

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 42.

Hereford, Deaf Smith County, Texas, Thursday, November 3, 1927.

Seth B. Holman, Publisher.

DEAF SMITH GROUP JOINS STATE-WIDE ANTI-THEFT MOVEMENT

TEAM IN PINK OF CONDITION ON EVE OF ANNUAL CLASSIC TO DETERMINE CHAMPIONS

Sale of Tickets Indicates Hereford's Largest Turnout On Local Gridiron As Clash Looms. Giant Celebration Planned Here for Tonight and Town Will Close Tomorrow for the Game. Canyon All Ready.

With the eyes of all Hereford sport followers upon him, Coach J. Forrest Riggs, youthful mentor of the high school football team, views the impending championship clash between his team and the Canyon Eagles with a cheerful smile and the philosophical counsel, "We'll win tomorrow, if we don't lose."

Car and Wagon Without Lights; Crash Results

Lack of sufficient illumination nearly caused a serious accident here Saturday night when the horse and wagon being driven by Mr. and Mrs. J. D. Curtstinger were struck by a Ford coupe at the corner of Third Street and Miles Avenue. The accident occurred at 7:30 p. m.

Mrs. M. J. Stevenson and her daughter, Miss Albessa, of Canyon, were driving east on Third Street. One of the lights on their car had burned out and they were going to turn down Miles Avenue and go around the block to Main Street. As the Curtstinger wagon carried no light, Mrs. Stevenson failed to see it and struck one of the wagon shafts.

No other damage was sustained. Mrs. Stevenson and her daughter are well known in Hereford as they resided here until a few years ago.

MRS. HOLMAN IMPROVING.

The condition of Mrs. Seth B. Holman, who underwent a major operation at the Deaf Smith county hospital here Wednesday, October 12, is reported as much improved. Mrs. Holman was removed to her home from the hospital last week.

Mr. and Mrs. George LeGrand spent Sunday at Friona.

TO JUDGE FARMER.

According to a letter received by E. O. Dunkle today from Paul Hucy, field editor of the Progressive Farmer magazine, officials of that publication will be in this county Friday, November 11, to judge the Master Farmer of Deaf Smith county.

F. Ward of South Hereford has been awarded the title of Master Farmer this year.

GROCERY TO OPEN

J. T. Hartley and J. N. Messenger To Go Into Business As H. & M. Grocery in Location Formerly Occupied by Carlyle Grocery.

Hereford's tenth grocery store will be opened Saturday, November 5th, when J. T. Hartley and J. N. Messenger will begin business as the H. & M. Grocery in the location formerly occupied by L. W. Carlyle on the west side of Main Street, two doors south of Third.

Both of these men are widely acquainted in this region. Mr. Hartley was formerly in the grocery business at Plainview and has been here about a year. Mr. Messenger is a real Hereford old-timer. They will stock a complete line of staple and fancy groceries and do business on a cash basis.

Carlyle Ready For Saturday's Big Opening

After a final week of hard work all of the grocery stock of the L. W. Carlyle store has been moved to its new location in the Kerby and Doughty Building at the corner of Third and Main streets, and the management announces that they will be ready for their big formal opening Saturday.

The new store will do a wholesale and retail business on a strictly cash basis. It will be known as the Hereford Wholesale Grocery. According to Mr. Carlyle, everything is in readiness for the opening which will go down in Hereford annals as one of the best affairs of its kind ever staged here.

"We want to extend to everyone in this city and surrounding communities an urgent invitation to be present Saturday," he said. "We have purposely withheld the opening date until a Saturday in order that our friends from the country could find it convenient to attend. Souvenirs will be given and a delicious luncheon will be served."

Farm Sale Dates

Lee Conklin is going to leave the farm and move to Hereford and tomorrow will hold a dispersion sale at his place two and one-half miles north of Hereford on 25-Mile Avenue. The sale begins promptly at 10:30 a. m. and will be conducted by Ray Barber. One of the chief items is the 150 head of pure bred Buff Leghorn pullets and roosters.

An auction sale which should attract those from outlying communities as well as from town is the sale of second-hand furniture to be held at the Anthony Furniture Store Saturday afternoon. Col. Barber will officiate.

Thirty-two head of high grade Jersey milk cows, most of them milking now, is one of the main items in the J. David Thompson dispersion auction scheduled for next Monday, November 7, at what is known as the Brunley hog farm one-half mile northeast of the Santa Fe stock pens at Hereford. W. S. Williams will conduct the sale.

Tuesday, November 8, is the date for the big farm sale of O. L. Rutherford on the Dr. Heard farm two miles north of Hereford on 25-Mile Avenue. Dairymen who wish to improve their herds will do well to attend this sale as there will be offered a number of high-class Jersey milk cows. The sale is to be held by Ray Barber and clerked by Miles Roberson.

F. H. Hodge will hold a big farm auction sale at his place one-half mile north and one-half mile east of Friona on Thursday, November 10. Mr. Hodge is offering one of the best bunches of milk cows, consisting of Jerseys and Durhams, which has been seen in this region for some time, besides a good list of other livestock and machinery. Col. Ray Barber is in charge of this sale.

Mrs. Forrest Copeland, Mrs. Archie Copeland and Miss Virgie Copeland, all of Amberst, were Sunday visitors at the home of Mrs. W. M. Magert.

CATTLE DEAL JUST CLOSED BIGGEST YET

California Man Purchases Over Three Hundred Pure Bred Hereford Cattle for Big Ranches.

The largest sale of strictly high class registered Herefords ever made at one time and moved from one point was consummated here last week when C. B. Harris, of Los Angeles, after two weeks of selection in this immediate territory, bought and shipped from Hereford on October 28, 325 head of Hereford for the Piedra Blanca Ranch of San Luis Obispo county California.

Mr. Harris has for more than fifteen years shipped from 400 to 600 Hereford bulls to California and for export, and in addition has sold foundation Hereford herds to Messrs. Johnson, Wyle and Orcutt, the oil magnates; DeMille of the Cecil B. DeMille Picture Corporation; Smith of the Vitagraph, and others.

The Piedra Blanca ranch in California has eighty miles of ocean frontage, cattle costing three million dollars, and thousands of acres. The owner of this ranch owns the Piedra Blanca in Old Mexico, with 50,000 cattle, and the Cerro de Pasco in Peru, South America, with an equal number. Until 1921 these ranches used Durham bulls. Mr. Harris was commissioned to buy an initial order of 100 Herefords and a draft of bulls which was furnished by our fellow townsman, C. C. Ferguson. At intervals other purchases were made for the ranch from breeders of other states.

After careful comparison of all the cattle bought, it was decided the original purchase from this locality—which Mr. Harris says is truly the Herefordshire of all America—had given the best results.

The cattle bought came from the following nationally known herds: from that of E. H. Norton, 185 head, including three herd bulls; from Mrs. L. R. Bradley and Son, 67 head, including three herd bulls; M. B. McLean, 58 head, and Carl Copeland, 20 head. Sires of practically all of these cattle are line-bred Anxiety Herefords.

All of these cattle were selected for Mr. Harris, subject to his approval by Mr. Ferguson, whom Mr. Harris considered such a good judge of Herefords that all the cattle offered were taken and as Harris boarded the train Friday he gave Mr. Ferguson an "open order" to purchase a carload of bulls for another customer to be shipped in a few days.

Homer T. Wilson Buys Part of Carl's Produce

A business deal of interest to farmers and others in this region was completed this week when Homer T. Wilson bought out the produce business at what is known as "Carl's Produce." C. Carl, who has been in business there but from now on will handle only the cream. Mr. Wilson has been in the produce business here for several years and until two weeks ago was part owner of the West Texas Feed and Seed Company. He has opened for business in the new location today.

R. H. NORTON HURT.

R. H. Norton, of Artesia, New Mexico, had his right leg broken about three weeks ago when he got his foot caught in a mowing machine and the team ran away with him. Mr. Norton is the father of E. H. and Claude Norton of Hereford. He was brought to the hospital here yesterday, the fracture set in a cast and today he is out walking about.

A. H. Elliston is confined to his home with a serious attack of heart trouble. His condition is regarded as so critical that his daughter and son-in-law, Mr. and Mrs. R. E. Hovel, of Alhambra, California, have been sent for.

CLOYD AT MEETING

Baptist Pastor Delivered Principal Address at Conference of Church Workers Held in Canadian First of This Week.

Hereford Baptists were represented at the Workers' Conference of the Baptist churches, held at Canadian Tuesday, by the Rev. V. M. Cloyd, pastor of the Baptist church here. Rev. Cloyd delivered the principal address of the all day program on the subject, "A Special Message on Baptist Work."

Special emphasis at this conference was placed on the fall round-up of all Baptist churches in the region. Rev. Cloyd returned Tuesday night after the conference, reporting a large attendance and a good meeting.

Henard East In Competition for Free Trip

If hard work and ambition have any possible effect on success, one of the members of the Deaf Smith county boys' club is going to be rewarded soon. Henard East, the holder of several prizes in his club work, is now in competition for the free trip offered by the Santa Fe railroad to the International Livestock Show at Chicago.

This trip is offered each year to twenty club members of Texas counties traversed by the Santa Fe. The show is held the latter part of November and the first of December.

East has entered in the competition his Hereford calf which he exhibited at the Deaf Smith county fair. At that time it took first in the club classes as well as grand championship of all the bulls in any classes.

Last year the trip to Chicago was awarded to Ralph Wolfe. As there are always more counties competing than there are trips offered it will be unusual for a Deaf Smith county boy to win a trip this year. Despite that prospect, however, East believes that his bull will win again this time.

Already this year young East has won a free trip to Dallas and the trip to the farmers short course at A. & M. College. All of these awards this year are the result of constant effort on his part, because his first two years of club work were not rewarded by any prizes. Henard is fourteen years old.

Presence of Odd Bug Alarms Spearman Man

Farmers near Spearman report trouble with a strange species of bug in their wheat fields. One man, becoming alarmed, brought a number of the insects to the county agent who sent them to A. & M. College for investigation. R. E. Reppert, college entomologist, reported that the bug was of the species *eleudula extitosa*, better known as the "destructive leaf-hopper."

Carson County Rancher Closes Huge Cattle Deal

Henry Schafer, Carson county rancher, closed a deal last week which is thought to be the largest in this part of the country this year, when he sold to an Abilene, Kansas, man 2,065 yearling steers. Except for about 200 head which brought \$41 each, the rest of the herd averaged well over \$50 per head.

POULTRY RAISERS ORGANIZE ASSOCIATION FOR PURPOSE OF PROTECTION FROM THEFT

Group Will be Affiliated With Five County Organization at Amarillo, but May Later Form a Separate Unit for Deaf Smith County. Ten Members Now Enrolled and Others Joining Each Day.

Men's Chorus Making Good, Says Director

With an enrollment of nearly thirty and an average attendance of more than twenty-five, the Hereford men's choral club is taking rapid strides toward their goal of becoming the Panhandle's foremost organization of the kind, according to Director I. H. Spratt yesterday.

Every man in the group is intensely interested in the work, Mr. Spratt says, and all are serious in their efforts. Regular parts have been assigned and the chorus is well balanced in volume.

The club now has two engagements to fill and is open for any others which may be available. There is room for a number of voices for all parts and anyone who can even carry a tune is urged by Mr. Spratt to come out at least to one rehearsal. Rehearsals are held at 7:30 each Tuesday evening at the Methodist church.

Auction Price of Hogs Sets Record for Year

What is said to be the highest price paid for hogs in this section of the Panhandle was brought Tuesday at the Claude Higgins-Pete Engle sale held at their place near here. More than 100 head were offered which brought the highest price of any hogs sold here this season.

According to the owners, the reason for this exceptional price was probably that grain is selling for about 80c per hundred and farmers figure that they can invest their grain to better advantage in feeding hogs.

MITCHELL DOING WELL.

Dee Mitchell, of the mechanical force of The Brand, is rapidly recovering from an operation for appendicitis, Sunday, October 23. He was taken home yesterday and expects to be back at work soon. While he was in the hospital his sister, Mrs. Paul Clewell and his brother, J. C. Mitchell, both of Clovis, were here.

DAIRY INDUSTRY STIMULATED BY CIRCLE ORGANIZATION OF HIGH CLASS JERSEY BULLS

Dairying as an industry in this section of the Plains was given an added stimulus this week by the organization of the third purebred Jersey bull circle. Members of the circle are Ira Ricketts, Geo. Lewis and Jim Chapman.

These men purchased bulls from the Flowerdale farm at Dallas. This is the same farm from which the bulls for previous circles here were taken. They are from the herd whose females led the state in butter-fat production this year, and are grandsons of Gumbo Fox and the noted Rochette Noble. This latter bull was grand champion at the national dairy show held at Memphis this year.

All three of the bulls are out of Registry of Merit dams that have produced more than 500 pounds of butter-fat in a period of 305 days. According to County Agent R. O. Dunkle, this class of bulls certainly should increase the butter-fat production of all females sired by these excellent bulls.

With about ten members present, poultry breeders of this region met last Saturday for the purpose of organizing a poultry and anti-theft association in Deaf Smith county. At present the organization will remain a subsidiary of the five-county association of Amarillo, but in the event that enough signify their intention to take out memberships, this county will have an organization of its own.

According to the plans as adopted Saturday, about four members will buy in partnership a big punch for use in marking and each farm will have its own die for identification. This facts to the same purpose as the branding of cattle.

