

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 39.

Hereford, Deaf Smith County, Texas, Thursday, October 13, 1927.

Seth B. Holman, Publisher.

BOND ISSUE FOR NEW CITY HALL VOTED BY 8 TO 1 MAJORITY

BRAND'S \$5,000 OPPORTUNITY CLUB CAMPAIGN ENDS AT 9:00 SATURDAY NIGHT: MUCH SPECULATION AS TO OUTCOME

FINAL WEEK EXCITES GREAT ENTHUSIASM IN RACE FOR CHRYSLER AND OTHER PRIZES

Winners Will Be Announced at Brand Office Saturday Night. Count of Ballots Will Be Public and Everyone Is Cordially Invited to Attend. Result Should Be Known Within An Hour.

THE OFFICIAL JUDGES

E. S. IRELAND
Mayor of Hereford.

E. E. WILSON,
County Judge

T. E. SEIGLER,
Capitalist.

With these well known and highly respected citizens of Deaf Smith county in charge of the close of the contest, and the counting of the ballots, every contestant is assured of a fair and square deal. These judges have no interest in the fortunes of any contestant. They are absolutely impartial. They will render their decision on the ballots in the box, and nothing else will enter into their deliberations. The Brand is deeply gratified at having been able to secure the services of these well known gentlemen.

An adding machine will be used in the final count, and with the nimble fingers of these judges playing upon it, the suspense should be over in a short time. The count will begin just as soon after 9:00 p. m. Saturday as the last ballots have been dropped into the box, and the result should be known within an hour or so. Count of the ballots will be public. Everyone is invited to attend. Come down to the Brand office Saturday night and hear for your favorite.

THE LAST STANDING.

Miss Lois Baker	994,000
Mrs. Artie Daniel	993,000
Mrs. C. B. Eubanks	992,000
Miss Ines Jewell	991,000
Dimmitt	
Mrs. Carlos Reynolds	990,000
Progressive	
Miss Veina Caldwell	989,000
Northeast Corner	
Miss Sadie Allred	988,000
Sommerfeld	
Miss Eva Noland	987,000

The homestretch is at hand! The final week—the last dash to the wire! Promptly at 9 o'clock Saturday night, contestants in the Hereford Brand's big \$5000 Opportunity Club will wind up the most spectacular and hardest fought newspaper campaign in the history of newspapers in the Panhandle. Just a few hours more and the great race will be over—a thing of history.

Soundings down the homestretch, straining every nerve and resource to go ahead, contestants in town and country are enacting stirring scenes in their efforts to obtain a majority of credits which will assure them of the prize of their heart's desire. The race is so close, apparently that no one can rest assured of victory. There are too many persons interested in the welfare of every competitor to insure anyone else an easy finish. The credits on just one or two subscriptions might make all the difference in the world—might be the dividing line between the automobile and a diamond ring—when the official

Judges make the final count. Keenly alert to the tremendous opportunity now before them, contestants are making the fur fly in their pell-mell rush to accomplish everything possible before the closing hour. Several have voiced their intention to win at all hazards. One contestant has said that to accept defeat would be unbearable. So it looks like a matter of credits! Never before was such a sensational dash to the finish seen. Competition all around is keen—intense. But over all is the spirit of friendliness which has prevailed throughout. And, whether they win the automobile or only a cash commission, every contestant will know in the end that she received a fair and square deal all around. Positively no favoritism has been shown, or will be shown. Every contestant stands squarely on her own feet in this race.

The number of subscriptions which have already been turned in is fairly staggering, and if this is any indication of the number yet to come, then indeed the Brand will have circulation supremacy in this section of the Panhandle for many years to come. The country has been raked as with a fine tooth comb, and merchants who place their advertising in this newspaper from now on will be certain that their message will be read in practically every worth while home and office in this county. The 50,000 extra credit offer closes Thursday, October 13. (Continued from Page Six)

CHILD IS DROWNED

Year Old Son of Mr. and Mrs. Albert Higgins Falls Into Stock Watering Tank. Several Similar Accidents in This Vicinity.

Clyde Elmore, year-old son of Mr. and Mrs. Albert Higgins, who live twelve miles northeast of Hereford, was drowned last Thursday evening when he fell into the stock watering tank. This is the fourth accident of its kind which has occurred here within the past few years.

The baby had not been walking very long and his mother had no idea that he could have got so far away from the house. In trying to peer over the side of the tank, it is believed, he became over-balanced and fell in. Hasty efforts at resuscitation were of no avail. Interment was made Friday.

Mrs. F. M. Wood Succumbs To Long Illness

Lagrippe, followed by serious complications, was responsible last Friday for the death of Mrs. F. M. Wood. Funeral services, conducted by the Rev. M. G. Cottrell, were held Sunday at West Park Cemetery.

Mrs. Wood was born in Illinois in 1873. She had lived in this region for many years, and had been a member of the Methodist church since the age of fifteen years. Despite her long illness, Mrs. Wood's death was comparatively unexpected. During the crisis her daughters, Mrs. Harry Shaw of Duran, N. M., and Miss Maud Wood, of El Paso, were summoned and had gone back home after the danger was apparently passed. Mrs. Wood suffered a relapse Thursday and died Friday morning.

