in the amount of religious mater-
ial published by popular maga-
zines indicate? Is it given to the
people because they demand it, or
because it is good for them?

Song No. 85.
Business.
Benediction.

CARD OF THANKS.

We wish to take this opportuni-
ty to thank our many friends for
their kindness and expressions of
sympathy during the illness and
death of our husband and father,
and thanks for the many floral of-
ferings.

Mrs. J. B. McCord and Family.
Mrs. C. V. Walker and Family.
Mrs. Artie McAuley.

Plenty of Cash



—We have plenty of
cash to pay you for
all the turkeys you
have to sell. Bring
them here for a good
price.

HOMER T. WILSON

At Carl's Produce



"UGH! UGH!"

Said old Chief Rain-In-the-Face not so
many years ago. Which might, or might not,
have meant anything at all.

But them days is gone forever. Now the
old chief is dashing about the country in a big
Lincoln or a Cadillac or some of those big
cars you see and hear so much about. And
the old boy ain't so dumb, either, because now-
adays his "Ugh!" has changed to "Gimme
TEXACO!" And if you don't believe it, just
ask Mack Womble at the

TEXAS FILLING STATION

Hereford, Texas.

CARD OF THANKS.

Words fail to express our ap-
preciation to our many kind and
loving friends who so faithfully
ministered to us with loving deeds
of helpfulness, gracious words of
sympathy and many beautiful floral
offerings during our recent and
trying sorrow.

Dr. and Mrs. G. F. LeGrand,
Miss Elizabeth LeGrand,
Mrs. Beatrice Parker, and
All the Grand Children.

CARD OF THANKS.

We wish to express our sincerest
thanks and appreciation for the
kind expressions of sympathy and
the beautiful floral offerings in
our recent bereavement.

43-1p J. O. Jenkins and Family.

Statements, Letter Heads, En-
velopes, all Job Work, at The
Brand.

Brand Want Ads Get Results.

LIFE INSURANCE
and
FARM LOANS

Frank Barber

Representative
SOUTHWESTERN LIFE
INSURANCE CO.

If You Are In Need of

TIRES

AND

TUBES

Let Us Give You Our New Prices On

FEDERAL

TIRES AND TUBES.

Abo Filling Station

We Give Gold Bond Stamps.

BLACK AUCTION SALE ESTABLISHES RECORD

(Continued from Page One.)
 Donald Stanway 10th, W. R. Higgins, \$300, Hereford.
 Donna Mischief 6th, \$500, Geo. Burch, Dimmitt.
 Hazel Caldo 2nd, \$300, R. L. Campbell, Wildorado.
 Lady Stanway 20th, \$210, Wm. Menzies, Menard.
 Correlline 6th, \$235, Geo. Keith, Wichita Falls.
 Gossamer 20th, \$300, F. M. Love, Dumas.

Correlline 9th, \$300, Geo. Burch, Dimmitt.
 Gwendoline 51st, \$430, J. P. Osborne, Miami.
 Gossamer 25th, \$340, D. L. McDonald, Hereford.
 Gossamer 20th, \$300, H. A. Talley, Miami.
 Grateful 8th, \$235, F. M. Love, Dumas.
 Gratia 10th, \$310, C. C. Sanders, Big Lake.
 Gwendoline 50th, \$375, D. L. McDonald, Hereford.
 Banglette 14th, \$635, R. R. Elliott, Albany, Texas.

Gratia 13th, \$235, Geo. Keith, Wichita Falls.
 Hazel Caldo 3rd, Wm. Menzies, Menard.
 Gratia 12th, \$425, J. P. Osborne, Miami.
 Gossamer 20th, \$235, Geo. Keith, Wichita Falls.
 Myrta Stanway, \$1325, George Burch, Dimmitt.
 Capitola 7th, \$300, H. R. Cocca-naugher, Hereford.
 Maybelle, \$230, C. C. Sanders, Big Lake.
 Dainty 30th, \$335, J. B. Pettit, Stiles, Texas.
 Mabel Rex, \$230, Wm. Menzies, Menard.
 Gossamer 50th, \$430, C. A. Caruth, Miami.
 Correlline 11th, \$125, I. B. Cauble, Big Lake.
 Gossamer 27th, \$550, Geo. Burch, Dimmitt.
 Gwendoline 52th, \$1500, D. L. McDonald, Hereford.
 Gazel, \$400, Wm. Menzies, Creamette 17th, \$955, Doyle Rose Hereford.
 Flossie 13th, \$330, Geo. Keith, Wichita Falls.
 Banglette 17th, \$675, R. B. Elliott, Albany.
 Gossamer 31st, \$335, Wm. Menzies, Menard.
 Gratia 14th, \$335, J. A. Queen, Big Lake.
 Lady Stanway 25th, \$375, J. B. Pettit, Stiles, Texas.
 Gratia 15th, \$400, L. B. Cauble, Big Spring.
 Gossamer 57th, \$875, Geo. Burch, Dimmitt.
 Grateful 6th, \$400, Wm. Menzies, Menard.
 Correlline 10th, \$425, Mrs. L. E. Brady, Hereford.
 Dainty 40th, \$200, J. A. Queen, Big Lake.
 Gossamer 60th, \$400, L. B. Cauble, Big Spring.
 Dora Stanway, \$350, Wm. Menzies, Menard.
 Correlline 15th, \$320, I. B. Cauble, Big Spring.
 Gwendoline 55th, \$400, George Burch, Dimmitt.
 Gossamer 62th, \$255, Wm. Menzies, Menard.
 Grateful 7th, \$285, Wm. Menzies, Menard.
 Gwendoline 67th, \$405, I. B. Cauble, Big Spring.
 Flossie 14th, \$205, Geo. Keith, Wichita Falls.
 Creamette 18th, \$435, J. A. Queen.
 Correlline 12th, \$300, Wm. Menzies, Menard.

A Superior Mischief bull consigned by T. C. Ivey was purchased by Hardwick Bros., of Clovis, New Mexico, for \$500.

guests in the W. S. Dixon home Sunday.
 A number from here attended the Conklin sale Friday.
 Mother Mosely spent Friday afternoon with Mrs. Roy Boyd.
 Mrs. Curry spent Tuesday afternoon with Mrs. Fincher.
 Mrs. J. W. Worley spent Wednesday with Mrs. Fred Gibson.
 Mr. and Mrs. John Gaetz spent Tuesday in Hereford.
 Some needed repairs were made at the school house Saturday.
 Several children who have been out of school gathering crops returned Monday and are doing good work.

In order to be on the honor roll a pupil must make not less than a pupil must make not less than Mrs. Joy Sanders spent Monday in the Gaetz home.
 Mrs. Earl Lance spent Friday with her mother, Mrs. C. H. Carl. J. B. Allen and family of Amarillo called at the Beauford home Sunday.
 Mr. and Mrs. R. T. Green were in Dimmitt Saturday night.
 Mr. and Mrs. Jim Bagwell spent Sunday afternoon in the Jim Bagwell home at Bethel.
 A on department and not less than B on any subject. Those on the honor roll at Frio are, first grade, Helen Jones, J. W. Bennett; third grade, Vernon Bennett; fifth grade, Florence Hunter, George Jones. All parents are invited to visit school and encourage both the teacher and pupils in their work.
 Mr. and Mrs. Clarence Beauford, Misses Gladys Jones, Nettie Lee Green, Jewel Applegate, Blanche Beauford, Tiny Lee Springer and Elmer Jones spent Sunday in the Andrews home.
 Mrs. Roy Boyd helped Mother Mosely cook for the thresher hands Monday.
 Mr. and Mrs. J. W. Berry were supper guests in the M. L. Hardy

home Saturday and all a basket ball game at Dim J. J. Lindsay is attending in Dimmitt this week.
 Messrs. and Mmes. Geo. Mess, Bob Axe and Roy took dinner in the Dick Su home Sunday.

FOR EVERY PURSE AND PURPOSE

No matter what you want to pay — no matter for what purpose you need the car — we can show you one that will adequately fill the bill.

Look at these Headliners

Dodge Touring	1923	\$225.00
Chevrolet Coupe	1924	\$125.00
Ford Chassis	1925	\$100.00
Ford Truck	1921	\$100.00
Ford Touring	1925	\$150.00

Here are Five Cars Priced for QUICK SALE

Beavers Brothers
 Hereford, Texas



Have you seen the popular-priced **HOOVER?**

Don't lose any time getting all the news about this splendid new Hoover value?
 Call us up today. We'll bring one of these popular-priced models out to your home to demonstrate on your own rugs the remarkable cleaning action of its "Positive Agitation."
 This is the same cleaning principle found in the Greater Hoover, undisputed in the whole field of electric cleaners for its cleaning ability.
 You can get this new Hoover for no more than you would pay for an ordinary vacuum cleaner. You can pay for it in small monthly amounts. And we will give you a liberal allowance for your old cleaner.

Texas Utilities Company

Here and There.

Rev. Cottrell preached Sunday morning and evening and will be here each first Sunday of the month during the winter.
 Henry Allman threshed for Geo. Mosely the first of the week.
 Mr. and Mrs. C. M. Bell took Sunday-dinner at the Tice home.
 Several from Frio attended the Easter box supper Saturday night.
 Mr. and Mrs. Earl Lance went to the surprise dinner at Curry's Sunday.
 Mr. and Mrs. Edgar Mosely ate supper with Mother Mosely Wednesday evening.
 Mr. and Mrs. Elmer Dixon of Cleo, Mr. and Mrs. Emmett Dixon Mrs. G. P. Springer and Miss Nola Mae Brunley were dinner

FOR SALE

New 3/4 Springfield Wagon.
 At a Bargain.
 See
E. F. HARMON
 At Kemp Lumber Co.



The Right to See

Is by far your most priceless heritage. Let us test your eyes
 To See Better See
F. M. KESTER
 Jeweler and Optometrist

TREES

We are now established at our new location and ready to give you excellent service. All trees and shrubs fresh dug.