Membership fees are \$1.00 per year. The marking die costs \$5 and the punch, if bought in conjunction with other members, costs about 45c.

Through the association, rewards are offered for the capture and conviction of any poultry thief. There is a standing reward of \$100 posted and other rewards will be offered as necessary.

Besides the regular markers, each member will be supplied with placards stating that his farm is protected by the association and that trespassers will be prosecuted to the fullest extent of the law.

Officials of the group believe that with the Thanksgiving season so near at hand, now is a good time to become affiliated with this association, in order to cut down as much as possible the turkey thieving which always occurs. All those interested in joining should see R. O. Dunkle who will be in his office at the court house for that purpose this Saturday.

Football Squad Honored With Banquet Friday

Members of the 1927 football squad of the Hereford high school will be honored by a banquet at 7:30 p. m. tomorrow night at the Stockman's Cafe. The banquet will be given by the Girls' Pep Club.

Besides the short program of snappy speeches, the following toasts will be given: "Coach Riggs," by Theopal Hefner; "The Team," by LaJuana Hanna; "The Captain," by Florence Shore, and "Miss Westbrook," by Edgar Ireland.

UNIT REGIONAL DEVELOPING GREATEST PROGRESS FACTOR SAYS SPEAKER AT LUNCHEON

"Co-operation between cities and the development of West Texas as a unit has done and is doing more for the progress of this region than any single factor," said Judge I. H. Kelso, president of the Texas Utilities Company, Monday noon at the Chamber of Commerce luncheon.

"When our company first came to this part of Texas," Judge Kelso said, "the region was sparsely settled and towns bore a decidedly inimical relationship to each other. Now, however, there has grown up a West Texas spirit which has boosted this section of the Plains to a position unequalled by any part of Texas."

Development of a town, county or state must come through and in connection with the Chamber of Commerce, the speaker pointed out, and he cited several instances to show the part such organizations have played in community development today.

Y. G. Hill, secretary and manager of the Panhandle Automobile Club, made a short talk in which he discussed briefly the need of a motor club here. From a single small club, he said, the idea of motorist co-operation has spread until it is now country-wide, and clubs affiliated with the American Automobile Association are operating at any place in the United States.

Mr. and Mrs. M. Putty of Sweet Springs, Arkansas, were introduced by their host, E. W. Harrison. Mrs. Putty owns extensive property interests in Hereford and this county.

According to President A. O. Thompson, tomorrow will be a gala day for Hereford. Business houses will close and the entire town is going to turn out to help the high school football team beat Canyon. He also called the club's attention to the E. B. Black annual sale of Anxiety 4th Herefords which is being held at this

Hon. Lee Satterwhite, former speaker of the state house of representatives and at present representative from this district in the state legislature, was here visiting friends yesterday.

The Hereford Brand

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 BY SETH B. HOLMAN, Publisher
 Also Publisher of THE PRIONA STAR, PRIONA, TEXAS.
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Texas & Texans

By WILL H. MAYES

Texas in Public Eye

Texas Utility News eloquently says: "The spotlight is playing upon the Lone Star State. Business wisecracks throughout the United States have their ears attuned to catch every faint rumble from Texas. A fast, unhalting, unprecedented social and economic development is expected of the great Empire of the Southwest. Well may we ask, 'Why?'"

"It is because the Texas climate is the best year-round working climate in the United States—a climate promoting the maximum of health, comfort and prosperity. Here automobiles gad about without interruption. Here dairy herds graze twelve months in the year, instead of being confined in tubercular breeding barns for weeks at a time."

"Is Texas to take the front because of its long beach line, with its ports and its playgrounds? Shipping oil and cotton, rice, wheat and lumber, Texas ports clasp hands with South America, Europe and the myriad corners of the world."

"Is Texas capturing the imagination of the country by reason of its subterranean seas of oil, the marvelous productivity of its soils, the multitude of its natural resources, the dauntlessness of its people?"

What Do You Know About It?

After this Socratic questioning, the Utility News then asks if Texas people themselves really know about this great state: "Do you know the figures and facts, do you carry with you the picture of this, the largest state in the Union, and the one just now fraught with the most enticing possibilities?" And it urges that "Texans of every age should revive their interest in Texas geography, in history, in the study of economics and sociology. They should bring their stores of information up to date. Read the business pages of Texas newspapers. Learn to think in terms of lignite and electric power of manu-

facturing and agriculture, of oceanic trade and railway communication. Make of yourself—in your own small or large way—a community builder. It is in this way that we may become an integral part of Texas life." To this I will add that you have only to know Texas to love Texas. Learn what is going on throughout your state and take some part in this great movement.

Newspapers: The Greatest Aid.

In this state development the newspapers are in position to do the greatest good both for the state and their own communities, and every paper large or small is able to make a helpful steady contribution. They can let the world at least part of it, know what is going on over Texas. They can point out to their readers what other communities are doing and thus encourage enterprise at home. They can stimulate a Texas spirit and in so doing can but arouse a local spirit. They can and should be as broad as Texas itself in boosting Texas. They can show Texas as it is to Texans and thru them to the outside. They can lead and in leading go forward themselves; or they can stand still and obstruct progress. The newspaper that takes and holds a position of leadership, even in a small community, need have no fear of failure.

Boost, Don't Knock.

You can't do yourself any good by throwing bricks at some other fellow. On the other hand, those who are helped usually like to give back a helping hand. This is true of individuals and communities. Just recently I saw in an Austin paper a reference to a neighboring town as a "sleepy little village." That town is not "sleepy," but one of the most progressive towns in Texas—equally as wide awake as Austin, at least. It furnishes Austin considerable business, and the Austin chamber of commerce courts its business assiduously, but thoughtless and inconsiderate little digs like that will soon destroy all the friendliness that has been built up in years. Texans, newspapers, commercial organizations, civic clubs, all the up-building agencies, all individuals, should work together for the common good.

Straightening the Highways.

In the old days when roads such as they were did not cost anything but a few days of neighborhood road working and when the time used in getting over them was not very valuable, they wound around hills, sought the easiest creek crossings, avoided rocky places and generally followed the line of least resistance. Many of our so-called good roads have followed these old winding paths. Now that roads cost thousands of dollars a mile these old roads are proving too expensive to build and keep up. Surveys show that the road from Austin to

San Antonio, a distance of 79 miles can be shortened nine miles and many dangerous curves and railroad crossings can be avoided. The cost of building the straightened line will doubtless be less and the upkeep will be much lessened. Where ever roads are built in the future they should be as short and straight as possible, should avoid all dangerous points and be wide enough for safe, comfortable traffic.

Cow-Testing Associations.

Hale and Swisher counties are the second counties in Texas to form a cow-testing association. Wise county pioneered this work. Members of the association keep records of the weight of the milk of each dairy cow and of the feed she consumes. In this way the best ways of handling cows can be determined and the net profit or loss on each can be ascertained. It can easily be seen that this will result in more profitable dairying and in better dairy cattle as the unprofitable cows are removed from the herd and are not bred. The action of Wise, Hale and Swisher counties should be followed where ever dairying is done. Northern states have had such organizations for a number of years.

Using Texas Lignite.

The San Antonio Public Service Co. is going to spend \$1,500,000 on a power plant to use lignite as fuel, which causes the San Antonio Express to remark: "The state's lignite offers more power possibilities than the water in all its streams, and the supply is without limit." Account should also be taken of the amount of labor such development will employ.

Turkey Is Profitable Bird.

Three prize-winning turkeys, a Tom and two hens, were sold by a Denton county grower during the Dallas Fair for \$3,000, another case of where it pays to do the

best you can whatever you may be doing. Which reminds me that the war department has asked Cuero turkey growers to submit bids on 21,742 pounds of dressed Cuero turkeys, the place having established a reputation for turkey growing.

Graphite Shipments Begin.

Another Texas industry that is helping Texas along is the graphite business in Burnet county. A company there with capacity for turning out four cars of graphite a week has begun shipments to Eastern points.

Here and There.

Rev. Cottrell of Hereford will preach at Frio next Sunday morning after Sunday school, and again at night.

No one has complained of a scarcity of water during the past week.

Mrs. Allman spent Monday with Mrs. J. W. Barry.

Miss Ruby Luck spent the week end with her sister, Mrs. Roy Boyd.

Fred Gibson is threshing in the Rance neighborhood.

Mr. and Mrs. Beauford entertained with a Halloween party Saturday night.

Messrs. and Mmes. C. M. Bell and Roy Kincaid were Amarillo visitors Thursday.

The farm home of Mrs. Kemp was destroyed by fire Friday night about 9 o'clock. The young people who were attending a Halloween party at the home of Mr. and Mrs. J. B. Hallin, happened to see the fire about the time it started and rushed over to give what aid they could, but few things could be saved. This is the second time Mrs. Kemp's home has been destroyed by fire in the last few years. We failed to hear how the fire started.

C. M. Bell is enjoying a visit

from his father, of Captain, New Mexico. A brother from Amarillo also spent Sunday in the Bell home.

Messrs and Mmes. Henry Allman and Roy Kincaid and Mrs. R. L. Knox were supper guests in the C. E. Tice home Wednesday. George and Mother Mosley spent Sunday afternoon at the E. E. Rogers home.

Mr. and Mrs. George Chamness entertained the young people with a Halloween party Friday night and needless to say they were royally entertained and at a late hour departed with regrets that it would be a whole year before the spooks walked again.

Mmes. Walter Eater, Henry Allman and C. E. Tice were in Amarillo Friday.

Mr. and Mrs. T. L. Sparkman took Sunday dinner with A. T. Jones.

Several from Frio attended the singing at Jumbo Sunday.

Miss Roxie Campbell who has been away the past six weeks, returned home Sunday.

Mrs. W. B. Green became alarmed at the continued knocking of old Jack Frost and called in her friends to help with a quilting.

Some fifteen ladies responded and soon had three quilts finished. Mrs. Percy Estes and Mrs. Easter of Dimmitt were among those present.

Mr. and Mrs. Henry Allman are

riding in a new enclosed car and Sunday they made numerous calls. J. J. Lindsay combined maize for Ofes Vick Wednesday.

The play and pie supper at Frio Thursday night was well attended. "Which Witch" was too much for Lynn Axe to decide, so he gave it up. Over \$40 was received from the sale of pies and will be used to buy play ground equipment for the school.

All neighboring communities are invited to Frio next Sunday at 2:30 and join in our singing. The Frio class will use the "Sparkling Gem" books the coming year. The class takes this way of extending an invitation to all who enjoy singing to come and sing with them. Olla Vick spent the week-end visiting friends at Wellington.

Sealant for teeth, and mark has been passed in cotton clothing at Santa Anna already this season.

The Whittington Clinic

H. D. Whittington, M. D.
 Diagnosis, Surgery, Consultation
 J. R. Legmon, M. D.
 Infant Feeding and Diseases of Children
 J. W. Hendrick, M. D.
 Internal Medicine, Diseases of Women, Obstetrics
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CLEANSE your skin with Elizabeth Arden's *Vaseline Creaming Cream*. Tone it by setting with *Arden's Skin Tonic*. Nourish it by applying *Orange Skin Food*. These three steps supply every important need of the skin to keep it lovely.

Elizabeth Arden's *Vaseline Toilet Preparations* are on sale at

Clark's Drug Store

HEREFORD, TEXAS
 ELIZABETH ARDEN
 25 BOND STREET, LONDON
 2 RUE DE LA PAIX, PARIS

Farm Sale

As I have decided to leave the farm, I will sell at public auction, without reserve, the following described dairy cattle, horses, farm machinery, hogs and chickens, household goods, etc., located on the Dr. Heard farm, two miles north of Hereford on 25 Mile Avenue, on

Tue. Nov. 8

Beginning Promptly at 10:30.
 Lunch Will Be Served By the Methodist Ladies

HORSES	CHICKENS.
1—Team gray horses, weight about 2100 pounds.	4—Dozen pure-bred White Leg-horn hens and pullets.
1—Bay mare, 6 years old, weight 1300 pounds.	
FARM MACHINERY	HOGS.
1—Seven-foot tandem disc, practically new.	16—Head Duroc and Poland China shoats and pigs, weight 65 to 150 pounds.
1—Three section drag harrow.	6—Duroc gilts, open.
1—Single row J. D. Lister.	HOUSEHOLD GOODS.
DAIRY COWS	1—Tapestry upholstered chair.
1—Three-year-old Jersey cow giving milk.	1—Library table.
1—Two-year-old Jersey heifer, fresh.	2—10 ft. extension dining tables.
1—Four-year-old Jersey and Holstein, fresh.	1—Buffet.
3—Three-year-old Jersey and Holsteins, fresh.	16—Dining chairs.
1—Holstein heifer, fresh.	1—Hoosier kitchen cabinet.
1—Jersey and Holstein, fresh.	2—Kitchen tables.
2—Three-year-old Jersey and Holsteins, giving milk.	1—3-burner New Perfection oil stove.
4—Six-year-old Jersey and Holsteins, giving milk.	1—Majestic range.
1—Jersey cow, fresh soon.	1—Bookcase.
	2—Bedsteads, with springs.
	1—Washstand.
	1—Good clothes wringer.
	2—Heating stoves.

This is a clean, high-class offering of livestock and farm equipment, and I am especially proud of the milk cows that I am offering in this sale, as I feel sure that they will meet the requirements of the most particular farmer and dairyman, as I have had the opportunity to use in my herd one of the best breeding bulls in the Southwest, Flowerdale Yocum's Noble. This bull won Junior and Grand Champion at our recent county fair and was pronounced by Mr. Grout, of A. & M. College, to be one of the best individuals that he had had the pleasure of judging this season. This bull was bred by Dr. Flower, of Dallas, owner of one of the best Jersey Herds in Texas. This bull was purchased by the Circle Club of this county several months ago. This dairy sale will be a rare opportunity for my friends and fellow breeders to secure one of these good cows bred to this wonderful young bull.

TERMS: All sums of \$25.00 and under, cash; sums over \$25.00, nine months' note, bankable security, 10 per cent interest, and five per cent discount for cash.

O. L. Rutherford, Owner

MILES ROBERSON, Clerk. RAY BARBER, Auctioneer.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

Dollar

Stretchers

A PRESENT FOR EVERY LADY CUSTOMER FRIDAY AND SAT.

SPECIALS FOR FRIDAY and SATURDAY

Bananas 2000 Pounds While they last, lb. 8c

Coffee Maxwell House 3 pounds \$1.39

APPLES An Apple a Day Keeps the Doctor Away per box \$3.30

Mother's Oats with China 35c

CAKE FLOUR, Swans Down 35c

CAKE FLOUR, Instant Swans Down 23c

POST/TOASTIES 10c

HFRSHEY'S COCOA

1 pound 30c 1-2 pound 16c 1-4 pound 9c

YES, WE DELIVER **PHONE 249**

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

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 is 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.

Just Two More Days Until the Grand Formal Opening of The Hereford Wholesale Grocery

L. W. CARLYLE

YOU ARE INVITED SATURDAY, NOVEMBER 5 Be There and Get a Souvenir

V28

Two Counties Preparing for Turkey Theft Season

People of Blaine and Crosby counties have reason to know that Thanksgiving is at hand, although unless something very definite is done soon, without any particular feeling of thanks. Turkey thieves have begun operations in those counties already this season and have made large hauls in several places.

Each year about this time the thieves begin to make depredations upon the turkey flocks, with loss of many hundreds of dollars. Authorities have offered a standing reward of \$100 for every thief caught and have given farmers permission to use their shotguns to "wing" the offender they may catch on their property.

C. E. PROGRAM.

Topic: The Christians attitude toward war.
Leader, Keith Guthrie.
Song No. 211.
Flag salute.
Song No. 22.
Scripture, Matt. 5:9, 38-48.
Prayer, Nina Crawford.
The cost of war: J. T. Gilbreath.
Agent for war or peace: Carlos Vaughn.
A Christian problem in war: Alleth Elliston.
Song No. 28.
The value of peace: Euwall Howton.
Song No. 25.
Business.
Benediction.

DISCUSS CHRISTMAS SEALS.

George H. Chase, field representative of the Texas Public Health Association, was in Hereford Saturday to arrange for some organization to sell the Association's Christmas seals, proceeds of which go towards the combatting of disease. At present it is thought that the seals will be handled through the Parent-Teachers Association, but according to the president, Mrs. A. E. Jones, nothing definite has yet been decided.

Land of the free and home of the brave. Ask Admiral Magruder who was brave and is now free.

LIFE INSURANCE and FARM LOANS

Frank Barber

Representative SOUTHWESTERN LIFE INSURANCE CO.

BOX Supper

and PROGRAM

SUMMERFIELD SCHOOL HOUSE

FRIDAY Nov. 4

8:00 P. M.

SUMMERFIELD COMMUNITY CLUB.

October 28 Mrs. Curry was hostess to the club when the program was on health habits for the home. Mrs. Jay was leader.

Roll call, suggest a good health habit to be cultivated in the home. Why worry, Mrs. Hill.

The worth of a toothbrush, Mrs. Ray Johnson.

A daily vacation, Mrs. Noland.

Habits to cultivate, Mrs. S. P. Edwards.

Habits which spread disease, Mrs. Harlan.

Posture and its relation to good health, Mrs. Ray Moreland.

Round table discussion, What can the club do to better the health of this community.

Demonstration, How to make chicken tamales, Mrs. Curry.

During the social hour the hostess served the delicious tamales and coffee.

On Thursday night, November 10, in the school auditorium the club will have an open house for parents of school children and their teachers.

Miss Catherine Gentle of Sanger is a guest of Mrs. Lee Curry.

Prof. and Mrs. Duffot of Canyon spent Sunday in the L. Johnson home.

Joe Story and Elton Johnson spent Sunday with home folks.

If you don't think a woman can take a joke, look at Hank Henley—his married!

Midland Churches Hold Sunday School Campaign

Citizens of Midland who are not interested in Sunday school are being given an opportunity to become so interested this month in a campaign which all of the city's churches have begun to secure a higher percentage of attendance at the regular sessions of Sunday school.

The campaign is in no way competitive, but is conducted by each church with the purpose of getting as many to attend Sunday school as belong to the church and are eligible to attend. Results of the campaign are reported highly satisfactory and superintendents of the various institutions say that the percentage is now between eighty and eighty-eight per cent of the enrollment.

Half-Way Job.

Officer, I'm looking for a man with one eye.
"Sure, now, if he's very small wouldn't it be better to use both of them?"

SURPRISE PARTY.

On Sunday, the 23rd of October, the Witherspoon-Eggs class surprised two of their most faithful members, H. H. Boardman and Mrs. C. J. Paddock, with a birthday dinner in their honor at the home of Mr. and Mrs. Boardman. About forty guests were present and a very enjoyable day was spent together, after church services in the morning. All departed hoping they would celebrate again soon.

WANT AD IN THE BRAND

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. 2-4tp

Stinnett Will Celebrate Completion of Railroad

Saturday, November 15th, is to be a gala day at Stinnett, according to plans of those in charge of the big celebration in honor of the arrival of the C. & R. I. railroad there on the new line between Ama-

rillo and Liberal, Kansas. Senator Earl B. Mayfield and many other prominent Panhandle men will be speakers on the program and amusement features include a barbecue, dancing, a rodeo and music.

A crowd of at least five thousand is expected and it is hoped to make this a day long remembered

in the annals of the town. A railroad has arranged a special train from Amarillo to Liberal.

Truthful Cuss.

Father—"How is it, young man that I find you kissing my daughter? How is it, young man?"
Lizard—"Great! Great!"

DISPERSION AUCTION SALE

Having sold my farm and will move to Vernon, Texas, at once, I will sell the following property at what is known as the Brunley Hog Farm, one-half mile northeast of the Santa Fe stockyards at Hereford.

BEGINNING PROMPTLY AT 10:30 A. M.

Monday, Nov. 7

M. E. LADIES WILL SERVE LUNCH AT NOON.

FARM MACHINERY

- 1—Two-row P. & O. lister.
- 1—One-row P. & O. lister.
- 2—Wagons with grain boxes.
- 2—Metal wheel feed wagons, with racks.
- 1—Oil tank wagon.
- 1—Irrigating ditching machine.
- 3—Single row go-devils with discs and knives.
- 2—Single row go-devils with the knives only.
- 1—Two row P. & O. lister go-devil
- 1—Twelve-disc tandem.
- 1—Clark cut-away plow.
- 1—One-way mold board plow.
- 1—Walking mold board plow.
- 1—16-inch riding sulky plow.
- 2—Riding cultivators.
- 1—Small garden plow.
- 1—Almost new lawn mower.

CATTLE—32 HEAD

- 20—Head extra good Jersey milk cows, most all giving milk.
- 16—Jersey heifers, ranging from 6 to 18 months old.
- 1—Full blooded Jersey bull, 2 years old.
- 5—Steer yearlings.

CHICKENS—About 200 head, mostly Rhode Island Reds

Will also offer 300 acres of summer-tilled wheat and International Tractor and Combine, just out last year.

There will be a number of small articles which always accumulate on a farm that we will not attempt to mention in this bill. Come to the sale, bring your family and enjoy the day with us. Please be on time and you will not miss any part of the sale.

TERMS: All sums of \$25.00 and over a credit will be given of nine months' time, with note drawing eight per cent interest from date, if paid when due, if not paid, will draw ten per cent, approved with additional security. A five per cent discount will be given for cash on sums of \$25.00 and over. Under \$25.00, cash in hand. No property to be removed until terms are complied with.

J. David Thompson, Owner

POSEY and RAMSEY, Clerks. COL. W. S. WILLIAMS, Auctioneer

SOME REGULAR BARGAIN PRICES

Soft Finish Bleached Muslin, per yard	10c
L. L. Unbleached Muslin, per yard	8 1/2c
Good Quality Unbleached 9-4 Sheeting, per yard	32c
Good Quality Bleached 9-4 Sheeting, per yard	35c
27-Inch Extra Heavy Outing, per yard	12 1/2c
36-Inch Striped Outing, per yard	15c
36-Inch Comfort Challie, per yard	16c
36-Inch Percale, per yard	15c
3-Pounds double cotton blanket, 66x80, per pair	\$1.95
Fancy single part wool Indian blanket, 66x84, each	\$1.95
Men's medium weight part wool, natural gray union suits	\$1.95

We truly believe that no where else can you duplicate or even approach these bargains.

Men's Lumber Jacket coat, fine gauge Jersey-knit, heavy inside fleecing, fine for cold weather	\$1.98
Same, in boy's sizes	\$1.45
Men's heavy part-wool work shirts	\$2.00
Buckskin Lumber Jacket	\$3.95

Extra Special Prices Friday and Saturday

Fancy bordered Turkish towels, 18x34, eight for	\$1.00
This is the same towel which we offered last year at 7 for	\$1.00.
All white double-terry 18x36, at five for	\$1.00
All white single-terry, 22x44, at five for	\$1.00
2 1-2 pound cotton blanket, 64x76, per pair	\$1.29
32-Inch L. France Dress Gingham, per yard	15c
\$5.95 Silk and Wool Dresses	\$4.95
\$10.95 Silk and Wool Dresses	\$8.95
\$16.95 Silk and Wool Dresses	\$13.95
\$21.00 Silk and Wool Dresses	\$17.95
\$29.75 Silk and Wool Dresses	\$24.75

Ask to See Our Short Lengths

SPROWLS-CRONIN & CO.

V30

42

Dimmitt Castro County News

DIMITT, Texas, October 31.—Rev. Jas. T. Ross, pastor of the First Presbyterian church of Hereford, closed a series of sermons here last night on "The Seven Churches of Asia."

Misses Jo Parks and Martha Smith who have been attending school in Amarillo returned home Sunday night. Miss Smith had a stroke of paralysis.

Doctress Rainey checked a number of her little friends last Sunday. She was celebrating her 30th birthday and a delicious dinner was served.

Messrs. and Mrs. Joe Gollehon, Carlos Reynolds and Mrs. S. C. Huckabay attended the show in Hereford Thursday afternoon.

Mr. and Mrs. M. R. Avery and family and Mrs. E. B. Boren and son were dinner guests in the Will Wright home Sunday.

Word has been received announcing the arrival of a baby boy in the home of Mr. and Mrs. Bev Buchanan of near Bovina.

Mr. and Mrs. S. C. Huckabay and son were dinner guests in the home of Mr. and Mrs. Earl Lust of Bethel, Sunday.

Mr. and Mrs. W. G. Baxter, Mmes. Hunter and Elva Baxter Carson and daughters and Miss Glenn Patterson were in Hereford Saturday morning.

J. R. Gollehon of Canyon was here the first of the week. He reported Miss Nola as being ill.

JUST RECEIVED

A complete line of new hat-blocking equipment, which enables us to offer to an up-to-date service on

CLEANING AND BLOCKING.

We also have the only stock of hat bands in Hereford. A new band will make the old hat look like new.

And you know our famous cleaning and pressing service already.

WEST'S TAILOR SHOP



SCOTCH GRAINS

Are today outstanding shoe style for street or sport—an essential part of every man's equipment.

These Scotch Grains, being Ralston, are not only essential, but correct. Staunch, sturdy, and dependable—they'll give you long service and much satisfaction. Get yours today—while we have your size.

Strambaugh Dry Goods Co.
HEREFORD TEXAS



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

Plans are under way for a big day here November 11. The morning will be spent decorating the school rooms and in the afternoon two ball games will be played with Spring Lake. In the evening a program will be given at the auditorium.

Mrs. Joe Gollehon entertained members of the Junior B. Y. P. U. with a Halloween party at the home of Mrs. S. C. Huckabay last Monday evening.

Gano Hastings has been on the sick list.

Misses Margie McLean and Joan Barnett entertained the seventh grade with a Halloween party last Saturday evening at the home of the latter, when a big time was had by all.

Mrs. Staff and daughter have returned to their home in Seminole, Okla., after a visit with her brother, C. A. Cryer.

M. R. Avery and J. E. Turner made a business trip to Suda, on Monday.

Miss Bettie Lee Kerr spent the week-end in Canyon.

West-Way Items

Mr. and Mrs. Art Manjeot spent Sunday with her sister, Mrs. Gilliland.

The Owen children who have scarlet fever are getting along nicely.

We made about \$33 on the pie supper Friday night.

B. Short and family of Verona spent Sunday with his brother here.

Mr. and Mrs. Reed Williams of Hereford visited her brother, Frank Gilliland Wednesday night.

Anna Lee Houser spent the week-end with Mrs. E. C. Franklin of Hereford.

Tom Vaughn and family spent Saturday with his brother in Amarillo.

Allene Chandler visited home folks this week-end.

Northeast Corner

Miss Dovie McBroom spent several days of this week at her home here.