O. L. McKEE, Dealer
 Third Street—Half Block East of Main.

OUR

Country Friends

Have long been familiar with the courtesy and wonderful service to be found in here. To them, a trip to town is incomplete without a trip to Baker's. You can well profit by this good example because people who have but one chance a week to shop have time for only the best—and they know they'll find it here. This week-end we are featuring specials on all **DRIED FRUITS**. Come in and see them. We assure you that you cannot duplicate these prices.

Remember, we're paying highest prices for **Fresh Eggs!**

MONT E. BAKER GROCERY

THREE-ACT PLAY

"Joe Guess Runs a Boarding House"

Summerfield School House
MON. NOV. 14

AT 8:00 O'CLOCK

This play will be of interest to every farmer milking cows for profit. It is chock-full of good, clean wit and humor, and will cause you many a chuckle, besides giving you something to think about. Come and bring your family and enjoy a good laugh.

After the play is over we will **GIVE AWAY FREE**
ONE PAIR NEW MILK SCALES
 No Charge for Admission—Everything Is Free!

COUPON—Fill Out and Present at Door

Name _____ No. of Cows _____
 Address _____

Under Direction of

Jones & McLean
 Hereford, Texas.

PIGGLY WIGGLY

Thirty Million People Today Are Reading About **Piggly Wiggly** In the Saturday Evening Post, Ladies' Home Journal and Good Housekeeping.

7,100,000 full-page messages telling of the many advantages of shopping at **PIGGLY WIGGLY** appear month after month in these national magazines.

It will pay you to read these advertisements and learn why the **PIGGLY WIGGLY** plan of merchandising the finest foodstuffs in the world at uniformly lower prices has been adopted by 2,000,000 housewives in 830 cities and towns.

SPECIALS SATURDAY, NOVEMBER 12th

- One 16 oz. glass White Swan Peanut Butter 31c
- 2 lb. large English Walnuts 56c
- GRAPE FRUIT, nice size 6c
- 48 lb. sack GREAT WEST Flour \$1.75
- 3 JELLO, any flavor 25c
- 2 lb. can Coffee Chase & Sanborn The last day we'll have this price 94c
- 4 lb. MARKET DAY RAISINS 36c

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

HAM HAM HAM

We will offer a limited number of **ARMOUR'S STAR SKINNED HAMS**

If you like ham, don't miss this chance.

Hams, while they last, per pound	25c
Stark's Delicious Apples, per box	\$3.25
Iten's Fairy Crackers, 3 lb. carton	44c
Crescent Matches, per carton	20c
Crushed Pineapple, No. 2 1-2 cans	24c
Malt Syrup	65c

SATURDAY ONLY!

Above prices are for cash only.

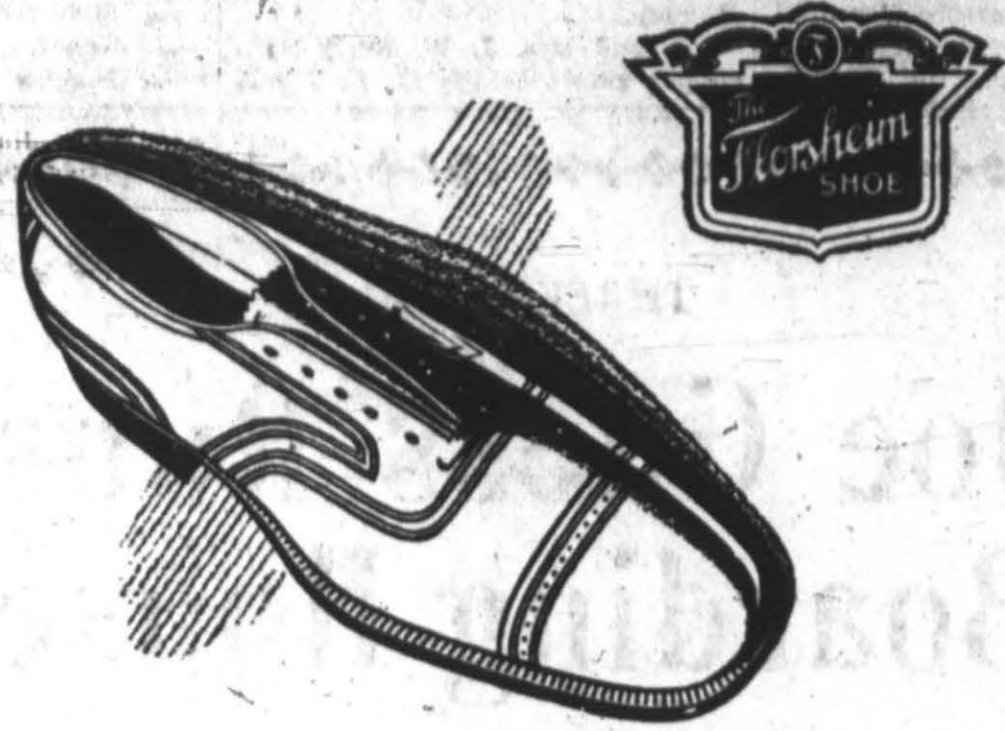
HOFFMAN'S GROCERY

"DOWN ON THE BOWERY"

Phone 115.

We Deliver.

For the Man Who Cares



The Rolls

Just the shoe for the easy-going man who prefers style with roomy comfort—who knows that to be well dressed his shoes must also look the part—a smart style, because it's a FLORSHEIM.

One of those live styles at

\$10

FOX MERCANTILE CO.

Hereford, Texas

THIS WEEK

BY ARTHUR BRUMLEY
**OKEE, SAYS COOLIDGE.
 AN EGG FOR BABE RUTH.
 AN OLD ENGINEER.
 CHILDREN AND SUNSHINE.**

President Coolidge, surveying national conditions, finds them excellent. As regards business and prosperity, Secretary Mellon says there is capital in abundance, for all new ventures worthwhile, crops are good and automobiles are expected to set new sales records.

Secretary Hoover reports that our exports are increasing. This year is ahead of the same period last year and our imports have one pleasant feature. We are not paying England the high prices for rubber that we paid last year. You may reply to questions about the business outlook as follows: Nothing the matter, if business does not become afraid of its own prosperity.

Perry Thomas, one of the oldest and most trustworthy engineers on the New York Central, was soon to retire—as soon as he had saved a little more money. Before the day came a head-on collision ended his life, and as he lay dying in the hospital the old engineer, desiring to free everybody else from blame, told witnesses the accident was his fault. He had run by a block signal in the fog.

This reminds the public how much depends on the railroad engineers. They should be better paid than they are now. And they might well be retired on full pay without waiting until age dims their sight and dulls their nerves. The public would be willing to pay for it.

At Omaha, Babe Ruth received as token of his greatness an egg laid by Lady Norfolk, champion hen of the world.

It was the 170th egg laid or hatched out by that hen in 170 days. Ruth remarked: "A hen's egg by the river's brim, a simple hen's egg was to him, and nothing more," and went on with his batting. It would surprise the idol of America to know that such a hen as Lady Norfolk is more important to the country than all its baseball players.

Reports from Maine, received out here on the Mojave Desert indicate that voters mean to keep the direct primary system for a while, at least. Professional politicians will not be able to "deliver" nominations in pre-arranged conventions. And poor millionaires, determined to be somebody, will have to buy the direct primary first, and the election afterward. Hard on politicians, who have less to sell, and on office buyers that must pay high prices for an uncertainty.

The American Public Health Association, gathered at Cleveland, is told that today's greatest cause of death is heart disease. And repeated infections such as "common colds," to which so little attention is paid, cause heart disease. The trouble starts often in childhood, with childhood's diseases, all of which might be avoided. This should interest parents of the dark ages type who think "the children might as well have measles and such little things first as last and get them over with."

Toronto University proves that sunshine will cure rickets, of which many children die. A German has written, more than 100 years ago, that "God may forgive you for not giving to children bread that costs money. But He will not forgive you for depriving them of fresh air and sunlight that cost nothing." To prove that sunlight cures rickets does not mean much when millions of city children can not have the sunshine.

Power companies worth twenty-three billion dollars don't want the government to harness the Colorado River. That might mean competition in the power business.

Twenty-three billions is less than \$230 per inhabitant of the United States, less than the price of a small automobile. "Twenty-three billions" sounds big, but 115,000,000 human beings, all interested in Colorado River development, possess power also. The Colorado will be developed and power gentlemen will be glad when it happens. Learned bankers fought the Federal Reserve law, dreading interference with pleasant profits. It has saved them from black panic half a dozen times.

Radio Dumbbell, Too.
 Radio—"Our next number will be 'The Song of the Volga Boatmen.'
 Fan—"Oh, heck, somebody is goin' to sing 'Paddlin' Madelin Home' again."

Yes—Whoisit?
 Transmitter—"Who is this?"
 Receiver—"Well, if you don't know yourself, silly, how do you expect me to tell?"

Northeast Corner

Mr. and Mrs. Lemuel Sugart and daughter spent Sunday in the home of Mr. and Mrs. Ben Floyd and daughter.

Mr. and Mrs. Elmer Womble were in Amarillo Saturday night. A number of friends and relatives spent Sunday in the T. M. McBroom home.

Mr. and Mrs. J. T. McClain spent Sunday in the home of Mr. and Mrs. Jim LeGrand and family.

W. A. Daniel spent Sunday in Hereford with relatives.

Mr. and Mrs. Coy Phillips and daughter spent Saturday night and Sunday with relatives in Hereford.

Mr. and Mrs. W. B. Bowen visited Sunday with Mr. and Mrs. W. J. McClain.

Mrs. Frank Daniel and daughter, Loraine, spent Sunday in the Ben Floyd home.

S. D. West was a Hereford visitor Saturday.

Friends and relatives visited Mrs. W. G. Renison one afternoon last week.