Mr. and Mrs. J. T. McClain spent Sunday in the J. M. Ware home.

Albert Posey of Hereford visited R. Y. P. U. Sunday night.

A Halloween program was given at the Wildorado school house on Friday evening to which a large number of folks went and which was greatly enjoyed.

Miss Esther Griggs spent Saturday night with Dovie McBroom.

Truett McClain and family were visited by Mrs. McClain's parents, Mr. and Mrs. W. J. McClain, on Sunday.

H. J. Oglesby and family were visited by relatives last week.

Coy Phillips and family visited Truett McClain and family Sunday.

Several from here went to the pie supper at Ford Friday night.

Misses Mary Grant and Elizabeth Oze visited in the H. H. Elam home Saturday afternoon.

Mrs. John Davis and Miss Berdie Lee were in Amarillo one day last week.

Miss Lorraine Daniel spent Sunday with Mary Gault.

Earl Norman visited Jim Allred Sunday.

John Dais and family were visited by relatives Sunday.

Several of the young people visited B. Y. P. U. Sunday night.

Mrs. B. F. Oze was on the sick list this week.

Mary Lee Ware visited friends Sunday.

EVANGELICAL LUTHERAN CHURCH

Wm. F. HALAMA, Pastor.

Sunday school at 10 o'clock. Divine service at 11:00 a.m., with celebration of Holy Communion at court house, in court room. Sermon topic, "The body and blood of Christ present in the Sacrament?" Text: I Cor. 10, 16. Announcement for communion is to be made before the service.

These Mexicans are lateral folks. Running for office means just that. Running and nothing else but—except death.

"Best Picture Ever Filmed" To Show Here

What, instead of being "as great as" may actually lay claim to being the greatest picture ever filmed, is the picture of Ben Hur, the famous novel by General Lew Wallace, which is soon to be shown at the Star Theatre.

Based as it is upon an immortal figure, the screen version of this masterpiece maintains throughout that air of grandeur and simplicity which stamps it at once as truly great. Director Fred Niblo has not, in this picture, tried to improve on the original. Instead he has worked hard to maintain, as best he could, the very words and thought which the author used.

Ben Hur, as nearly everyone knows, has been meeting with success as a novel and stage play from the first few years after its publication. Statisticians claim it is the only book in the world whose circulation has anywhere near approached that of the Bible, greatest of all literature. At one time not many years ago there had been more copies of Ben Hur sold than of the Bible.

As a stage play, too, Ben Hur established its day records for attendance and long runs. During the twenty-two consecutive seasons which it ran, it grossed more than seven million dollars, and played for more than twenty weeks at one of the big London playhouses, a records unheard of then.

The four principal romantic roles of the picture are taken by Ramon Navarro in the title role, Francis X. Bushman, who incidentally is playing his 40th movie role; May McAvoy and Carmel Myers, Betty Bronson, the originator of Peter Pan, is the Madonna in the Nativity scene, which forms the screen prologue of the picture.

Methodist Church

A. B. DAVIDSON, Pastor.

Sunday school, 9:45.

Epworth League, 6:00.

Preaching by pastor at 11:00 and 7:00. Night service will meet half hour earlier than usual.

Morning subject, "The power of the invisible." Night subject, "Jerusalem, and the..."

Sunday will be our last Sunday before Conference. The pastor will give a report of the year's work at the morning service. We leave for Conference, which meets at Big Spring, Monday morning.

You are cordially invited to all the services. Special music at both services Sunday. The Men's Choral Club will sing for us at the night service. Be sure and hear them.

—This is the Old Doe Bird Cartoon, especially drawn for this new paper, by Finch of the Denver Post, America's Foremost Cartoonist. A Doe Bird Cartoon will appear each week, always teeming with interest.



THE CITY BAKERY

C. C. WALL, Prop.

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 7-14 per cent. You can pay all or a part of your loan at anytime.

Discuss your loan problems with us.

Phone 273
RALPH BARNETT, Manager.
HEREFORD INSURANCE AGENCY

Ford Doings

The Halloween program and box supper at the school house Friday night was well attended, although the threatening weather kept several away. The house was decorated with pumpkins, black cats, corn shocks and such. The sale of boxes brought \$45.45. F. H. Oberthier of Hereford came out and supplied electric lights for us.

Dr. Wolfan of Amarillo was a visitor at Sunday school Sunday. Mr. and Mrs. John Whitsett attended the Eastern Star social at the Guy home at Vega Thursday night.

Mr. and Mrs. Lynn Powelson were in Amarillo Thursday.

Miss Olive Davis, who attends school at Canyon spent Sunday afternoon here. Miss Davis was teacher of the Ford school last term.

Mr. and Mrs. A. K. Webster were Sunday dinner guests in the George Benson home.

Wayne Dyer spent Sunday in Canyon.

M. W. S. Griswold of Dalhart spent the week end at the Andy Thomas home.

Miss Alfreda Shoemaker and Miss Ida Mae Knox went to Canyon Sunday.

Miss Viola Thomas who attends school in Amarillo spent the week end with home folks.

A new well is being drilled on one of Dr. Lloyd's farms where John Loox lives.

R. E. Dyer and son, Robert, made a business trip to Hereford Saturday.



The Economy of

Good Lumber

You cannot overestimate the economy of good lumber when building. Not only does it save construction costs in the long run, but the improved appearance of the building makes it worth much more.

Kemp Lumber Co.
Good Service

FREE GIFTS

STAR THEATRE

FOOD AND MERCHANDISE SHOW

IN CONNECTION WITH FEATURE PICTURE PROGRAM

MONDAY & TUESDAY

November 7-8

ALL MERCHANDISE GIVEN FREE BY THE FOLLOWING MERCHANTS

HEREFORD JEWELRY STORE

W. H. Ray, Manager
Fine Repairing

FREE—1—\$25.00 Ladies Fountain White Gold Wrist Watch.

<p>City Bakery Phone 166 Fresh Bread Daily FREE—Twenty Loaves Perfect Bread</p>	<p>Williams Bros. Sanitary Grocers Phone 128 FREE—Two \$1.50 Cans Gold Pluma Coffee</p>	<p>The Groceria Phone 31 We Deliver and Give Gold Bond Stamps FREE—Basket Assorted Groceries</p>
<p>Service-U-Like Station Gas, Oils, Tires and Accessories FREE—Ten Gallons Gas</p>	<p>Orr's Tailor Shop "We Keep the Smell" Phone 16 FREE—Three Suits Cleaned and Pressed</p>	<p>Jones & McLean Highest Cash Prices for Produce Phone 1 FREE—100 pounds Purina Feeds</p>
<p>Mabel's Beauty Shop In Orr's Tailor Shop FREE—One Haircut and Shampoo One Marcel and Shampoo</p>	<p>R. & F. Cash Grocery Phone 203 FREE—Basket Assorted Groceries</p>	<p>Piggly Wiggly "All Over the World" FREE—One Basket Assorted Groceries</p>
<p>Baker's Grocery Mont E. Baker Phone 116 FREE—Basket Assorted Groceries</p>	<p>Warren's Grocery "Service With a Smile" Phone 75 FREE—Basket Assorted Groceries</p>	<p>The Grill Lunch Home Cooked Foods and Pastries Served FREE—SIX Home-Baked Pies</p>
<p>Carl's Cafe Phone 30 FREE—Three Home-Baked Pies One Decorated Cake</p>	<p>Corner Drug Store Phone 200 FREE—One 22 1/2 Volt B Battery One Bottle Toilet Lotion</p>	<p>L. W. Carlyle FREE—25 pound Sack Belle of Wichita Flour</p>
<p>The Popular Store "Where Value Can't Be Beat" FREE—One Pair \$1.50 Ladies' Rollins Silk Hose, One \$1.50 Men's Tie</p>	<p>Anthony Furniture Co. Everything In New and Used Furniture FREE—One Fernery, One Magazine Rack</p>	<p>Many other articles too late to classify</p>

Feature Picture Program

MONDAY
Billie Dove In
"The Stolen Bride"

TUESDAY
Florence Vidor In
"AFRAID TO LOSE"

Barrels of Fun for Everybody

PRICES—15 and 35c

File

Flagg News.

Mrs. Ernest Jones has a guest this week, her sister, Mrs. Bonnie Hudgens, of Amarillo.
Mr. and Mrs. Birdwell spent the day Sunday in Dimmitt.
W. T. Sumner and wife attended singing at Jumbo Sunday.
Mrs. S. J. Sheffey entertained at her home Saturday night with a Halloween social. Refreshments of pumpkin pie and coffee were served to the following guests: Messrs. and Mrs. Jones, Thomas, Arms, Dixon, Sumner, Birdwell, Gray, Palmer, Mrs. Senters, and Mrs. Hudgens, of Amarillo.
Mr. Lightfoot has been visiting relatives in Amarillo the past several days.
Mr. and Mrs. Eumer and Mrs. Musick spent Sunday with friends in Amberst.
Mrs. Jallow was a guest of Mrs. W. T. Sumner Saturday.
Mr. and Mrs. G. E. Ogle, Utah, were visitors at the home of Mrs. Ernest Jones Wednesday.
Mr. and Mrs. Culp of children are visiting Mr. and Mrs. H. Payne this week.
Mrs. Eam Jones and son and Mrs. Bessy Cunningham and daughter spent Tuesday with Mrs. E. Jones.
The ladies aid met Thursday in an all-day work meeting at the church. Two quilts were quilted and a good dinner was enjoyed by all the members. Three new members joined in the afternoon.
Mr. Tidmore of Chillicothe is improving his farm each of here.
Mr. Senrod and Mr. Nicholson of Hereford were in Flagg one day last week.

Joel Gleanings

(Too late for last week.)
Mrs. J. B. McCord and children spent Saturday night with her mother, Mrs. C. V. Walker.
Mrs. Rambo of Hereford visited Mrs. W. H. London Thursday.
Mrs. R. W. Williams spent Wednesday afternoon with Mrs. Joe Greer.

Mr. and Mrs. Lewis Smith were among the singers in Amarillo Saturday night and Sunday. During their absence the children were enjoying a visit in the Stoece home.
Mr. Stice and Mr. London delivered hogs to the market Friday.
Mary Nell Botts and Mary Jo Greer enjoyed an afternoon with their friends, Gertrude and Lilly London.

Mr. Easter of Dimmitt is visiting his daughter, Mrs. W. H. London.
Mr. and Mrs. W. T. Smith and E. Dora were in Hereford Sunday visiting relatives.

Mrs. Ed Cox and children, Mrs. McAllie and Mrs. J. B. McCord were at the C. V. Walker home all day Sunday.
Walter London received word Friday of the serious illness of his father who had undergone an operation and left once for Ardmore, Okla. to be with him.

Mrs. W. T. Smith visited Mrs. London Monday.
Mrs. Holman spent Sunday afternoon with Mr. Lovelady.
Mr. and Mrs. Richardson of Bovina spent the week-end with their daughter, Mrs. Lovelady and family.

Mrs. Joe Greer visited Mrs. Ed Botts Monday afternoon.
Mrs. London and children and father called at the C. V. Walker home Sunday.
Jim Cox and children spent Thursday night with Mrs. C. V. Walker.

(This week's letter.)
This is a very busy community at present. A few thrashed last week.
Mrs. Bowers visited with Mrs. C. V. Walker last week.
Mrs. W. T. Smith was a caller at the Benney Sawyer home last Monday afternoon.

Baxter Easter who is visiting in the London home had the misfortune to sprain his ankle Thursday.
Mr. and Mrs. Ray Bowers were in Amarillo last Thursday.
Mr. and Mrs. Lester Galley at-

tended the meeting in town last week.
Mrs. Stice and daughter visited Mrs. Joe Greer Monday night.
Mrs. Boyd London and mother, Mrs. Curtisinger, of Hereford, were all day visitors in the Walter London home Thursday.
Almost all the small children took up the spirit of Halloween and jack o' lanterns could be found in the various homes.
Mrs. Holman and little daughter were shopping in Hereford on Saturday.
Ray Bowers is driving a new car these days.
Mrs. Walter London received a wire from Mr. London Saturday stating his father had died at the sanitarium in Ardmore, Okla. Mr. London had been with him for several days, but is expected home in a few days.

Mr. and Mrs. W. Carlyle and son and Mr. and Mrs. L. H. Bryant and children took Sunday dinner in the Joe Greer home.
Rev. Ross will preach at Askren following Sunday school the coming Sunday.
Fleet Calloway is staying at the Lee Conklin home and attending the Hereford school.
A Halloween program was enjoyed by the school children.