Mr. and Mrs. Truitt McClain were in Amarillo one day last week.

Miss Leuada Bowen spent Sunday with Mr. and Mrs. Lawrence Womble.

H. J. Oglesby and family spent Sunday in the E. T. Allred home.

Lawrence Womble and Stanley Thomas were in Hereford Saturday afternoon.

IN MEMORIAM

FIRST BAPTIST CHURCH,
 Floydada, Texas.

In the early morning hours of October 22nd, the amiable and affable spirit of "Mother" LeGrand, highly esteemed and greatly loved citizen, and saint of God, slipped out from friends and loved ones into Eternity. Without doubt she was one of the most beloved women of her community. She had lived in Hereford for many years and was always keenly interested in those things that bless others—she loved her fellows and God.

"Mother" LeGrand was Miss Jessie Tanner before her marriage to Dr. G. H. LeGrand. She was born and reared in Louisville, Kentucky. She was born March 31, 1841. She possessed those great womanly qualities for which Kentucky womanhood is far-famed, in a marked degree. She taught in the public schools of Louisville from her sixteenth year until her marriage to Dr. LeGrand, of Hendersonville, Ky., on April 26th, 1859. They made their home in Hendersonville where Mrs. LeGrand was very active in church and other helpful activities. She was a natural leader because she possessed a magnanimous personality. The men of her family were professional men. Her husband, father, brother, two sons, and son-in-law were physicians. A niece is now studying medicine. A noble record of family service.

"Mother" LeGrand made her greatest record, as any great woman does, as wife and mother in her home. She was mother of ten children, seven of whom reached maturity. Three yet survive her, and "rose up to call her blessed." She reared one grandchild in her home.

"Mother" LeGrand was converted in early young womanhood and became an active member of the First Baptist Church, then located on Jefferson Street. Later the church was located at Fourth and Walnut Streets, and became one of the famous churches of the South and Nation during the pastorates of Drs. Geo. C. Lorimer and T. T. Eaton. In each of her places of residence she identified herself with the local church and was an active member. She could not do other than, possessing the loyal and ardent soul she did, she "took her children with her" to Sunday school and church services of worship. She was a Sunday school teacher most of her long and useful years. She was the founder of the Woman's Missionary and Aid Societies in Hereford church, and until recent months was the very efficient secretary. Her performance of these important duties was wonderful in her old age.

Who could estimate the services of a woman like this? Mother of a large family, even rearing a grandchild in old age, wife of a practicing physician—what stories of loneliness and waiting and watchfulness and anxiety could be told here—teacher of children in public school and Sunday school, and leader of fellow women in church activities. Like Priscilla of old, she was a worthy friend of her church and pastor—a great woman. She left a life and work that will go on blessing those who come after. She was an ornament to her day and generation, and a real exponent of the graces of Christianity. Her devotions in every realm where she served were intelligent and consecrated. Her like will not soon appear among us. She was blessed with many devoted friends who mourn their loss in her "promotion." Her character radiated with intelligence, culture and devotion.

The funeral was conducted at the Baptist church by her pastor, Rev. V. M. Cloyd, assisted by her former pastor, Bro. McClerking.



THAT'S THE OLD BULL!

As the guy said when he made the wild dash portrayed above!

For today's fairy tale, boys and girls, we will attempt to explain what this choice phrase, taken from the Old English—yes, a long way from it—means in modern parlance.

We will now pretend, children, that the fleet gentleman shown here has attempted to fix a blow-out or a puncture himself—just once! Now the idea is, he's just had another flat and a friend has come along and urged him to fix it himself. But, wise man that he is, he takes out for the nearest telephone to call 116, and throws back over his shoulder, "That's the old bull!"

Next week we shall render the charming little sketch, "Never sock your grandma with a pickaxe."

When you buy gasoline, buy Jackrabbit and make 'er jump.

Brumley Chevrolet Co., Inc.

Just Phone 216.

Easter Items

box supper at Easter Saturday night was a success. Col. Ray was at his best and made it quickly. Miss Brumley of won as the most popular lady, a cake which alone at \$76.50. E. O. Dixon, of in competition with Mr. of Hereford, won a cake as the sweetest man. The total profit of boxes and cakes netted \$100. The program consisted of musical numbers by the Dimmestras, and piano solos by Myers of Hereford, which were appreciated by all. We wish that Dimmitt has an order that they should be proud of. Oberthier of Hereford at a demonstrating light furnished lights for the evening. Many thanks. Vay Allen, who is teach-

ing at Hart, spent the week end with home folks.

Frank Corn and family visited relatives in Hereford Sunday.

Mrs. Clyde Coonaugher of Black visited last week with Mother Coonaugher.

Elmer Dixon of Cleo spent Sunday in the E. O. Dixon home.

Eddie Lee Allen and Olive Stagner shopped in Dimmitt Friday.

Percy Estes and family and Mrs. Frank Estes of Dimmitt attended the box supper Saturday night.

Andrew Coonaugher and Mr. Rutter from north of Hereford were week end visitors in the Coonaugher home.

Mr. Reeder, Jr., with a party of friends from Amarillo was hunting in this vicinity Sunday and they got eleven ducks and a goose.

Mr. and Mrs. Sam Hunter of Jumbo were guests in the Allen home Sunday.

Roy Kincaid and wife, Mrs. W. B. Green, Henry Allman and wife

and Misses Brumley, Applegate and Green and Val Mathis were among those attending the box supper from Frio.

We expect to begin our singing soon. Everyone welcome.

The literary meets November 19, with a good program promised.

John Hacker has been ill at his home. We understand he is now in Hereford but cannot give details.

Mr. and Mrs. Clayton Woolery went to Canyon Sunday and were guests in the Bob Doak home.

Mrs. Carl Frye visited her sister, Miss Woodburn, in Hereford last Thursday.

Several from here attended the Frio singing Sunday.

Mr. and Mrs. Carl Frye were in Amarillo Monday.

Get Out the Almanac.

Beautiful residences for rent on Main Street. Five blocks from the Everglades. Apply at Real Estate office any time during low tide.

Ye Modern Fable.

"Isn't there some fable about the ass disguising himself with a lion's skin?"
 "Yes, but now the colleges do the trick with a sheepskin."

The great Texas mystery now is whether the man in a storm drinking bootleg was killed by lightning from the sky—or the bottle.

DR. T. M. MONTGOMERY

Associated With Hyden's.

620 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.

For Economical Transportation

CHEVROLET

USED CARS

with an OK that counts

Building Quality into Used Cars

Unusual facilities for reconditioning automobiles make possible the high value found in our dependable used cars.

In the first place, we can tell exactly what needs to be done to a car without long and expensive experimenting. Our mechan-

ics are thoroughly competent—and, working with special tools, they accomplish a given task in the minimum time. Furthermore, we use only genuine parts for replacement purposes.

As a result, our reconditioned cars simply cannot be matched for value.

This Car

has been carefully checked and reconditioned where necessary

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK by

Brumley Chevrolet Co., Inc.

Hereford, Texas

QUALITY AT LOW COST



DON'T WEAR YOURSELF OUT

If you are like most housewives, you have enough of other worries and duties about the house to make it mighty hard for you to give over two whole days each week to the family laundry. That's so unreasonable.

Why not try phoning 160 and let us show you how quickly and economically we will do this tiresome work for you?

CANYON STEAM LAUNDRY

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

REAL ESTATE

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

ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

HERE WE ARE!

Right on the job and ready to serve you in our brand-new, up-to-date, sanitary barber shop. The old "right now" service, men, and women, too!

CITY BARBER SHOP

H. L. MARTIN, Prop.
(In New Kerby Building)

McLean Commerce Club Plans Erection of Hotel

Tiring of the refusal of strangers to spend the night in their fair city, the citizens of McLean have decided that it is time to take action towards the erection of a new hotel. At a meeting of the Chamber of Commerce there last week it was planned to erect as soon as possible an up-to-date hotel, modern in every respect.

Inadequate hotel accommodations are said by many of the McLean business men to be responsible for the refusal of strangers and traveling men to stop there, and it is thought probable that in the event a hotel project is finally launched such men will take some of the stock in it.

Arney News Items

(Too Late for Last Week.)

Mr. and Mrs. J. E. Davis of near Umbarger visited in the home of their son, M. Davis, Sunday.

F. G. Bratchard visited in the Bill Craig home Tuesday.

Rev. Swartz of Tulla filled his regular appointment here Sunday, when a large crowd was present, including many visitors.

Mr. and Mrs. Burks and daughter were in Happy Saturday.

Mrs. Tucker Smith visited her parents, Mr. and Mrs. J. E. Boyd Sunday.

Will Graham of Quitaque was here Tuesday on business.

Several attended a radio party at the Ray Cole home Saturday night.

Bill Craig and family left last week for Erath county to make their home.

Mr. Fox of Floydada is visiting his brother, Claude, here.

Bob and Bill Sims and Lacy Boyd called in the J. E. Tipton home Monday.

Several attended a baptizing at Tulla Sunday.

Mr. and Mrs. Lyan were here from Plainview Sunday.

Mr. and Mrs. B. Burks spent Sunday afternoon in the Lee Hutson home.

Mr. Gilliam is home from a visit to relatives in Wheeler county.

M. Burks was in Plainview last week on business.

Mrs. O. L. Fortner and children of Borger spent the week end with her parents, J. E. Boyd and wife.

Mrs. Fox and son returned to their home in Floydada after a visit in the Claude Fox home.

The pie supper and program on Monday night was a success. \$83.75 was realized from the supper.

Messrs. Fowler and Elder of Dimmitt are digging a well for Mr. Webb on the Hill farm.

Mr. and Mrs. F. W. Fortner attended the Brisco county singing convention at Franco, near Silverton.

John Cole and family spent Saturday in the Ray Cole home.

Mrs. John Hendrix visited her daughter, Mrs. Claude Fox, last week.