Easter Items

A most enjoyable program was given Friday afternoon at the Easter school. All children from each room participated and the rooms were artistically decorated, representing Halloween. After the program a literary society was organized and the following officers were elected: Mrs. E. M. Allen, president; Mrs. Carl W. Lee, vice president; Miss Olive Stagner, secretary; Miss Maurine Sullenger, editor. Program committee: Messrs. Hughes and Boyd, and Mr. H. Brannon. The first regular meeting will be Saturday night, November 19, and everybody is invited.
Mrs. Bob Axe and Maurine Sullenger visited Friday with Mrs. George Chamberless.
Wade Parks was called to Amarillo Friday afternoon by the illness of his sister, Miss Jo Parks. Those from this community who attended the pie supper at Frio Thursday night were Misses Boyd, Sullenger and Hughes, Earl Sullenger and Claude Smith, Mr. and Mrs. E. M. Allen and Mr. and Mrs. C. W. Frye.
Ernest Crosswhite entered school this week, bringing the enrollment up to twenty-nine.
Frankie Mae Corn spent the week end with home folks. Miss Corn is attending high school at Hereford. We were very glad to see her name on the honor roll last month.
Mr. and Mrs. H. Sullenger visited over the week end with their parents, Mr. and Mrs. R. L. Sullenger.
Mr. and Mrs. George Chamberless entertained the young folks with a Halloween party last Friday evening when the home was decorated with Halloween suggestions throughout. Halloween games were played during the evening after which refreshments were served to about twenty-five.
Mr. and Mrs. Alkmen and Miss Ela of Hereford visited in the E. M. Allen home Sunday.
Misses Olive Stagner and Eddie Lee Allen visited in the Jumbo community Sunday.
Miss Nanette Fields who is teaching the Wise School spent the week end with her parents.
Mr. and Mrs. Wm. Dixon of Frio and Mrs. Terrell and Mr. Brannon were dinner guests in the George Chamberless home Sunday.
Mr. and Mrs. Fred Walton visited in the Fields home Sunday.
There will be a box supper at Easter school house Saturday evening, November 5, to which everybody is invited. If you don't care to buy a box come and spend an hour listening to Col. Ray Barber auction the boxes.
A note of color is creeping into frocks for evening wear, we are glad to notice.

Arney News Items

(Too late for last week.)
Mr. and Mrs. J. E. Days of Umbarger visited their son, Marion, and family Sunday afternoon.
T. J. Bratcher was a visitor in the Bill Craig home Tuesday.
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.
F. W. Fortner and wife spent Saturday in Amarillo.
Mr. Fortner was here from Happy last Wednesday.
J. E. Tipton and Bob Sims called in the J. E. Boyd home Monday.
Bill Craig and family plan to leave shortly for Erath county to make their home.
Marion Davis was in Hereford Thursday.
R. Campbell and wife visited the Webb home Saturday evening.
Claude Fox finished combining the Chas. Hage crops this week. The fair weather favored row

City Loans

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

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts. Then apply Blue Star Ointment. It penetrates the skin, kills out germs, stops the itching at once, and restores most cases to healthy condition. Eczema, Itching, and other skin troubles. Sold in 1-cent, 2-cent, 5-cent, 10-cent, 25-cent, 50-cent, and 1-dollar jars. Soap 5c.

City Drug Store

crop harvest and that work is nearing completion. Wheat is at present looking fine.
Chas. Cox and daughter, Mrs. Ray Cole were in Amarillo Friday.
The Baptist Workers meeting was well attended Saturday at Arney.
Mr. and Mrs. J. C. Fox of near Floydada are visiting their son, Claude Fox, and family.
Mrs. John Hendrix is visiting her daughter, Mrs. Harry Scowin, and family near Happy.
Mr. Gillmore returned home Friday from Wheeler county where he had been visiting several weeks.
Several from here attended the Baptist revival held by Mr. Winsette, which closed at that time. Mr. Winsette will return next year and hold a three weeks meeting instead of two weeks.
M. Burks was in Plainview on business one day last week.

Marble Falls—Marble Falls, a unique industrial town in the heart of Texas district, will be one of a number of towns with write-ups in the November West Texas Today.

Tuscola—The month of November has been set as membership month for the Tuscola Chamber of Commerce and a vigorous campaign will be staged to secure new members.

ROCKWELL BROS. & COMPANY,
LUMBERMEN
Phone 4 15
SATISFACTION MUST BE YOURS

The Standard of the World

The New
WELWORTH
"The Better Wash Dresses"
NOW SHOWING

Exclusively at This Store

WHO said a Two Dollar bill is unlucky? Indeed, you're unlucky if you haven't one or two to invest in these charming new WELWORTHS. And to Invest is correct, because never before have we seen inexpensive wash dresses of this type embody so much genuine value,—so much style!

Miss and matron alike will revel in the array of ten distinctive styles,—a mode for every form,—a color for every taste,—all in the new season's most appropriate new fabrics.

Long sleeve models predominate, enhanced with tasty cuff treatments. Self and contrasting colors vary in achievement of new trimming notes.

Straight-line Effects - Basque Models
Skirts gathered and Plaited
Two-piece Effects - New neck-lines

Whether your choice be saucy or sedate, your style is HERE. But to avoid disappointment, come early.

ALL GUARANTEED THE BEST COLORS
PHONE AND MAIL ORDERS ACCEPTED

Fox Mercantile Company
Hereford, Texas

FURNITURE

Auction Sale

Saturday, November 5
at 2:00 P. M.

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

At Your Own Price

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

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

Anthony Furniture Store
HEREFORD, TEXAS
DICK DIXON, Clerk COL. RAY BARBER, Auctioneer

GOOD FOOD and POPULAR PRICES
That's what the people of Hereford want and what we give 'em.
The Grill Lunch

FAIRBANKS MORSE Home Light Plant
Tonight as the sun goes down, stop for a minute and think what a great light can do for you.
DUNLAP & SON
HEREFORD, TEXAS

CLASSIFIED

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

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

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

LAUNDRY—Called for and delivered, 40c per dozen washed; \$1.00 per dozen finished. Phone 26. MRS. J. M. ASHLOCK. 41-2tc

WANTED—Small male F. M. KESTER, at West's Tailor Shop. 41-1fe

WANTED—Middle aged lady for general housework, in family of three. All modern conveniences in home. References given and required. Write Box 7, or phone 423, Hereford, Texas. 40-1fe

KANSAS CITY LIFE INSURANCE Company has an opening in Hereford for the proper party. Will make part or full time contract. Write or phone TOM McCLURE, 606 Rusk Building, Amarillo, 39-4tp

FOR SALE OR TRADE—Twenty acres in cultivation, close in. Also have bundle milk kaffir and sorghum for sale. HED MIL-LARD. 38-1fe

FOR SALE—1925 Ford roadster; good rubber all around motor in 4-1 shape; terms if desired. See RUBERT 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. 42-2tc

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

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 follow in December. See IRVIN S. HAMILTON. 42-2tc

FOR SALE—500 White Leghorn hens and pullets; also some choice cockerels. Hens \$1.50; March hatched pullets, \$2.00; April hatched, \$1.25. Hens like these will fill your egg basket. MRS. J. M. CHAPMAN, Adrian, Texas. 42-2tc

FOR SALE OR TRADE—Essex touring car in good condition; good rubber all around. A. C. BARNHART. 41-1fe

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

GOOD BUNDLE WAGON and frame for sale. See L. H. AIKMAN. 41-1fe

FOR SALE—Higeria and sorghum bundles. H. T. WHEEL, one mile west. 39-41tp

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

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. 38-1fe

MAPS—Deaf Smith County maps for sale. 50c each. TOMPSON & IRELAND. 42-1tp

Do you remember—When comes a man in a hobble skirt? He is a clown; that sounds today.

For Rent

FURNISHED rooms to rent, also bedroom. MRS. CONNELL. 42-1fe

FOR RENT—Modern five room apartment. See MRS. SKIN, or phone 438. 42-1fe

FOR RENT—Two nice large furnished rooms for light housekeeping. MRS. GRACE HUGHES, phone 454-J. 42-1fe

FOR RENT—Light housekeeping room; phone 424. MRS. J. M. BOOLE. 42-1tp

FOR RENT—Furnished bed room. Phone 68-J. MRS. MARGAR OHLSON. 42-1tc

FOR RENT—Furnished rooms for light housekeeping, block north of high school. MRS. S. E. WILLIAMS. 42-1tp

FOR RENT—Three rooms, unfurnished ideal for light housekeeping; good location, close in. See J. H. LOMAS, at Gulf Refining Company. 42-1tp

Notice

NOTICE—Beginning this week I will be in market as a dealer in general nursery stock and can save you money I am not connected with any other nursery. O. L. MCKEE, phone 62-J. 42-1tp

CARD OF THANKS

We wish to take this opportunity to thank our many friends for their kindness and expressions of sympathy during the illness and death of our mother, Mrs. Emmaline Cloyd.

George W. Cloyd and Family.
Henry Cloyd and Family.
Mrs. M. C. Apple.
Mrs. M. E. Rollis.
Mrs. T. C. Wafford.

An Eastern man says falling in love is like falling in a hole. He is right. Falling out of an airplane should also be done in the same way.

Lost and Found

LOST—Red and blue Navajo blanket Tuesday night, lost between L. H. Shore residence and depot. Reward. Call at Brand office.

Football

(Continued from Page One.) will be told to get a good rest—practice will be held and the boys or as good a rest as anyone can get with the celebration which fans plan to stage here. Not a single "trade secret" has been divulged—just what line of attack will be stressed is as yet unannounced, though it is understood that some play never used before this season will be resorted to to baffle the crazy Eagles.

Hereford to Celebrate. It is hard to tell tonight just who is the more anxious for the game to start, the players or the fans. The question "are you going to the game?" is on the tip of every tongue and almost without exception the answer seems to be in the affirmative. A committee appointed by the Chamber of Commerce has been at work this week and report nearly every merchant has signified his willingness to close his place of business tomorrow afternoon.

Tonight the pep squad will stage a big rally and parade down town. A feature of the affair will be a sham battle between one group representing the Whitefaces and another the Eagles.

Big Crowd Expected. According to C. W. Humble, director of athletics who has charge of the sale of tickets, the number of tickets sold at noon today indicated that tomorrow's attendance would far outnumber any that had ever been witnessed in a game on this field. Because of higher percentage guarantee which Canyon demands, the admission charges for this game have been raised to 35c

and 75c, but the eager crowd is buying all available tickets and clamoring for more. In order to care for parking difficulties the field on the west side has been divided off into parking spaces, part of which may be secured at the City Drug Store for a nominal sum. This has been done to assure merchants of a place to park after they get to the field.

Within twenty-four hours football history will be in the making. Whatever the final score, Hereford fans can assure themselves that the local lads gave the best that was in them and deserved all the success they got.

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, to 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 the 25th day of October, 1927.
G. A. F. PARKER, Assignee.

STORAGE
By Day, Week or Month.
Saves you rent and assures you of adequate protection.
See us for your alcohol anti-freeze Solution.
BUICK SERVICE STATION

ANOTHER RECORD SMASHED!
Just last week a stock Whippet was driven from Sacramento, California, to New York City in five days, three hours and forty-seven minutes—with only one driver!
This smashes the old mark for cars in any class by more than forty hours. Where do you think you could duplicate such performance in any car near Whippet's price range?
Whippet-Knight
Motor Company

FARM SALE

As I am leaving the county, I will sell at Public Auction, without reserve, the following described:

DAIRY CATTLE, HORSES, FARM MACHINERY HOGS, CHICKENS, HOUSEHOLD GOODS

Located on Drake Farm, one-half mile east and one-half mile north of Friona.

THURSDAY, NOV. 10

Beginning promptly at 10:30 a. m. Lunch will be served by Baptist Ladies.

Milk Cows	Farm Machinery	Horses
1 Red cow, 7 years old, fresh soon, gives 4 gallons milk a day.	2 Low wheel wagons, practically new.	1 Team black matched mares, 8 years old, weight 2500.
1 Red cow, 6 years old, fresh in April, giving now 3 1-2 gallons milk a day.	2 Butcher knife wagons.	1 Team gray matched mares, 7 years old, weight 2500.
1 Red cow, 3 years old, giving two gallons a day now, will be fresh in January.	1 P. & O. two row lifter, good as new.	1 Team brown mares, 9 years old, weight 2500.
1 Roan cow, 5 years old, giving 2 1-2 gallons milk, will be fresh in January.	1 John Deere two row cultivator, good as new.	1 Brown mare, coming 4 years old, weight 1300.
1 Red cow, 6 years old, fresh in January, heavy milker.	1 McCormick 7 row cultivator, good as new.	1 Black mare, coming 3 years old, weight 1300.
These cows are registered Durhams and all extra good milk cows.	Disc harrow seven disc.	1 Bay horse, 7 years old, weight 1850.
4 Durham yearling heifers.	1 Three section drag harrow.	
1 Red bull yearling, subject to registration.	1 One row Deering binder.	
1 Roan steer.	1 Slide.	
1 Brown Jersey, 5 years old, giving four gallons milk.	1 Eleven-foot water tank.	
1 Brown Jersey, 4 years old, giving 3 gallons of milk and 1 pound of butter a day.	1 Water barrel.	
1 Jersey cow, 3 years old, giving 3 1-2 gallons milk.	Cedar posts, second hand lumber, feed forks, scoops, chicken wire.	
1 Jersey cow 2 years old, giving 3 gallons of milk.	1 Screen door.	
All these are extra good butter cows.		
2 Jersey Heifer calves.		
Anyone wanting real high class milk cows cannot afford to overlook this rare offering.		

This is truly one of the best offerings of live stock and farm equipment that has ever been offered at public auction in this part of the country and I assure you that it will be a real pleasure to have my friends attend my sale, whether you buy anything or not, and it is assured that you will find everything to be just as I represent it to you on sale bill.

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

F. H. HODGE, Owner
JESS OSBORN, Clerk. RAY BARBER, Auctioneer.

Popularity!
On every side you hear satisfied housewives exclaiming about the quality and reasonable prices which are constantly featured here. Such popularity must be based upon something more than mere hearsay.
Therefore, next time you hear of another of your friends who makes this her grocery headquarters, take a tip and you, too, come to BAKER'S.
Remember, we want your eggs and pay you the best prices for them.
MONT E. BAKER GROCERY



PAPA LOVE MAMA?
Whether papa really does or not, chances are ten to one that his reply will be in the affirmative, because he knows mama is being sarcastic. Mama has that charming little habit, you know.
The reason mama is waxing scornful is just this: Papa has just tried, against her earnest wish, to fix a picture himself. Now that he has it about fixed, he's had to come to get a little repairing done on himself. Had he taken mama's advice, he would have stepped to the phone, called 216 and let us do the rest.
That's the whole thing in a nutshell—we do the rest, and you take it. Sure, that's a bum pun, but it ain't half so bad as trying to fix a "flat." Take a tip and invite us to your next blow-out and puncture party.
Bramley Chevrolet Co., Inc.
Just Phone 216.

TURKEY SEASON IS AT HAND!
The market opened this week at 25c per pound. We want all of your turkeys and want to make you satisfied that you're getting full value for them and not a bunch of unnecessary "cut-backs."
BRING ALL YOUR TURKEYS HERE!
HEREFORD PRODUCE

Look These Over!
125 pounds of sugar, with orders of \$2.00 or over 50c (\$2.00 order does not include specials)
48-pound Sack Texas Special Flour \$1.90
Schlitz Malted Syrup 60c
We Sell Quality Goods for Less.
HOFFMAN'S GROCERY
"DOWN ON THE BOWERY"
Phone 115. We Deliver.

File 7

JACK - RABBIT - GASOLINE - HAS - COME - TO - HEREFORD

ANTI - KNOCK

This gasoline takes the knocks out of your cylinders because it removes the carbon which is responsible for them. If you have a new car, "Jack Rabbit" will keep the cylinders clean and keep the knocks from coming. "Jack Rabbit" will give more miles per gallon by reason of the even distillation range.

Costs Three Cents More But Worth It



Removes Carbon

This product has been tested for speed, endurance and economy, and the increasing number of customers show clearly its popularity. Try it out and you will see the difference.

MORE MILES Per Gallon

Served In Hereford By

ABO FILLING STATION, First and Main Streets
BRUMLEY CHEVROLET CO., Inc., Third and Schley Sts.

Look for the Jackrabbit

Manufactured by The Amarillo Refining Company, Inc., Amarillo, Texas

Look for the Jackrabbit

MISS WILSON ENTERTAINS.

Four tables of brides were very charmingly entertained last Thursday night at the home of Miss Floyd Wilson. A Halloween color

scheme was followed throughout, even to the decorations which were awarded to Miss Vera Skelton and Mrs. Owen.

Scientists have now decided that excitement is all motion, ranking along with love, anger, fear, hate and joy. For a demonstration, watch dad these days as Christmas shopping goes under way.

Young Matrons Group Holds Good Meeting

The Young Matrons' Missionary society of the First Methodist church, met on Tuesday, November 1, at the home of Mrs. Ralph Sutton. A prayer by Mrs. Henslee followed the two opening songs, "Let the Lovers Lights be Burning" and "Jesus Is All the World to Me."
Mrs. E. C. Fabanks' Bible lesson, taken from the seventh chapter of Matthew on the subject, "Judge not, lest ye be judged." Discussion followed up to the eighth chapter, led by Mmes. Dowell, Jennings, Douglas and Lancaster, which was followed by a prayer by the group.
The next meeting will be held Tuesday, November 8, at the home of Mrs. B. M. Dixon, and will begin promptly at 3:00 p. m.

L. C. PENNY
LAWYER
First State Bank & Trust Co. Building.
Office Phone 5, Home 190

Get what you're entitled to for **\$1095**

Chrysler "62" Features of Performance, Quality and Long Life—

1. Six-Cylinder Engine, 54 Horsepower
2. Floating Crankshaft, with interchangeable shimless bearings
3. 61 and more exceptional Miles an Hour
4. Typical Chrysler Acceleration
5. Impulse Neutralizer
6. Webbed Crankcase Construction
7. Reinforced Crankcase
8. Iron Steel Strut Pistons
9. Special Engine Manifold
10. Exclusive Type of Cylinder Head and Combustion Chamber
11. High-Speed Valves
12. Oil Filter
13. Air Cleaners
14. Thermostatic Heat Control
15. Manifold Heat Control
16. Cellular Type Radiator
17. Soft Ride
18. Rubber Engine Mountings
19. 18-Inch Rear Road Wheels
20. Balanced Front Wheels
21. Pivotal Steering
22. 4-wheel Hydraulic Brakes
23. High Carbon Steel Springs
24. Specially-designed Rear Axle for Balloon Tires
25. Levelness on Front and Rear Springs
26. Indirectly Lighted Instrument Panel
27. Pedal Tact-proof Numbering System
28. Electric Gasoline Gauge
29. Headlamp Control on Steering Wheel
30. Narrow Corner Pillars
31. Adjustable Steering Wheel
32. Color View
33. Saddle Spring Seat Cushions
34. Fine Plurid Mobile Upholstery
35. Rigid Type Curtains on Touring Car
36. Adjustable Front Seat in Touring Car
37. Low Center of Gravity
38. Double Bessed Body Construction
39. Chrysler Smoothness of Line
40. Attractive Color Combinations in Great Variety

Great New Chrysler "62" at \$1095 gives you more in performance, beauty, comfort, safety and long life than cars of other makes costing many hundreds of dollars more.

Through Standardized Quality Chrysler engineering offers you in the "62" a combination of fine car features, which previously cost several hundred dollars more even in a Chrysler and which are still not available in any other make unless you pay very much more than \$1095.

See the Great New Chrysler "62." Ride in it. Test it in any way you choose. You will then readily understand the reason for its most sensational public preference.

Great New "62" Prices—Touring Car, \$1095; Business Coupe, \$1125; 2-door Sedan, \$1145; Roadster (with rumble seat), \$1175; Coupe (with rumble seat), \$1245; 4-door Sedan, \$1245; Limited Sedan, \$1295; J. C. B. Delivery subject to current Federal excise tax. Chrysler dealers are in a position to extend the convenience of time payments.

"Red-Head" High-Compression Engine—specially designed for use with high-compression gas, is standard equipment on the Roadster and is available at slight extra cost on all other models.

CHRYSLER "62"
L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR



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

For Fish and Oysters Come to **Texas Meat Market**
PHONE 853—WE DELIVER

FOR QUICK JOB SERVICE SEE THE BRAND

PIGGLY WIGGLY

THANK YOU Mrs. American Housewife

A million American housewives visit 3,000 PIGGLY WIGGLY Stores daily.

These housewives are buying—not being sold. Why?

PIGGLY WIGGLY has revolutionized the distribution of groceries, fresh fruits and vegetables.

The cost of food has been lowered in every city in which PIGGLY WIGGLY Stores have been established.

SPECIALS SATURDAY, NOVEMBER 5th

- GRAPE FRUIT, nice size 7c
- 2 lb. Coffee Chase & Sanborn Once a year sale price 94c
- 10 bars P. & G. Soap 38c
- 1 large Gold Dust 26c
- 3 bars Palm Olive Toilet Soap 19c
- Chocolate Covered Cherries, lb, 49c
Or 1 box free with each \$5.00 order or more
- 1 can No. 2½ Hills-Dale Peaches 19c

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

First Presbyterian Church

JAS. T. ROSS, Pastor.

After one Sunday's absence from the pulpit, the pastor will be back next Sunday and will preach at 10:30 and 7:15. Note the change in the time of service for both morning and evening hours. In the afternoon at 3:00 the pastor will preach at Askren.

Sunday school, 9:45 and Christian Endeavor at 6:30. Women's Missionary Society Wednesday at 2:30 and Church-Nite at 7:15.

Let us turn aside from our usual cares and spend a day of worship of God next Sunday. Welcome, one and all to the services of the House of God.

First Baptist Church.

V. M. OLOYD, Pastor.

East Sunday was another good day with us. Two hundred forty-four in Sunday school, seventy in training school, a full house at both morning and evening preaching services, three additions to the church.

Are you taking the B. Y. P. U. training course this week? Call 211 and ask about this class.

Officers of the Men's Bible Class met Thursday evening at 7:30 in the pastor's study. Judge Earl W. Wilson will have charge.

Sunday, November 6: Sunday

school at 9:45, preaching services at 10:45 and 7:00. Training Service at 6:00. Prayer service at seven o'clock each Wednesday evening.

First Christian Church

REV. THURMAN MORGAN, Pastor.

Bro. Geo. A. Weems, of the Central Christian Church at Amarillo, preached for us last Sunday. All services were well attended.

The Senior Christian Endeavor showed quite an increase, both in attendance and interest.

Communion and preaching services at 11:00 a. m.

Junior C. E. at 6:00 p. m. Senior C. E. at 6:45 p. m. Gospel preaching at 7:30 p. m. Come and worship with us.

METHODIST W. M. S.

We have completed our study book and turned it over to the Young Matrons class. Last Wednesday we had a program on "Building Friendships." The leaflets rendered were unusually good and the devotional lead us to a

high spiritual plane. The last indebtedness on the girls camp house at Ceta Canyon was paid. A nominating committee was appointed to prepare a list of officers for election for next year.

We will serve lunch today at the E. B. Black sale at the pavilion. Yesterday we went to Bovina to attend a zone meeting. Next Wednesday begins our week of prayer program.

REPORTER.

PRESBYTERIAN SENIOR CHRISTIAN ENDEAVOR.

Consecration meeting. Topic: What should be the Christian's attitude toward war?

Scripture: Matthew 59: 38-48. Leader: Miss Gladys McMahon. Preliminary song and prayer service.

Leader's Talk. What are the vices of war? Paul Simms.

Is war consistent with a correct internationalism? Will S. Kerr. What is a Christian's duty in war times? Mrs. J. T. Ross.

How can Christian Endeavor aid movements for world peace? Miss Eunice Russell.

Roll call. Pastor's five minutes. Business. Song and Missah.

THE SUNDAY SCHOOL LESSON

SUNDAY, NOVEMBER 6, 1927.

AMOS PLEADS FOR JUSTICE. The Sunday school lesson for next Sunday is a continuation in thought of the lesson of last Sunday. We touch this time upon another phase and method of exploitation but the general thought is the same. Read now the 5th and 7th chapters of Amos, emphasizing chapters 5:1-12; 10:15, 21-24. The usual readings are appended to this article.

It is the outcry of the under dog that we have in this lesson. Amos is identified in experience with the oppressed class for whose justice he pleads. The subject matter of his plea is, therefore, no second hand matter. It is not the plea of condescending pity; it is the plea for his own class, for those with whom he was suffering.

But it is much more than a partisan cry that Amos utters. In this plea Amos lifts himself out of a selfish viewpoint into a broad and potent defense of the principles of divine righteousness. He is more than a protestor for a class; he is the spokesman for the rights of Almighty God.

Furthermore the message of Amos is not the whining cry of the under privileged of Israel. It is a lamentation for of Israel based upon the thundering of a doom impending over all Israel as the certain harvest of a sowing in unrighteousness and injustice. The virgin purity of a nation once favored of God and possessing a noble purpose and mission is now spoiled and declination of the once proud race is now foretold by this prophet of social justice.

The courts of the people commonly held in the gates in the cities were now being polluted by the enemies of justice. The chicane of evasion of the courts has now given place to the corruption of the very courts of the people—the erstwhile fountains of popular justice. When the fountains of justice are polluted what hope is there for the nations? The pillars of justice were now rocking under the assault of minds "now void of social duty and fatally bent on mischief."

If there were left in the courts a judge who dared to uphold justice by rebuke of injustices, he at once incurred the hatred of those who wished to be unhindered in their nefarious plots against the rights of others. Society is in a bad plight whenever in any age and nation the conscientious, upright judge is rendered unpopular by his honest attempt to administer justice. But it was so in Israel that they hate him that rebuketh in the gate, and they abhor him that speaketh uprightly.

Intimidation of the courts and intimidation of the truthful witness were the means resorted to in the first-line attacks upon justice. But the foul process did not end there. When the courts of justice were hounded into subservience to the oppressors of the common people, then the last defenses of justice were broken down. Then came to pass that there was a treading upon the poor, a robbing of the people of their means of sustenance, an extorting of "bushels of wheat" in order that the oppressors might dwell in all the luxuries of "houses of hewn stone" while the common people starved and lived in hovels.

Then as a fitting concomitant to the above robberies committed in the name of justice came the affliction of the honest man. Chicane came to be more respectable than common honesty. It was in fact the favorite pastime of the upper tens in Israel. Their idle luxury gave them the pleasurable opportunity for making the honest man the target of jokes,

snobs and persecution. The judge of the courts then became a time server. Expedience became the legal incentive and dictated the procedure of the courts. Then came the itching palm and the taking of bribes. Justice turned from a sacred duty to a commercial commodity to be bartered to the highest bidder. A court trial had the inevitable outcome that they turned aside "the poor in the gate from their right."

The court's machinery was now in the hands of the despoilers of justice. No wonder then that Amos saw the disintegration of the national life and inevitable subjection to foreign powers. It is too much to expect that patriotism can flourish among the people when justice has gone awry. No man cares to shed his blood for a country that despises the righteousness of his cause in the courts. Given a government that jealously protects the rights of its people, we will then find a people who leap from the plow, the shop, the home, to the sword and baptize their land in blood for that land made sacred by the mantle of protection thrown about the home and the weak and otherwise helpless people of the land. That kind of government is worth defending; no other kind is.