Menace Grows, Says Authority on Hog Cholera

BY UPSHUR VINCENT.
Star-Telegram Market Editor.

For the past year the hog cholera situation in Texas has been growing steadily worse because of the lack of regulations governing the treatment of the disease and transportation of infected hogs into the State and from one county to another within the State.

From the time the State Sanitary Board was inaugurated, Texas was considered a clean State so far as hog cholera was concerned and the disease was kept fairly well under control.

Hogs coming into the state from other states were compelled to have a health certificate that the State Sanitary Board of Texas would recognize; such hogs must have been immunized, dipped and placed in a disinfected car. The state, by such regulations, was fairly protected from infection from other states.

Bootleggers Appear.

When outbreaks of cholera occurred in Texas, the state board quarantined the farms or county and did the best they could to keep the disease under control, and much progress was made.

Then came good roads. There also came the drought in the great grain sorghum belt of Texas and the West Texas farmers shipped out their hogs. This was followed by the largest crop of grain sorghums in the history of the region which caused an unprecedented demand for gilts. Carloads of gilts began to come into the state, and speculators became very active.

As there was not law to prevent the movement of hogs from infected districts, truckloads of hogs began to move from East Texas to West Texas, and spread hog cholera, and many of the hogs shipped by truck were lost.

These men who were handling hogs from East Texas were called bootleggers. They disregarded the quarantine regulations because there was no penalty for violating the regulations of the sanitary board. This condition has placed a commercial quarantine against East Texas hogs.

The only safe outlet for East Texas hogs is to market for immediate slaughter, or to be immunized at Houston, San Antonio, Fort Worth, Wichita, Kas., or Oklahoma City, where they can be treated under government supervision, dipped or sprayed, and shipped in a disinfected car.

All Restrictions Removed.

The law recently passed by the legislature allowing farmers to immunize their hogs themselves has removed all restrictions and there is nothing to prevent bootleggers from moving hogs from infected districts, unless the local authorities prevent their being unloaded.

In order to make hog raising safe and profitable in Texas there must be such laws passed as will make the movement of hogs within the state just as safe as the movement of cattle, horses and sheep.

There must be co-operation between the United States Department of Animal Industry and the State Sanitary Board, so that outbreaks of cholera can be handled like the hoof and mouth disease was handled.

Above all, there must be an understanding of the hog cholera situation on the part of members of the legislature. Texas is the only state where hogs may be protected against "bootleggers" of the animals in defiance of those rules which safeguard health of the citizens as well as of the hogs.

NOTICE TO CREDITORS AND NOTICE OF SALE.

THE STATE OF TEXAS,
County of Deaf Smith.

To the Creditors of J. R. Daniel: You are hereby notified that J. R. Daniel, of Hereford, Deaf Smith County, Texas, on the 20th day of October, 1927, executed a deed of assignment, conveying to the undersigned all of his property for the benefit of his creditors and that the undersigned has accepted such trust, and has duly qualified as required by law. All creditors consenting to said assignment must within four months after this notice, make known to the assignee their consent in writing, and within six months from the time of the first publication of this notice file their claims, as prescribed by law, with the undersigned, who resides at Hereford, Texas, which is also his post office address.

Further notice is hereby given that I will offer for sale, at the highest bidder for cash, at the store of the said J. R. Daniel, in Hereford, Texas, at ten o'clock a. m. on November 18th, 1927, all the property of the said J. R. Daniel assigned to me as aforesaid.

Witness my hand this 25th day of October, 1927.
G. A. F. PARKER,
Assignee.

41-3t
Broad Want Ads Get Results.

SCOUTING THE SHOPS

Our vanity has received a and blow. Here we thought that the reason the team got beat at Tucumcari was because they did not have our cheerful presence on the field—but, doggone it, we didn't go to Panhandle, either, and just look what happened!

To get down to business: Fox Mercantile Company has a dandy assortment of sports clothes which are just the thing for these fall days. Sweaters, scarfs, gloves—oh, you know better than we do. And say, those wonderful sale bargains aren't going to last so very much longer, either.

And the honeymoon is over when "papa" starts bringing "mama" candy in a sack.

T. A. Campbell of Clovis, is the new butcher at the Palace Market. Drop in and meet him some time. He's only been in that business for some twenty years, so he knows a little about it. Of course you'll want to stock up with groceries while you're in. R. & F., you know.

Charlie Williams, genial president of the First State Bank, was among the host who attended the Panhandle game Friday. He got so enthused at time that, to use his own expressions, "he took the bit in his mouth and tore up a mile of barbed wire fence."

If you've any youngsters in your home, you'll be glad to take advantage of this chance to give them a wonderful present that they'll be crazy about. The Piggly Wiggly store has some sort of an arrangement whereby for only a nominal sum in cash and \$10 to your credit on your grocery account you can have your choice of some lovely big dolls. The kiddies are crazy about them. Of course you know Piggly Wiggly shopping and there is nothing which we can tell you about it.

For sports and street wear, skirts with one or two deep pleats in the front are smarter than those pleated all around.

Here's a tip. Wes Anthony is having a big auction sale of furniture at his store Saturday and he invited us to look over his offering. It's all first class stuff, too—every bit of it. Certainly a fine opportunity to buy a few odds and ends cheap.

Madame Chernoff, Amarillo beauty specialist, last week stated that "worry is the greatest detriment to beauty. We certainly must have had a lot of troubles when we were young."

Oysters are just about the thing these days. Jim Robinson says to tell you that the Texas Meat Market has some fine ones.

One of our lady friends told her husband the other day that when we came to town next time she wished he'd buy a jar of the "traffic jam" she'd been hearing so much about.

Wherever you go in this country you will find the hardware merchant who is carrying the Winchester line is a live, up-to-date fellow—he has to be. Walter Dunlap handles those goods here and is showing a bunch of real hardware values.

"No, no, Willie," a local Sunday school teacher was heard to remark, "Noah's wife wasn't Joan of Arc!"

We can't get that good looking Buick coupe up there in the show window of the Norton Motor Company. Without a doubt it is one of the most beautiful cars ever shown here, and as for equipment—it has just about everything but a radio set, and Ezra would probably install one of those if you asked for it.

The principal "trimming" of the season seems to be jewelry—the larger and flashier, the better.

If you enjoy radio and hate static, you'll just have to see the new Willard power unit, made to connect right to your electric light socket. The old radio will just purr along as nice as you please with one of them. Quality considered, the price is very reasonable.

Suggested title for a movie: Ben Turpin in "He Looked Crooked."

Now comes a new departure in upholstered furniture. Chairs that are made to fit the back. You'll never believe the difference in comfort they make. Mr. Black invited us to try one the other day and we did hate to leave. E. B. Black Furniture Company have just received them along with a big shipment of other up-to-date pieces.

Henry is supposed to have really begun manufacture of the long-awaited new model. Suppose we're due for another batch of those "rattling-good" Ford stories again.

Eat at home whenever you can, of course, but when you have to

remain downtown drop in and try a meal at the Stockman's Cafe. Our mouth still waters thinking of the wonderful turkey dinner we had Monday.

A Scotch acquaintance of ours got mad the other day because we jokingly referred to him as our "closest friend."

We don't know just what it is that you want to buy, but we'll bet that you can find it at Skelton's Variety Store.

Well, it's about time to knock off. Another day, another dollar; a million days—we're afraid to think of it!

Don't wait for something "special" to advertise. You sell other things besides your special, don't you?

The trouble with modern college life is that there is too much life and not enough college.

The Absent-Minded Bridegroom

Present by
EASTERN STAR

High School Auditorium
FRIDAY, NOVEMBER 25

MR. LANDOWNER

I have Amarillo property to trade for land and also some good cash buys. If you want to trade or sell, write or come to see me.

JOHN A. CAVIN
Room 210 Oliver-Eakel Bldg.
Amarillo. Phone 9462.
42-4tp

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Emollient. 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, Felons, Oak, Ringworm, Sores, Blistered Feet, Sunburn, Old Shin Sores—all of these have yielded to its wonderful healing power. 5c and \$1.50 a Jar; Soap 5c.

City Drug Store

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

FOR QUICK JOB SERVICE SEE THE BRAND.



POSITIVELY

We will be ready for your turkeys this week and will buy all of them you have at the very highest market price. Don't forget—

Golden Rule Produce Co.

Phone 108

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.

Cash in On Your Personality

Your personality is worth something! Naturally you can realize more on it among friends and acquaintances than you can among strangers.

This being true, there is a tremendous advantage in banking with your home town bankers.

This thought will bear study. Think it over.

First National Bank

City Loans

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

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
508-4-5 Oliver Eakel Building
AMARILLO.

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.

THINK OF YOUR BATTERIES!

Don't wait until something goes wrong before you think about your batteries. If you do you'll soon find that you have let yourself in for a lot of trouble. Give the battery in your car a little attention now and then. Bring it to an expert and let him keep it in tip-top shape. You see, we're WILLARD agents in Hereford, so we have to be good! Let your car battery be a WILLARD.

WILLARD BATTERY STATION

WE HAVE SOME MONEY FOR YOU!

With which to build you a NEW HOME, repair the old one or refinance your present loan—our plans of repayment are easy and suited to your requirements.

All payments on Loans are made in our office—we make our own inspections. Titles examined by local attorneys.

Friendly service is one of the assets of our Loan Department. Our Interest rate is 7-6 1/2 per cent. You can pay all or a part of your loan at anytime.

Discuss your loan problems with us.

Phone 278

RALPH BARNETT, Manager.
HEREFORD INSURANCE AGENCY

CLASSIFIED

Notice

NOTICE—Whoever took the trouble to "borrow" the hose at the Methodist church Halloween will please return at once and avoid trouble. This is business. O. O. MEEKS. 43-1tp

Wanted

WANTED—MRS. HAZEL SPARKS for sewing; prices reasonable. Phone 283-W. 43-2tp

WANTED—Man with car to sell complete line quality Auto Tires and Tubes. Exclusive Territory. Experience not necessary. Salary \$300.00 per month. MILESTONE RUBBER COMPANY, 43-1tp

WANTED—For laundry work see MRS. HAZEL SPARKS. Phone 283-W. Washing 40c dozen, ironing 50c dozen, finished, 90c. 43-2tp

WANTED—To rent farm on shares; or would work for wages. Experienced tractor man. O. T. WHEARENS, Phone 250. 43-2tp

ATTENTION—I will spend the fall at 2216 Stonewall St., Greenville, Texas, selling the Spade Ranch lot, and will be glad to take listings from owners or brokers in this section. Please communicate with me, being sure to give an official description of each piece of property in order that it may be checked with the county maps. E. O. MEEKS. 43-1tp

WANTED—A good second hand heating stove. Write Box 293, Vega, Texas. 42-2tp

WANTED—Every live turkey you have to sell. This means cash for you. WEST TEXAS FEED AND SEED CO. 42-1tp

Brand Want Ads Get Results.

WANTED TO BUY—All of your live turkeys. Bring them here for best prices. WEST TEXAS FEED AND SEED CO. 42-1tp

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. 43-1tp

For Sale

FOR SALE—Small Round Oak heating stove. See CARL COCKRELL, or phone 287. 43-1tp

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. FRED MILLARD. 38-1tp

FOR SALE—320 acres of land handy to school and highway; 8 miles out; partially improved; about 50 acres of wheat thrown in. All priced to sell. O. WILDER, Owner. 43-1tp

FOR SALE—My property located corner Seventh and Miles. Terms reasonable. MYRTLE SPEELMAN, Care of Santa Fe Hospital, Clavis, N. M. 43-2tp

FOR SALE—One new trailer. See JOHN N. JACOBSEN. 43-2tp

FOR SALE—1925 Ford roadster; good rubber all around; motor in A-1 shape; terms if desired. See HUBERT RIGGINS. 42-2tp

REGISTERED cows for sale; 3 young Whiteface cows and 1 male, at farmer prices. Write or see J. M. CHAPMAN, Adrian, Texas. 42-2tp

FOR SALE OR TRADE—Some young 1400 to 1500 pound mares. See EARL SPRINGER, 10 miles south and east of Hereford. 42-1tp

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. 38-1tp

PULLETS FOR SALE—About 125 Buff Leghorns, pure bred Booth and Rusk strains, Missouri state accredited. About 18 Rhode Island Red pullets of the Booth strain, Missouri state accredited, and roosters of both breeds. Also 400 bales alfalfa hay. LEE CONKLIN, phone 9000F2. 43-2tp

FOR SALE—Barn, 16 x 18, has good roomy hay loft; place for big car and grain bins; also one good brood sow for sale; worth the money; will farrow in December. See IRVIN S. HAMILTON. 42-2tp

FOR SALE—500 White Leghorn hens and pullets; also some choice cockerels. Hens, \$1.00; March hatched pullets, \$1.50; April hatched, \$1.25. Hens like these will fill your egg basket. MRS. J. M. CHAPMAN, Adrian, Texas. 42-2tp

FOR SALE—Thoroughbred White Leghorns. CARL LUKE, two miles due west of Dawn, Texas. 42-3tp

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

For Rent

FOR RENT—Three rooms and bath, unfurnished; with garage; close in. See J. H. LOMAS at Gulf Refining Co. 43-1tp

FOR RENT—Furnished bedroom in Oberthier apartments. See F. H. OBERTHIER. 43-1tp

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

Lost and Found

LOST—Female German police dog, answers to name "Dixie." White spot in center of each eye. \$25.00 reward. J. J. KROFF, Phone 9000F2. 43-1tp

LOST—On streets of Hereford, Saturday, November 5, a \$10 and a \$5 bill. Reward to finder. FRANK R. SMITH. 43-1tp

LOST—Tan traveling bag, containing girls clothing, on highway between Hereford and Canyon. Name, H. M. Smith, Hereford, Texas. Reward, Phone 411J. 43-1tp

For Sale or Trade

TO TRADE—One Essex touring car in fine shape, good rubber. Will trade for good Jersey cow, fresh now. A. C. BARNHART. 43-1tp

NOTICE OF SALE.

STATE OF TEXAS, COUNTY OF DEAF SMITH. In District Court of Deaf Smith County, Texas, in Cause No. 1035, styled L. L. Taylor vs. Euna Grant, et al.

Whereas, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 17th day of August, 1927, in favor of said L. L. Taylor and against the said Euna Grant, otherwise known as Una Grant, in person and against said defendant, and also A. L. Grant and V. C. Robb, defendants, for the foreclosure of a mortgage lien on the land hereinafter described, as same existed on December 31st, 1925, and said cause numbered 1035 on the docket of said court, I did on the 9th day of November, 1927, at 10:00 o'clock a. m., as commanded in said writ, levy upon the following described tract and parcel of land situated in the County of Deaf Smith, State of Texas, and all of the interest of said defendants above named in and to said tract of land, the same described as follows, to-wit:

The northwest quarter of Section 13, Township 4, Range 1 East, Deaf Smith County, Texas, containing 160 acres, as the same appears from a plat of a Capitol Syndicate subdivision of Capitol leagues 397 and 398 of record in Volume 19, page 23, et seq. of the Deed Records of Deaf Smith County, Texas.

and on the 5th day of December, 1927, same being the first Tuesday of said month, between the hours of ten o'clock A. M. and four o'clock P. M., on said day at the Court House door of said County, in the Town of Hereford, Texas, I will offer for sale and sell at public auction for cash all of the right, title and interest of the said Euna Grant, otherwise known as Una Grant, A. L. Grant and V. C. Robb, and all interest that said defendants had in and to the same, on December 31st, 1925, and at all times since that date, for the purpose of satisfying said judgment, interest, costs of court and costs of said sale.

Dated at Hereford, Texas, this 9th day of November, A. D. 1927. CLAUDE BENTON, Sheriff. 43-3t Deaf Smith County, Texas.

Catch 'em Young.

"Why have you been sitting on the ground so long?" asked a neighbor of five-year-old Sally.

"I've got 'a," was the reply, "because I've planted a whole envelope of canary seed and I'm waiting for the little canaries to come up."

Father—"The man who marries my daughter will get a prize."

Suitor—"May I see it, please?"

THE SUNDAY SCHOOL LESSON

SUNDAY, NOVEMBER 13, 1927.

GOLDEN TEXT: "I desire goodness, and not sacrifice; and the knowledge of God more than burnt offerings."—Hosea 6:3.

HOSEA PREACHES GOD'S LOVE.—Each prophet is called for his specific message. The truth is a manifold that it is not given to every man to possess the fullest comprehension of it. Moreover, the changing needs of human beings call for changing emphasis to meet those needs. We had in our last lesson the message of Amos who was pleading for justice. It was a presentation of the inflexibility of the divine justice. Complacent in their sense of the divine mercy the people of Israel forgot that God demands justice. The burning words of Amos smote to the heart that complacency.

But justice is not the only fact of the divine dispensation in the affairs of the world. We are not surprised then that God gave us the contemporary message of Amos burning indictments of Israel, that of the plea of Hosea for the reciprocity of Israel to the divine love. Read Hosea, chapters 6, 11, 14 emphasizing Chapters 11, 1-4, 8, 9; 14:4-8. Readings are appended as usual.

Hosea's domestic infelicity becomes the background of his message and the vehicle of the divine revelation. His marriage to Gomer, a lewd person, and the consequent hurt to his sensitively pure soul, might easily have made a misanthrope of him. That would have been human enough. But that was not Hosea's reaction to his domestic situation. There was a diviner way. Instead of hating and casting off the woman who had been a bitter disappointment to him, his loving heart pitied her, longed for her return to virtue, and offered repentance and mercy to her.

Out of the windows of a compassionate heart that endured bitterness and loved still the erring companion of his bosom, Hosea saw clear as sunlight the grounds of God's love and forbearance towards Israel. If Hosea could love his erring wife, without compromising with her sins, and could seek to love her out of her sins to a better life, certainly God could do no less to Israel, his loved but erring child.

Hosea then has a message of love to Israel. Divine love had not ceased toward Israel because of its sin, albeit, it had to be a pitying love to a wayward child. That love like the sunlight about us shines wherever human objects do not cast after them their dark shadows. If Israel's vision of that love was marred, it was because the love of God had ceased to shine; it was because their sins cast the ugly shadows across their pathway and shut out the rays of divine love.

There had been a time when Israel knew the love of God. When in the unbearable terrors of bondage in Egypt, God heard the groanings of an afflicted people and sent them a deliverer, then Israel understood that God loved. In its infancy God called the people of Israel out of Egypt. Israel was a tottering child and had to be taught to walk, so helpless were they. "I drew them with cords of a man, with bands of love." It had been love that had healed their afflictions.

Then comes the cry of love over the erring child: "How shall I give thee up, Ephraim? how shall I deliver thee, Israel? . . . my heart is turned within me, my repentings are kindled together." It is the story of parental love, it is "Love that will not let me go." Like the love that matches back the unreasoning child from the serpent's hidden form in the grass, so the Lord would catch in the clutches of love the child, Israel, from the subtle evils that lurked along her path of sin.

Love is protective. The greater the danger, the stronger the effort love will put forth to preserve its object from that danger. But love is restorative also. Hosea's confidence breathes through the closing verses in this lesson. God's love can heal. Says he, as the mouthpiece of God: "I will heal

Who Is Going to Get the Fox Mercantile Co. Chest of Silverware Awarded Saturday, Nov. 19?

The Sheriff barked "You die today—"

"Have you anything to say?"

The horse thief shrugged "Perhaps I'm rude."

"But I don't like your attitude!"