In the vouchsafing of justice to the people, there must rest the ample guarantees of national existence. Not in Amos' day only, but in every age this is true. The hot beds of anarchy, or red Russianism or nihilism and the like, are lands where the blade of justice has coated with rust. This, Amos saw, would be the downfall of Israel.

God is against injustice in man's relation to man. No divine protection can be claimed for an institution that perverts human justice. It sooner or later must go the way of all the earth. And yet Israel persisted in its sanctimonious offerings, odious to Almighty God when justice was perverted. He abhorred their mock show of religion. His message instead was this: "Let judgment run down as waters, and righteousness as a mighty stream." Can we not grasp this lesson for today?

Readings. At Ease in Sin, Amos 6:1-6. Social Justice Proclaimed, Luke 4:14-21. A Call to Repentance, Joel 2:12-17. Fruits Meet for Repentance, Matthew 3:7-12. Love Exemplified, Phil. 2:1-11. In the King's Band, Prov. 21:1-7.

Progressive News

Sunday's singing program: Opening song, Mrs. Lewis. Song, Jess Caldwell. Song, Mary Ella Hershey. Duet, Velma and Eunice Caldwell.

Male quartet arr Mr. Reeves. Reading, Etyle Jacobs. Selections, Mr. Ramsey. Song, Mr. Garrett. Song, J. C. Gregory. Song, Perry Caldwell. Closing song, Katherine Hershey. Benediction, Mr. Hershey.

A surprise was given Mr. and Mrs. David Thompson and family Sunday when a large number of friends gathered at their home at the noon hour, bringing delicious dinners. Mr. and Mrs. Thompson and family are to move to Vernon in a few days and the farewell visit was greatly enjoyed by those present.

A large crowd attended the box supper at Progressive Friday evening. A good program was rendered by the school children. Everyone seemingly had a nice time. The money is to buy play ground equipment for the school.

Mr. and Mrs. Webb and family were visitors in the home of Mr. and Mrs. Courts Sunday afternoon. Mrs. George McKenna visited Mrs. Ray Hershey Thursday afternoon of last week. Misses Marjorie Thompson, Mary Ratcliffe, Velma Caldwell, Messrs. C. L. Hodges, Fred Caldwell, Cecil Hodges and Perry Caldwell were visitors in the Jeff Roberson home Sunday afternoon.

Summerfield

A box supper will be given at Summerfield Friday night, November 4th, in the school auditorium to which everybody is invited. Proceeds of this event will be used to buy equipment for the school. The Summerfield boys and girls basketball teams went to Ward and played games Friday afternoon. The score of the girls' game was 11 to 14 in favor of Summerfield, and the boys game resulted 34 to 24 in favor of Summerfield.

Several families took baskets of food and helped Mrs. J. C. Roberson celebrate her birthday Sunday. Mr. and Mrs. Campbell and family of Hereford were present. B. A. Atchley and family and Mr. and Mrs. Denson Hill spent Sunday in the Alva Wilson home. Mr. Nelson and family went to Panhandle Friday for a visit with relatives, returning home Sunday. Mrs. W. E. Hawkins and son spent Monday afternoon with Mrs. Upton. The house belonging to Mrs. J.

H. Kemp was destroyed by fire Friday night. Only a few things were saved as the building was almost gone before the fire was discovered.

Moody Steppin and Asa Atchley made a business trip to Amarillo Monday.

W. L. Suttle returned home Monday from Olney, Texas, where he had been to attend the funeral of his sister, Miss Verba Suttle.

Dawson Atchley of Vega spent Saturday night and Sunday in the B. A. Atchley home.

Mrs. J. B. Marlow entertained her Sunday school class with a Halloween party Friday night. It was sure enough spooky times as most all were masked. At a later hour the young married peoples class went as spooks and surpris-

ed the young people. At a late hour pumpkin pie, cocoa, apples and bananas were served to about thirty guests.

Dublin—Dairy interests are being promoted by a large degree of rivalry.

In this section The town has had half a dozen representatives studying dairying in its problems in Memphis, Tenn. and plans to bring an expert here to make a survey looking toward securing a condenser or cheese factory in this territory.

DR. T. M. MONTGOMERY

Associated With Hygeia 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.



Give her a HOOVER and you give her the BEST...

Husbands Need a Hint Sometimes

It's the clever husband who can march down town and come home with "exactly what I wanted, dear." Most of them know how wobbly their judgment is when it comes to picking out Christmas gifts.

Why don't you help the poor man out of his difficulty? Why don't you say, "I want a Hoover for Christmas, if you please?" He'll be glad as can be that you know so much good sense in your desires, and relieved to know that he is spending his good money for real, honest value.

If you wish, we'll supply the hint. Just call us up and give us his telephone number. We'll do the rest.

You might tell him that he need pay only \$8.25 down, the balance in ten easy monthly amounts, and that a liberal allowance is made for your old cleaner. There is also a new popular-priced Hoover.



TEXAS UTILITIES CO.

In This Banking Age

The bank of the community becomes the depository for the idle funds of the community, thus assuring their safety and adding to the usefulness of the bank and the prosperity of the customer.

In this banking age, people are co-operating with the bank as a matter of course.

We will gladly help you to a better understanding of our service and facilities. This bank's reputation stands or falls upon its service to its patrons and ours is unexcelled. Let us show you.

The First State Bank Hereford, Texas

REAL ESTATE

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

Look at This!

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

\$10.00 Books for \$ 8.75 \$20.00 Books for \$17.50

(Both prices cash in advance.)

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

Abo Filling Station Brumley Chev. Co. Inc.

Soft As Velvet

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

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

Willard Battery Station

VERN WITHERSPOON, Proprietor

AUCTIONEER

W. S. WILLIAMS

Office, Newell and Ashbrook Building Phone, Office 7, Residence 136.

SEE ME ON THE HEREFORD BRAND FOR YOUR SALE DATES.

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

File 9

BLACKSHEEP!

By Meredith Nicholson

Illustrations by
Happy Joy Lee



CONVENTION, CHARLES SCRIBNER'S SONS—RELEASED THRU PUBLISHERS AUTOCASTER SERVICE

(Continued from Last Week.)

The brushing of the hands together Archie interpreted as a code sign signifying murder and the subsequent interchange of words he took to be inquiry and answer as to the danger of apprehension. He felt that Leary's attitude toward him became friendlier from that moment. There was something ghastly in the thought that the slayer of a human being he attained a certain dignity in the eyes of men like Leary. But he became interested in the transaction that was now taking place between the chief and the Governor. The Governor extracted the sixty-one-thousand dollar bills from his bag and laid them out on the bed. He rapidly explained just how Leary's hidden booty had been recovered and the manner in which the smaller denominations had been converted into bills that could be passed without crossing suspicion.

Leary philosophically stowed the bills in his clothing. "You're done, are you?" asked the Governor; "out of the game?" "I sure have quit the road," Leary answered. The old girl has got a few thousand tucked away and I'm going to pick her up and buy a motion picture joint or a candy and soda shop somewhere in the big lakes—ones of those places that freeze up all winter, so I can have a chance to rest. The old girl has a place in mind." "On the whole it doesn't sound exciting," the Governor commented, inspecting a clean shirt. "Did your admirable wife get rid of those pearls she pinned last winter? They were a handsome string, as I remember, too handsome to market readily. Mrs. Leary has a passion for precious baubles, Archie." The Governor explained. "A brilliant career in picking up such trifles, a star performer, and, if you don't

mind my bragging on your wife." Leary seemed not at all disturbed by this revelation of his wife's lacerous affection for pearls. That a train robber's wife should be a thief seemed perfectly natural; indeed it seemed quite fitting that thieves should mate with thieves. Archie further gathered that Mrs. Leary operated in Chicago under the guise of a confectionery shop, one of the stations of the underground railroad and assisted the brotherhood in disposing of their ill-gotten wares. A recent reform wave in Chicago had caused a shake-up in the police department, most disturbing to the preying powers. "They're clean off me I reckon," said Leary a little pathetically, the reference being presumably to the pestiferous police. "That was a good idea of yours for me to go up into Canada and work at a real job for a while. Must have worked hard enough to change my finger prints. Some bloke died in Kansas awhile back and got all the credit for being the old original Red Leary."

This error of the press in recording Leary's death tickled the Governor mightily and Leary laughed until he was obliged to wipe the tears from his eyes.

"I'm going to pull my freight after supper," he said. "Walker's going to take me into town and I'll slip out to Detroit where the old girl's waiting for me."

Walker called them to supper and they went down to a meal that met all the expectations aroused by the Governor's boast of the Walker cuisine.

At the end of the meal Walker left for town to put Leary on a train for Boston. The veteran train robber shook hands all round and waved last farewell to the gate. Archie was sorry to lose him for Leary was an appealing old fellow and had hoped for a chance to coax him some reminiscences of old experience.

Leary vanished into the starlit dusk as rapidly as though he hadn't tucked away in his clothing sixty thousand dollars to which he had no lawful right or title. There was something ludicrous in the whole proceeding. While Archie had an income of fifty thousand dollars a year from investments he had always experienced a pleasurable thrill at receiving the statement of his dividends from his personal clerks in the broker's office, where he drew an additional ten thousand as a silent partner. Leary's methods of dipping into the world's capital seemed quite as honorable as his own. Neither really did any work for the money.

The Governor, smoking a pipe on the veranda and chatting with Mrs. Walker, recalled him from his meditations to suggest that he show a decent spirit of appreciation of the Walker hospitality by repairing to the kitchen and helping Sally with the dishes. In his youth Archie had been carefully instructed in the proper manner of entering a parlor, but it was with the greatest embarrassment that he sought Sally in her kitchen.

"I was just wondering whether you wouldn't show up! Not that you had to, but it's a good deal more fun having somebody keep you company in the kitchen."

"Give me a towel and I'll promise not to break anything."

You don't look as though you'd been used to work much," she said, "but take off your coat and I'll hang an apron on you."

His investment in Mrs. Walker's ample apron made it necessary for Sally to stand quite close to him, and as she pinned the bib to the collar of his waistcoat he found wholly charming. His heart went pit-a-pat as her fingers, moist from the suds, brushed his chin. She was quite tall; taller than Isabel, who had fixed the standard of a proper height for girls. Sally did not giggle but acted as normal sensible girls should act when pinning aprons on young men.

"You've never stopped here before? I thought I didn't remember you. Well, we're always glad to see the Governor; he's so funny; but say, some of the people who come along—"

"I hope," said Archie turning a dish to the light to be sure it was thoroughly polished. "I hope my presence isn't offensive!"

"Cut it out!" she returned crisply. "Of course you're all right. I knew you were a real gent the first squint I got of you. You can't fool me much on human nature."

"You've always lived up here?" asked Archie, peering under her frank approval.

"Certainly not. I was born in

Missouri, a grand old state if I do say it myself, and I came here when I was twelve. I went through high school and took dairying and the domestic arts in college and I'm twenty-three if you care to know."

When the kitchen was in perfect order they reported the fact to Mrs. Walker and Sally suggested that they stroll to a trout brook which was her own particular property.

He had decided to avoid any reference to the secrets of the underground trail but his delicacy received a violent shock a moment later when they were seated on a bench beside the brook.

"Do you know," she said, "you are not like the others?"

"I don't understand," he faltered. "Oh, cut it out! You needn't try to fool me. When I told you while ago I thought you were nice I meant more than that; I meant that you didn't at all seem like the crooks that sneak through here and hide at our house. You're more like the Governor, and I never understand about the Governor. It doesn't seem possible that any one who isn't forced by necessity into crime would ever follow the life. Now you're a gentleman, any one could tell that, but I suppose you have really done something pretty bad of you wouldn't be here. Now I'm going to hand it to you straight, that's the only way."

"Certainly, Miss Walker; I want you to be perfectly frank with me."

"Well, my advice would be to give yourself up, do your time like a man and then live straight. The Governor has romantic ideas about the great game but that's no reason why you should walk the thorny road. Now pop would kill me if he knew I was talking this way. It's a funny thing about pop. All I know about him I just picked up a little at a time, and he and ma never wanted me to know. Ma's awful nervous about so many of the boys stopping here, for she hung on to pop all the time he was shooting up trains out West, and having a husband in the penitentiary isn't a pleasant thing to think about. Ma's father ran a saloon down in Missouri; that's how she got acquainted with pop, but ma was always on the square, and they both wanted me brought up right."

"I wouldn't be surprised if pop didn't pull out some time and beat it for the West. It must be awful tame for a man who's stuck pistols into the faces of express messengers and made bank tellers hand out their cash to settle down in a place like this where there's nothing much to do but go to church and prayer meeting. I don't know how many men pop's killed in his time, but there must be quite a bunch. But pop doesn't seem to worry much. It seems to me if I'd ever pumped a man full of lead I'd have a bad case of insomnia."

"Well, I don't know," remarked Archie, weighing the point judiciously. "I suppose you get used to it in time. Your father seems very gentle. You probably exaggerate the number of his—homicides."

"Well pop can be pretty rough sometimes. He and I have our little troubles."

"Nothing serious, I'm sure. I can't imagine any one being unkind to you, Sally."

"It's nice of you to say that. But I'm not perfect and I don't pretend to be."

Sympathy and tenderness surged within him at this absurd suggestion that any one could harbor a doubt of Sally's perfection. Her modesty, the tone of her voice called for some more concrete expression of his understanding than he could put into words. Her hand dimly discernible in the dusk of the June stars was invitingly near. He clasped and held it, warm and yielding. She drew it away in a moment, but not rebukingly.