DR. J. W. HENDRIX

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

To Frigidaire Users:

Don't disconnect your Frigidaire for the winter as food spoilage goes on all winter. It's summer-time in the kitchen always.

Let Frigidaire serve you the year 'round.

F. H. Oberthier & Co.



Gifts!

"HEAR YE! HEAR YE!"

Young and old are cordially invited here to Gifts of Utility Headquarters, where are shown for easy choosing a wide variety of home needs, luxuries that last and the latest Christmas novelties and holiday wares of established reputation. Several items are very specially priced for this early showing.

FOR THE HOSTESS—Nothing enhances the delight of serving, particularly at breakfast time, more than a toaster or other at-the-table utensils. Adds much to the pleasure of serving.

FOR MISS OR MATRON—Just the thing for the impromptu snack—deliciously browned waffles, made in a moment. Equally good for the regular family breakfast, and a gift that will be remembered—always.

A CONSIDERATE GIFT—He who chooses to delight the wife's heart at Christmas time will look far before he finds a better opportunity to show his consideration than with one of these wonderful irons.

EVERY MEMBER OF THE FAMILY—Will derive benefit from a good thermos bottle. For proper temperature for any future serving, this gift is unexcelled. We always make a specialty of this item at Christmas time.

HUNDREDS OF OTHER THINGS! You'll find it easy here to fill Santa's pack wisely and well.

Streu Hardware Co.

Men—Your hunting supplies are all here and we are daily outfitting hunters for trips. Let us offer you suggestions.
Women—Buy your roaster here for that big Thanksgiving Turkey!

AUCTIONEER

W. S. WILLIAMS
Office, Newell and Ashbrook Building
Phone, Office 7, Residence 136.

SEE ME OR THE HEREFORD BRAND FOR YOUR SALE DATES.

I pay the advertising on all sales that total \$1,000 or over and charge no more.



RIGHT NOW

Is the time to sell your turkeys and right here is the place to sell them. Call us for the highest market quotations on your produce.

West Texas Feed & Seed Co.

E. B. HICKS, Manager
Phone 265 We Deliver



You Leave Here Satisfied

When you walk out of this store, after buying your grocery needs, you carry with you a feeling of satisfaction—a knowledge that you have received full value for the money you spent.

R. & F CASH-GROCERY
R. F. ROGERS J. B. FRANCE
Phone 293 We Deliver
We Give Purple Stamps.

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Henry Jay Lee



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(Continued from Last Week.)

"Oh, I'd thought of that!" she exclaimed. "But you could go on and wait somewhere for the Governor to catch up with you."
"I'd have to make sure he didn't catch up with me! He'll be mighty sore about this."
"Well, if you're afraid of him—"
"Pooh! I certainly am not afraid of him," he declared contemptuously.

only. "He and I were bound to part some time."

Through the cajoleries of a girl he had known only a few hours he was ready to break with his comrade by mischievously upsetting the domestic affairs of a host who doubtless had not forgotten how to kill men who incurred his displeasure. Sally had affected him like a strong cordial and as they

walked to the house he grew increasingly keen for the proposed adventure. Sally, like Isabel, had dared him to be brave, and he screwed up his courage to the sickening point.

"If you don't mind, I'll take Sally for a little run down the road," he suggested casually when the found the Governor and Mrs. Walker still gossiping on the veranda.
No objection was raised by Mrs. Walker beyond an injunction not to be gone long and a warning not to go without her jacket.
"No joy riding," the Governor said after them. "Sally's a valuable asset of this family and I'll called after them. Sally's a valuable you personally responsible. Comply, for her safe return."

CHAPTER III.

At the garage Sally produced a satchel which Archie tossed into the car and they were quickly humming through the lane and into the highway.

"Run by the school house when we come to it and then stop. Abijah will be there."

When the car stopped Sally leaped out and was immediately joined by a young man to whom she spoke rapidly out of Archie's hearing. Her explanations finished, she brought him to the car and presented him as Mr. Strong.

"Mr. Comly is going to the minister's with us and then give us a lift toward Boston. That's ever so much better than anything we'd thought of, 'Bijah!"

"Whatever you say, little girl, I'll shut off the lights on my machine and get my traps."

Archie, testing his searchlight, let its beam fall upon Abijah as though by accident and found Sally's lover a very well dressed, decent looking fellow. All his life he would be proud of his daring in saving Sally Walker from marriage with the odious widower and mating her with the youth of her choice. The bride and groom elect were established in the back seat and he experienced a sharp, jealous twinge, when turning to ask her a question about the road he caught them in a rapturous kiss. This was what it meant to be young and free, and youth and freedom were things he had never had never until now appraised at their true worth.

"How long do we stop at Brattlesboro?" he asked over his shoulder.

"Only long enough to get the knot tied," Abijah answered. "I was in town this afternoon and everything's set."
"I hope," said Sally, "you'll give the bride away, it would be just fine of you, Mr. Comly."

"I was hoping you'd ask me," he flung back. "I want to be as prominent in the wedding party as possible."

Sally's nuptials were blessed in a little parsonage, with the minister's wife and daughter and Archie as the sole witnesses. The minister had only lately come to town and therefore confined his inquiries to the strict requirements of ecclesiastical and Vermont law.

"Well, Sally," Archie remarked as he joined them, "for better or worse you are married. I certainly wish you all good luck."

"We'll be back in a week and everything will be smooth as butter," Sally declared lightly.

The wedding journey from Brattlesboro to Bennington was marred by tire trouble and freakishness on the part of the engine and as neither of his passengers knew the roads Archie's good nature was severely tested by the exigencies of the night drive.

Abijah helped with the tires, but only stared helplessly while Archie poked at the engine. Sally was far more resourceful and lent her assistance with her usual good cheer, a cheer which Archie felt he would miss when he bade them good-bye at Bennington. As a mark of special favor she moved to the front seat to keep him company and facilitate the study of sign posts.

"I've put you to an awful lot of trouble," Sally remarked with real contrition. "And you've left your friend the Governor far behind. I suppose they started out to look for us in pop's machine when we didn't show up and they may be close behind us now. The only thing I'm sorry about is missing hearing pop swear when he found I had skipped. It would be funny if they thought I'd run off with you, wouldn't it? I'd just love that."
"I don't think it's so funny, you didn't," Archie answered. "I think it was my mistake."
The groom had drawn up his knees and was attempting to sleep on the rear seat. It was quite improper to flirt with the newest of

the town. Sally gave tolerant ear to an outraged Archie's professions of admiration while Abijah bumped about in the tonneau and now and then rolled off the seat when the enraptured driver negotiated a sharp turn. But for Sally's disposition to make the most of her last hours with him the drive would have bored Archie exceedingly.

Sally and Abijah were eager to leave Bennington as soon as possible.

"Don't think we're not appreciating what you've done for us," said Abijah, "but Sally and I had better shake you and that machine right here. Sally's folks'll be sure to be after us and they'll just about argue we came this way."

Archie laid to his soul the flattering motion that Abijah was jealous. Justification of this suspicion was supported by the bridegroom's sudden anxiety to depart out of Vermont with the utmost expedition. Archie had every intention of ordering as gorgeous a breakfast as Bennington's best hotel could provide, but Abijah very promptly vetoed this suggestion, and they ate at a lunch counter, which Archie found a most disagreeable proceeding. Abijah left Sally and Archie eating scrambled eggs while he set forth to acquire information about trains. He returned while they were still at the counter to report that a train was almost immediately available. His haste annoyed Archie, who hated being hurried at his meals. At the station Abijah hung about the baggage room where he had no business whatever, as though trying to create the impression that he was traveling alone. When the train came along he climbed into the smoker with his own bag, leaving Archie to assist Sally into the chair car.

"Abijah's just a little afraid pop might have telephoned, you know, or he coming after us. He'll move in here when the train starts."
"I don't like to leave you like this," said Archie mournfully.
"Oh, it will be all right," Sally answered bravely. "Abijah's nervous; that's all. That was certainly some ride we had last night. I hope you'll go up to the hotel now and get a good sleep."
"Oh, I'll look out for that," Archie replied.
"I suppose we'll hardly meet again," he said with a dejection which he hoped would elicit a promise of further meetings.

"I'm afraid it will be a long time before I see you," she said with a lingering tenderness and wistfulness.

"I hope you're going to be very happy, Sally. And I shall think of you always as you were last night. I shall never forget our talk by the brook."
"Neither shall I," she murmured. Her lashes were wonderful; not till that moment had he done justice to her lashes.

Belated passengers were now brushing past them in the aisle. The conductor walking briskly along the platform shouted all aboard with heartless finality. It seemed like the voice of doom to Archie.
"Good-bye, Sally."
He put out his hand but with a quickness that took his breath she flung her arms around his neck and kissed him. The touch of her hand by the brook under the stars was as nothing to this. Two young girls seeking seats giggled at the frankness and heartiness of the salutation. In old times Archie would have perished of humiliation; but an overwhelming joy filled his soul. The giggles of bread-and-butter misses who knew nothing of life and love were beneath his notice. Sally's arms were still about his neck, her lips were parted expectantly.

"You must go, honey," she whispered, "I'll see you at the station."

If she hadn't given him a gentle push toward the door he might never have reached the vestibule. Another person who shared his haste to leave the train materially assisted him by gentle pressure to the platform. His brain whirled from the intoxication of Sally's kiss—indeed the two kisses, or specifically the kiss received and the kiss returned. But his exaltation was of brief duration for there beside him stood Isabella like an accusing angel, severe and implacable. It was she whose gentle impulsion had facilitated his exit from the parlor car and be-

lieving the kissing, a disagreeable circumstance that fell smotheringly upon his ecstatic mood.

Continued Next Week

Fair Enough.
Teacher—"What holds the moon in place day after day and year after year?"
Carpenter's Son—"The moon-beams."

And He Didn't.
Jimmy—"My, what a lot of dirt is on your face."
Peggy—"I know! Don't rub it in."

Nineteen twenty-seven will be known as the year in which American women's principal occupation was pulling stockings up and skirts down.

Joel Cleanings

The ducks are doing much damage to grain in the fields. Much shooting can be heard early and late in this community.

Those attending Sunday school and church enjoyed a good sermon by Rev. Jas. T. Ross.

Mr. and Mrs. John Renfro and Guy Smith spent Sunday afternoon at the W. T. Smith home.

Baxter Easter returned to his home at Dimmitt Wednesday after a week with his daughter, Mrs. London and family.

Mrs. C. V. Walker was in Hereford Saturday visiting Mrs. J. B. McCord.

Mr. and Mrs. Lester Galley entertained Rev. Ross and family at their home Sunday.

Glenn Smith visited in the home of his grand parents, Mr. and Mrs. W. T. Smith, Thursday night.

Walter Botts has been absent from school several days because of illness.

Mrs. F. T. Greer spent the week end with her son, Joe Greer and family.

Little Jack London and parents came out and enjoyed a birthday dinner with Walter London, Jr., Sunday. A birthday cake with decorations was the main feature at the dinner.

The school children are enjoying their new play ground equipment. Swings, slides and so forth. The community should be proud of this addition to their school.

Mr. and Mrs. Ed Botts spent Sunday afternoon west of Hereford.

Miss E. Dora Smith is suffering from an attack of tonsillitis.

Walter London returned home last Tuesday.

Mr. and Mrs. W. T. Smith attended the Lee Conklin sale last Thursday.

Rev. Mr. Morgan is expected to preach at Askew next Sunday.

Bennett Sawyer and family spent Sunday at the Will Sawyer home near Progressive.

Mmes. McAlle and McCord and children visited Mrs. Walker and Cecil Sunday.

Mmes. Lester Galley and Joe Greer and children were in town Monday afternoon.

Mrs. C. V. Walker enjoyed a visit Monday from Mr. and Mrs. Simms of Canyon.

SHERIFF'S SALE.

THE STATE OF TEXAS.

COUNTY OF DEAF SMITH.

Notice is hereby given that by virtue of a certain order of sale issued out of the Honorable 89th District Court of Wichita County, on the 31st day of October, A. D. 1927, by Eunice Jackson, Clerk of said Court, for the sum of Five Hundred Sixty Four and 82/100 Dollars and costs of suit, under a certain judgment in favor of Empire Mortgage Company, a corporation, in a certain cause in said court, No. 19635-C and styled Empire Mortgage Company vs. Ernest L. Betts et al and placed in my hands for service, I, Claude Benton, as sheriff of Deaf Smith County, Texas, did on the 3rd day of November, A. D. 1927, levy on certain Real Estate, situated in Deaf Smith County, Texas, described as follows, to-wit:

The south one-half (S 1-2) of section one hundred and fifty-two (152), Block M-7, except that part of said section lying south of the N line of the railroad right-of-way, Certificate No. 1253, B. S. & F. Survey, patented to James W. Field by patent number 570, volume 31, containing 317 acres of land, and levied upon as the property of Ernest L. Betts and Teleta A. Betts, and that on the first Tuesday in December, A. D. 1927, the same being the 6th day of said month, at the Court House door of Deaf Smith County, in the city of Hereford, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said order of sale, I will sell above described real estate at public vendue, for cash, to the highest bidder, as the property of said Ernest L. Betts and Teleta A. Betts.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Hereford Brand, a newspaper published in Deaf Smith County.

Witness my hand, this 3rd day of November, A. D. 1927.

CLAUDE BENTON,
Sheriff, Deaf Smith County, Texas.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Hereford Brand, a newspaper published in Deaf Smith County.

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Witness my hand, this 3rd day of November, A. D. 1927.

CLAUDE BENTON,
Sheriff, Deaf Smith County, Texas.

Your tongue tells when you need



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



Quality Does Count In

Lumber

You can buy cheap lumber, just as you can buy "off" brands of groceries or any other commodity. But in lumber, as perhaps in nothing else, "the long run" is what counts. That's why we say that Kemp Lumber Company lumber, backed by the Kemp reputation, is the proper lumber for you to specify, whether you are building a barn or a single door.

Kemp Lumber Co.

Good Service

FAMOUS CATTLEMAN DIES.

A man to whose foresight and business ability much of this region's prosperity is due, died last Thursday at his home in Beecher, Illinois. He is Thomas Clark, the man who introduced the Hereford breed of cattle into America in 1872. He first established them on his farm at Elyria, Ohio. Mr. Clark was 85 years old at the time of his death.

AUTO TOLL HIGH.

That a daily toll of seventy lives was taken by motor accidents last month was made known recently by the estimate published by the National Safety Council. It is estimated that more than 2,000 men, women and children were killed in October.
"This is where you get stuck," warned the M. D. as he injected the serum.

THE LOWEST PRICED SEDAN in DODGE BROTHERS HISTORY

America loves speed and here is her fastest Four.

America loves luxury and here is her finest Four.

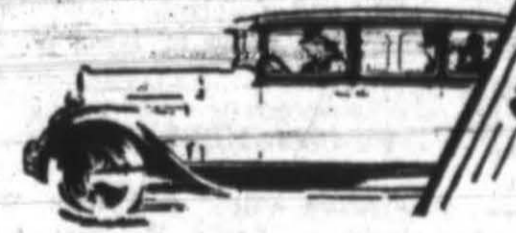
America, when she starts, likes to start like a rocket and here is a car that asks but 7 seconds, through gears, to register 25 miles per hour.

Above all, America admires smartness, when value is not sacrificed to achieve it, and here style and stamina bid equally for your faith and favor.

A sturdy car, commodious yet compact, built from bumper to bumper the good Dodge way.

4-DOOR SEDAN

Tune in on Dodge Brothers Dependable Hour of Music every Friday Night at 9 - Columbia Chain



\$875
F. O. B. Detroit—Full Factory Equipment

BEAVERS BROTHERS

Hereford, Texas

DODGE BROTHERS, INC.

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.

RIGHT HERE TO STAY!

Some of our friends have asked if our advertisements, "This Stock Must Go," mean that we are going to sell out and leave Hereford. Absolutely not!

We merely mean that we have a number of items in our store which we should be glad to sell at rock-bottom prices in order to make room for a complete new stock. Our dry goods department is being closed out and hence we are selling much of that merchandise at less than cost. Come in and see.

G. B. WARREN GROCERY

Whippet Enthusiasts!

Here's a New Car You Must See!

Just this week we received one of the new Whippet six-cylinder Cabriolets, the car you've been reading and talking about for weeks. This is absolutely the last word in Whippet perfection and we want to show you this wonderful automobile.

Come and Drive It—Today!

Whippet-Knight Motor Company

Announcing The Buick

Autumn Display

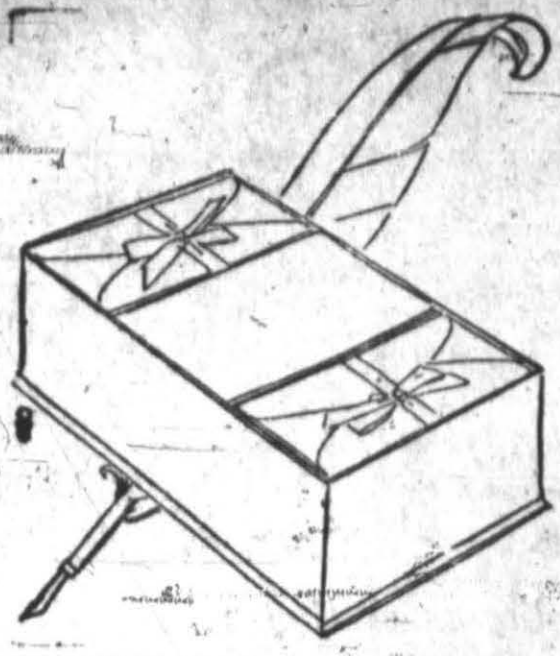
We cordially invite you to attend a special showing of motor car fashions for 1928—introducing lustrous colors of lasting Duco... rich-upholsteries of the finest quality... smart new appointments.

The Buick Autumn display opens Saturday and will continue all through the week. Don't miss this interesting exhibit.

NOVEMBER 12 to 19

Norton Motor Company Hereford, Texas

When better automobiles are built, Buick will build them



For Every Stationery Need

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THE CITY DRUG STORE

HEREFORD, TEXAS

Unexcelled Drug Service.

TELEPHONE 300



BEN-HUR

The World's Greatest Dramatic Spectacle!

Star Theatre, Hereford

Mon., Tues., Wed.

NOVEMBER 14, 15, 16

MATINEE EACH DAY—2:30 P. M.

EVENING SHOWS—6:45 AND 9:00 P. M.

ADMISSION, 25c, 50c.

Come to the Matinee at 2:30 and You Won't Have to Wait!

Ben Hur Film 'Biggest Drama and Simplest'

The biggest things are the simplest. Not complexity of emotion but its truth and depth mark real greatness. In the instance of Ben Hur the film coming next week to the Star Theatre, love and revenge are the supreme motives. Revenge—to overthrow the Roman who destroyed the House of Hur; Love, and inconsolable passion that makes its hero search the world over to find his lost mother and sister, and love, the lowering of his true mate, Esther; these are the keys to Ben Hur's heart, and these are the elements of appeal that make this story so engrossing.

This marvelous story has been picturized for the first time from the world-famous novel and stage play written by General Lew Wallace. It shows here next Monday, Tuesday and Wednesday. The great motives of the picture find their climax in the great Antioch chariot race when Ben Hur over-

throws his enemy, Messala, and in the wondrous ending where Esther finds the lost ones and brings them to the Saviour to be healed.

Mothers' Club Meeting at Ireland Home Tuesday

The Mothers' Club met Tuesday afternoon at the home of Mrs. E. S. Ireland with Mrs. D. E. Turrentine as assistant hostess.