"I wonder," she said presently, "I wonder whether you really would do something for me?"

"Anything in my power," he declared hoarsely.

"What time is it?" she asked with a jarring return to practical things.

She bent her head close as he held a match to his watch. It was half past eight.

"We'll have to hurry," she said. "When I told you pop and I didn't always agree about everything, I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

"I was thinking—"

said sadly, "and there isn't time to tell it, but the moment I saw you were so big and brave and strong I thought you might help."

To be called big and brave and strong by so charming a person, to enjoy her confidence and be her chosen aid in an hour of need and perplexity profoundly touched him. "I wouldn't trust the Governor, he's too friendly with pop for that. It's just this way," she went on dreamily. "There's a young man, Abijah Strong, who owns a farm just a little way down the road. He and I have been in love with each other ever since we went to school together, really and truly lovers. He was at college when I was, so I know him very well. But pop doesn't like him and when he found how matters stood he refused to allow me to see him any more. And he's been very hard hard about it. We've been waiting

for a chance to run away and get married. I met him last night in the lane and everything's arranged for us to leave tonight, run into Brattleboro and be married there and then go on to Boston and wait till pop's disposed to be reasonable. He wants me to marry a preacher at Saxby Center who's almost as old as pop, and has three grown children. I thought maybe you could pretend to take me out for a little ride in your car and pick up Abijah and give us a lift. My things are all packed and hid away in the garage, so all I need to do is to get my hat."

"Of course I couldn't come back here," Archie suggested. "Your father would be sure to vent his wrath on me."

Continued Next Week
For Quick Service in the Job Printing Line, See THE BRAND

Procrastination

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

HEREFORD SHEET METAL WORKS
Brand West Ada Got Results

Rickwick 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.

GET HIM!



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

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

Streu Hardware Company

Face the Facts

A face to face meeting with facts—things accomplished, things left undone—and a searching out of factors which have been millstones about the neck on the road to success, has often resulted in a complete right-about-face for many a man.

It's a good practice for all, because one learns that while "money is not everything," it is a mighty convenient tool. This institution is an advocate of thrift in savings, but there are other important service departments here wherein we can and do serve our patrons at a profit to them.

MAKE THIS BANK YOUR BANK!

First National Bank

TURKEYS
We want all of your live turkeys. Beginning today we will pay you the highest cash price for them.

West Texas Feed & Seed Co.

E. B. HICKS, Manager
Phone 265 We Deliver

Power
where power counts most



FOR almost a quarter of a century, Buicks have been making good wherever power counts most.

So that now, when the task to be accomplished is difficult—when stamina, dependability and unflinching power are essential—the advice of those who know is, "Buy a Buick!"

Drive a Buick for 1928 today and know the reason for this preference.

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

Always I. S. S. Flint, Mich. Government tax to be added. The C. M. A. C. financing plan, the most desirable, is available.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

BUICK for 1928

Norton Motor Company
Hereford, Texas

Next time you buy calomel ask for



The thoroughly purified and refined calomel combined with assistant and corrective agents. Tasteless—Safe—Sure



ICE CREAM

Is a delightful dessert. So easy to get—just order from us. No preparation, no fuss, no worry. Rich, cooling, healthful, tasty—ice cream is the real year-round American dessert. Serve ice cream for dinner tonight. Hot drinks, too, are in order now. We make all kinds, and they're delicious.

THE CITY DRUG STORE

HEREFORD, TEXAS

Unexcelled Drug Service.

TELEPHONE 300

BEN-HUR

From the immortal novel by GEN. LEW WALLACE

Here Romance Lives Again!



And You'll Live Its Every Moment!

Under passionate starry skies when the world seems to stand breathlessly still—you'll throb and thrill to the magic of this love story—your heart will beat in unison with those of the lovers in the most beautiful and tender scenes ever brought before your eyes. Here is beautiful romance—an all-surpassing love—amidst settings of grandeur and luxuriousness that will leave you gasping by its daring, its gorgeousness, its soft, subtle sensuousness.

With a cast of thousands headed by RAMON NOVARRO, Betty Bronson, May McAvoy, Carmel Myers, Francis X. Bushman

From the novel copyrighted by Harper Bros. Titles by Katharine Hilliker and H. H. Caldwell. Costumes by Theatrical Harmon J. Kaufmann, Berlin, N.Y. Adaptation by JUNE MATHIS. Scenario by CAREY WILSON. Presented by Metro-Goldwyn-Mayer in arrangement with Abraham L. Erlanger, Chas. B. Dillingham and Florence Ziegfeld, Jr.

Directed by FRED NIBLO

METRO-GOLDWYN-MAYER PICTURE

STAR THEATRE

MON., TUES., WED.

November 14, 15, 16

MATINEE EACH AFTERNOON

Mrs. J. B. France and daughter, Wanda Jean, and Mrs. Paul E. Foster, Paul Jr. and the baby drove to Amarillo Tuesday to visit with friends until Friday.

Mrs. O. S. Taitman and daughter, Mrs. Philip Broadwell, of Electra, Texas, are visiting relatives here this week.

H. I. Rico returned Sunday from an extended trip to various Ohio cities, including his old home, Canal Dover. While away he also visited the Mammoth Cave in Kentucky.

Three pound cotton bats for 75c at STAMBAUGH DRY GOODS COMPANY.

L. P. Landrum was in Muleshoe Saturday on business.

All felt and felt and velvet combinations up to \$4.50, your choice at \$2.50. VOGEL MILINERY PARLOR.

See "THE ABSENT-MINDED BRIDEGROOM" All children's hats going at \$1.50. VOGEL MILINERY PARLOR.

F. J. Axe went to Amarillo to visit relatives Tuesday.

See "THE ABSENT-MINDED BRIDEGROOM"

W. B. Arnold, formerly of Hereford and now a resident of Hannibal, Mo., is here this week visiting friends.

FOR SALE—One 1928 Emerson wheat drill. C. CUMMINGS. \$140

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

Three pound cotton bats for 75c at STAMBAUGH DRY GOODS COMPANY.

A. B. London returned Tuesday from Ardmore, Oklahoma, where he was called by the serious illness of his father, W. O. London. He was at his father's bedside when he died. Burial was held at Lone Grove, Oklahoma, near Ardmore.

We give Purple Stamps. R. & F. CASH GROCERY, Phone 293.

See "THE ABSENT-MINDED BRIDEGROOM"

Mrs. J. J. Ward left Tuesday afternoon for Lubbock, where she will spend the winter with her father, W. J. Luns. She expects to return about the first of April.

Black School will have for sale at L. W. Carlyle's, November 6th, dressed chicken, home-made bread, pies, cakes, cookies, doughnuts and candy. 41-2tc

Word was received this week by W. E. Neal of the birth of a 10-pound grandson on October 20. The baby's parents, Mr. and Mrs. Leslie Neal, are both well known here and are now living at Edinburg, Texas.

Miss Frances Wilson, who is teaching at Silverton, spent the week-end here.

Mr. and Mrs. M. P. Petty, of Sweet Springs, Arkansas, visited here this week with Mr. and Mrs. E. W. Harrison.

For one week only I will offer any hat in the store for \$9.00. VOGEL MILINERY PARLOR.

Three pound cotton bats for 75c at STAMBAUGH DRY GOODS COMPANY.

C. A. Skelton, Oscar Esley, Homer Wilson and Charles Roberts left Monday afternoon for a few days hunting trip north of Del Rio, Texas.

Watch your turkeys now! It will soon be time. Of course you will want to let your produce dealer have first chance at them. SQUARE DEAL PRODUCE CO., Phone 33.

Miss Martha Duncan came down from Canyon for the week-end.

Tractor farming is the only kind that really pays in the Plains country. Buy a Hart-Par and make money. M. D. WOMBLE, Agent.

Be sure to see me at C. H. Carl's Produce House before you sell your turkeys. HOMER T. WILSON.

Three pound cotton bats for 75c at STAMBAUGH DRY GOODS COMPANY.

Mr. and Mrs. Odie Joems visited friends in town Sunday.

Don't fail to see the \$5.00, \$3.00 and \$1.00 table. VOGEL MILINERY PARLOR.

FLOWERS Cut Flowers or For Plants See or Phone MRS. J. H. PITMAN Phone 157

New mid-season hats. We have just received a nice line of satin, metallic and silk hats in colors, all very new. See them. MRS. MARGARET HEIFNER, East 3rd Street, half block from Main.

Our scales will weigh accurately and you get a fair test. Bring your cream, eggs and poultry here. SQUARE DEAL PRODUCE CO., Phone 33.

Miss Norma Powell spent Saturday and Sunday with her parents here.

Be sure to see me at C. H. Carl's Produce House before you sell your turkeys. HOMER T. WILSON.

Miss Kathleen Hawkins, who is teaching the school at Pantex, was a week-end visitor here with her parents, Mr. and Mrs. H. H. Hawkins.

Earl Wood and Miss Audrey Rogers attended the football game at Canyon Saturday.

Special for Friday and Saturday. Felts at half price. Values up to \$5.00, selling price \$1.00 to \$2.50. Also a liberal reduction on all velvet hats. MRS. MARGARET HEIFNER, East Third Street, half block from Main.

Miss Jeanette Rogers was in Canyon over the week-end to spend the Homecoming with her former room-mate.

We give Purple Stamps. R. & F. CASH GROCERY, Phone 293.

Bill Anderson of the Southwestern Bell Telephone Co., spent the week-end in Canyon.

Prof. and Mrs. Frank E. Phillips and baby of Canyon were here over Sunday visiting friends.

The Absent-Minded Bridegroom

Present by EASTERN STAR

High School Auditorium FRIDAY, NOVEMBER 25

Miss Pauline Wilcox, of W. T. S. T. C., spent the week-end here. We give Purple Stamps. R. & F. CASH GROCERY, Phone 293.

Don't be bashful—come over and drive a Hart-Par and then pass judgment. You'll be satisfied. M. D. WOMBLE, Agent.

STAR THEATRE

HEREFORD, TEXAS

Friday Night Only NOVEMBER 4

"Padlocked"

with LOIS MORAN, LOUISE DRESSER and NOAH BEERY.

Saturday Matinee and Night NOVEMBER 5 HOOT GIBSON

"The Hurricane Kid"

Monday Night Only NOVEMBER 7

"The Stolen Bride"

with BILLIE DOVE, LLOYD HUGHES

"COUNTRY STORE" at end of 1st show.

Tuesday Night NOVEMBER 8

"Afraid to Love"

with FLORENCE L. DOB

"COUNTRY STORE" At Close of First Show.

Wednesday - Thursday NOVEMBER 9-10

HAROLD LLOYD in "The Kid Brother"

Friday Night Only NOVEMBER 11

"The Show Off" with FORD STERLING

Ben Hur Nov. 14, 15, 16



POSITTVELY

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

Miss Ella Broadwell was a week-end visitor with her mother, Mrs. H. L. Broadwell.

Miss Nell Magert left Sunday for Amberst to spend the week with friends.

There will be a box supper Saturday night, November 6, at Easter school home for the purpose of securing funds to purchase additional play ground equipment. Those in charge say an interesting program has been planned and everyone is invited.

Be sure to see me at C. H. Carl's Produce House before you sell your turkeys. HOMER T. WILSON.

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

See us for the famous 1928 model Hart-Par tractor. As much better than an ordinary tractor as day is different from night. M. D. WOMBLE, Agent.

G. E. Webb left Saturday to return to the sanitarium at Excelsior Springs, Missouri.

Dr. W. S. Bates of Boston, Mass., is visiting this week at the E. Fullwood home.

WANT Advertisements

See or Phone Mrs. Price Slater Flowers of any kind PHONE 448

You will never be upset if you can always keep your bank balance

U.B. Prifty



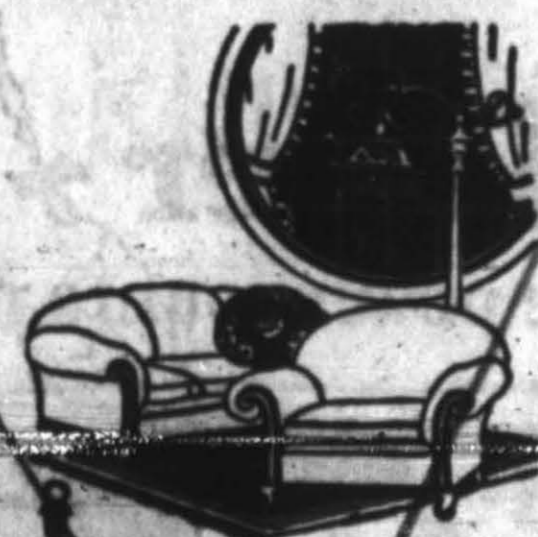
KEEP THE RECORDS STRAIGHT

All sorts of tangles and arguments and misunderstandings may be avoided when one pays by check.

Money is saved and friendships are held through checking accounts.

So safe, and convenient, too Western National Bank

"There Is No Substitute for Safety"



Deep Seated, Luxurious CHAIRS

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

The Richness of the Upholstery Work Will Appeal to You.

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

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

E. B. BLACK CO.

"We Are Satisfied With Small Profits."

A PERFECT END TO ANY DAY

FADA

Nothing But a FADA Gets FADA Results

Corner Drug Store

Dependable Druggist