After a short business session, Meses. Thompson, Cox, Gilliland and Jones gave a program on Peace. The entire club repeated the peace pledge, "Before I speak or act in retaliation I will try a peaceful solution of every difficulty."

Dainty refreshments were served.

This evening at 7:30 members of the club will entertain their husbands at the home of Mrs. W. E. Hicks.

VISITED HEREFORD.

The News editor and wife and her brother, Orgie Behrens and wife, motored over to Hereford last Sunday, the latter returning to their home after spending the week here and at Clarendon with relatives. We made the trip in

two hours and twenty-five minutes, the distance being eighty-two miles.

We went by Amarillo and took particular notice of the highway which is to be paved from Canyon to Amarillo, going down on the west side highway and returning via the east side highway. We find both roads about the same, having many crooks and elbows and changes, all of which would be eliminated if they would build the hard-surface road along the railroad.—Claude News.

Work Rushed to Finish Clark Blacksmith Shop

Work is being rushed to complete the remainder of the J. W. Clark blacksmith shop before inclement weather sets in, said Mr. Clark this morning. The shop is located at the corner of Second Street and Miles Avenue.

Construction began August 15 on the shop, which will be of concrete and will cost approximately \$5,000. Mr. Clark himself is supervising the work, all of which is being done at spare times. The west half of the building was completed first and is now used as a tool room while workmen are constructing the other half.

Local Happenings

Littrell Spratt, of Belen, New Mexico, and Harold Spratt, of Borger, Texas, spent the week-end here at the home of their parents, Mr. and Mrs. I. H. Spratt.

Make your plans now to see "The Absent-Minded Bridegroom," December 2.

Fresh Hot-Shots at RICE'S.

Don't fail to see Pat Rooney in "The Absent-Minded Bridegroom," December 2.

Don't fail to see Yonnie, Yennie and Yancy in "The Absent-Minded Bridegroom," December 2.

Don't fail to see Peter Peterson from Paterson in "The Absent-Minded Bridegroom," December 2.

Radiology is getting fine. New tubes and fresh batteries at RICE'S.

Mrs. D. C. Laird of Plainview arrived Tuesday night for a visit with her sister, Mrs. Seth B. Holman.

Any time is Kodak time. Buy your Eastman Kodak at CLARK'S DRUG STORE.

Jim Black and Albert Ross left Tuesday morning on a hunting trip to Mountainair, New Mexico.

E. S. Ireland, T. E. Siegler and J. L. Fugua left Tuesday afternoon for Mountainair, New Mexico, where they plan to spend a few days hunting.

Mr. and Mrs. A. K. Webster and son, Bill, of near Vega, were in Hereford on business yesterday.

Call 28 for RICE'S INSTANT TIRE SERVICE.

Harry Seed returned last Thursday from a three weeks visit with relatives at his old home in Lawrenceville, Illinois.

Brusswicks are as good as the best and better than the rest. RICE sells them.

Judge John P. Slaton and Mrs. Slaton left Friday for Mineral Wells and Tyler, Texas, respectively, to be away about a month. Mrs. Slaton will visit her mother at Tyler, while Judge Slaton will take the bath at the famous Texas health resort.

The best stock of tires in Hereford at RICE'S.

Mr. and Mrs. Franse Dyche of Amarillo visited friends and relatives here Saturday and Sunday.

Hillie Bennett attended the dance at Dimmitt Saturday night.

Take that injured tire to RICE'S. It may well be worth repairing.

Mr. and Mrs. Bank Ramey spent Sunday with friends in Plainview.

G. B. Warren was in Friona on business Monday.

Radiant beauty can be yours through the use of the exquisite Elizabeth Arden toilettries, on sale at CLARK'S DRUG STORE.

Hal Bruner made a business trip to Farwell and Bovina Friday morning.

Miss Mary Valentine who is teaching at Keiso this winter, spent the week-end here with her parents, Mr. and Mrs. Wink Valentine.

Misses Theresa Hamilton, Red Ballard and Maurine Murrain, students at W. T. S. T. C., visited here with Miss Polly Steele over the week-end.

Homer Wilkinson of Amarillo was here on a business trip last Friday and Saturday.

Mrs. J. M. Anderson, sister of Mrs. M. L. Steele, visited in Hereford last Friday.

Roger Corbett drove to Memphis, Texas, and return Sunday.

Gifts unsurpassed are these beautiful handbags and purses of Cordovan leather. Reasonably priced, too. CLARK'S DRUG STORE.

Stationery? Come in and see our new shipment of Crane's Lined Weave, the writing paper of distinction. CLARK'S DRUG STORE.

A. B. Archer, of Kansas City, attended the Black cattle sale here last Friday.

Turkeys, turkeys, turkeys! What are you going to do with them? See or phone the SQUARE DEAL PRODUCE CO., Phone 33.

Jas. Bratton, cattleman, of Eureka, Kansas, was here the latter part of last week inspecting some cattle herds.

E. E. Townsend and Ray Hanna of St. Joe, Mo. were here Friday and Saturday attending the Black cattle sale.

Miss Polly Steele was a week-end visitor at her home here.

Miss Martha Duncan spent the week-end here.

Miss Blanche McDonald spent Saturday and Sunday here with her parents.

A. O. Thompson and T. D. Moss went to Clovis on business Saturday.

Mrs. H. Fullwood and her sister, Miss Odessa Goad, were in Dimmitt Saturday evening.

Mrs. Paul Garrison and children and Mrs. Gus Campbell and baby of Clovis spent Saturday and Sunday here with their parents, Mr. and Mrs. T. A. Campbell.

J. A. Pitman was in Summerfield on business Monday afternoon.

Mrs. C. A. Shelton and Miss Eva Shelton were shopping in Amarillo Saturday.

FOR SALE—One 12-hole Emerson wheat drill. J. C. CUMMINGS. \$14

Mr. and Mrs. R. E. Hevel of Alhambra, California, arrived Friday and are visiting in the A. H. Elliston home.

Mr. and Mrs. J. M. Everette of Lissie, Texas, were in this city last week. Mr. Everette is engaged in the cattle business.

STAR THEATRE

HEREFORD, TEXAS

Friday Night Only
NOVEMBER 11
"The Show Off"
with
FORD STERLING

Saturday Afternoon and
Night
NOVEMBER 12
TIM MCCOY
in
"The Adventurer"

Monday, Tuesday and
Wednesday
NOVEMBER 14-15-16

Ben Hur

Matinee Daily at 2:30 p. m.
Evening Shows 6:45-9:00 p. m.
Come to the Matinee and You won't be Crowded Out!

Thursday-Friday
NOVEMBER 17-18
Tunney and Dempsey
Fight Film.

Saturday Matinee and
Night
NOVEMBER 19
KEN MAYNARD
in
"The Red Raiders"

U. J. Teaver, of Pampa, was in this city last week.

Remember we are still in the market for all of your cream and eggs and poultry at the best prices. See us first. SQUARE DEAL PRODUCE CO., Phone 33.

Irving Arnold was here from Cuito, Ohio, on business the latter part of last week.

Rev. H. M. Bandy and son-in-law J. W. Ricketts, both of Wellington, Texas, were in Hereford last Thursday visiting in the home of Mr. Ricketts' brother, Leonard Ricketts. Rev. Bandy was formerly pastor of the First Christian church here about twenty years ago. Mr. Ricketts formerly was a citizen of Hereford. Both have been touring the South Plains for the past ten days and left for their home Saturday.

TO THE BUSINESS MEN OF HEREFORD.

We, the members of the High School Band and Pep Squad wish to take this means of thanking the people of Hereford, who so willingly gave of their time and money to provide us with transportation to the recent football game at Panhandle.

HIGH SCHOOL BAND,
HIGH SCHOOL PEP SQUAD.

Pedestrians these days are going by leaps and bounds.

RESOLUTIONS.

Whereas, God in His infinite wisdom and providence, has seen fit to call home Mrs. J. O. Jenkins, a member of long standing of the Women's Missionary Society of the Presbyterian church.

Therefore, we, the members of the Society, bow in humble submission to His will. Be it resolved that we in this way express our appreciation of her loyalty and faithfulness at all times in connection with the work of our society and her sterling qualities as a christian, mother and worker. Be it resolved that we extend to the family our heartfelt sympathy in this sad hour of bereavement and commend them to the care and love of the Father who doeth all things well, and we feel that our loss is her gain and that she will be watching and waiting for all her loved ones, as they follow one by one. Be it further resolved that copies of these resolutions be sent to the family, to the Board office for publication, and placed on the minutes of the Missionary Society.

MRS. H. H. BOARDMAN,
MRS. HENRY HASTINGS,
MRS. CHARLES DONALD.

FLOWERS

Out Flowers or Pet Plants.
See or Phone
MRS. J. H. PITMAN
Phone 157.

A good man is like a tennis ball—the harder you hit him the higher he bounces!

U.S. Prifty



And What Is Our Sacrifice?

—Small indeed as compared to that of those who gave up laughter and love and life itself on Flander's Field!
—May we never reach the point when there will be anything less than grateful memories

ON
ARMISTICE DAY
Western National Bank
"There Is No Substitute for Safety"

Floor Covering

SPECIAL

Our stock of Linoleum, Congoleum and Rugs is the most complete we have shown in many years. You should have your floors covered while the weather is fine. We can do a much better job. For two weeks we will give you some special prices on all of these goods.

\$2.00 per yard quality inlaid Linoleum \$1.50
\$1.25 per yard best finish Linoleum .95
\$1.00 per yard best Congoleum .75
Some extra fine Congoleum art squares \$9.75

These prices will be in force during the next two weeks.

Yours for Good Service.

E. B. BLACK CO.

"We Are Satisfied With Small Profits."

A PERFECT END TO ANY DAY

FADA

Nothing But a FADA Gets FADA Results

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