She is survived by her husband, two daughters, a brother, G. W. Carroll, of Paducah, and a sister, Mrs. Charles Cave, of Columbus, Ohio.

Mrs. Holman's Condition Favors Quick Recovery

Mrs. Seth B. Holman underwent a major operation Wednesday afternoon at the Deaf Smith County Hospital. According to reports at press time she is doing as well as could be expected. J. O. Newell was in Lubbock on business Friday.

Farm Sale Dates

Judge Owen P. Smith is moving to California in the near future and is going to sell at auction next Monday, October 17, the entire furnishings of his home located two blocks west of Mothers Park in Hereford. This is believed to be a real chance for bargain hunters. Col. Ray Barber is to cry the sale.

Tuesday, October 18, on his place located on the E. W. Kinney farm, seven miles south and thirteen miles east of Hereford, or eleven miles north and seven miles east of Dimmitt, or three miles west of Arney school house, W. H. Craig will sell his entire farming equipment. The sale begins at 10:30 a. m. promptly and lunch will be served on the grounds. Col. Ray Barber will act as auctioneer and E. B. Ramsey is to clerk.

Col. Ray Barber, auctioneer, and J. A. Pitman, clerk, make up the live-wire team which will conduct the Henry Schutte farm sale on Thursday, October 20. The sale begins at 10:00 a. m. The Presbyterian ladies will serve lunch. Mr. Schutte's place is located three miles south and two miles east of Hereford.

All of the furnishings of the W. W. Locker home will be sold at auction Saturday afternoon, the sale to commence promptly at 2:30 p. m. The place is located just west of the nursery. Col. W. E. Williams is in charge.

L. W. Carlyle Will Open Big Concern Here

Saturday, November 5, is the date set for the formal opening of the new Hereford Wholesale Grocery Company, which will be opened here by L. W. Carlyle in the new Kerby & Doughty building on the corner of Third and Main Streets. The new store will be opened for business about the first of next month, but the formal opening will not be held until the fifth.

According to Mr. Carlyle, the business will enter to the retail as well as to the wholesale trade. While there will be a staff of clerks on hand to wait upon the customers, everything will be marked and patrons are at liberty to wait upon themselves. The new enterprise will be conducted on a strictly cash basis.

Mr. Carlyle plans to start in the wholesale business with a \$15,000 stock which he will increase as business expands. This will be the only wholesale grocery house in Hereford and, according to plans outlined this week by the owners, will be second to none on the Platte.

Mr. Carlyle has been in the grocery business in Hereford for many years. For the past ten years he has been in business for himself in the Edlison building.

Firemen Answer Alarm to Small Fire in Hotel

Fire of unknown origin broke out Monday night in the coal house and stairway back of the Tourist Hotel. A prompt response by the fire department enabled them to get the blaze under control before any damage was done.

According to Fire Chief Dow Mercer, the fire department put out the fire in spite of, rather than because of, the spectators who thronged to the scene. "Unless people learn to be more careful and stop crowding in front of the engine," Mr. Mercer said, "there are going to be some mighty serious accidents."

GRADING CREW AT WORK

The county grading crew went to the New Mexico-Texas state line Tuesday morning and will grade the Harrison Highway all the way back to Hereford. Traffic on this highway, known as the "Gateway to New Mexico," has been reported very heavy of late and the county is doing everything in its power to maintain it in good shape.

HARRY SEED LEAVES

Harry Seed left Wednesday to visit his parents in Lawrenceville, Illinois. While there he will make a trip to his alma mater, the University of Illinois at Champaign, to see the Illinois-Michigan homecoming game. He expects to return about the first of November.

Baptists Will Erect a New Church Soon

THE First Baptist Church, in conference last Sunday, voted to erect its new church building on the half block recently donated to it by E. W. Harrison. This half block lies between the Methodist and the Presbyterian churches on Main Street between Fifth and Sixth Streets.

The church also elected a committee on building plans, consisting of twenty of its members, whose duty it is to adopt the plan of the new building and submit it to the church for approval. It is expected and hoped the new building may be started in the near future.

ARM IS FRACTURED

W. C. Oxford Hurt While Operating Combine. Brought to Hereford for Treatment. Recovery Expected to be Rapid.

W. C. Oxford, farmer living twelve miles south of town, received a double fracture of his left forearm when in some manner his arm got caught in a combine which he was operating.

The bone was broken in two places although the tissue remained intact. This is said to be one of the most serious fractures. Mr. Oxford was brought to the county hospital here for treatment.

W. W. Locker Dies Suddenly of Pneumonia

Pneumonia with its ensuing complications, was responsible for the death last Sunday of William Wells Locker, at the age of eighty-five years, six months and seventeen days. Mr. Locker had lived in this county since about 1900.

He was born in 1842 in Tipton county, Mississippi. He came here from Cook county, Texas, and has been active in the development of the city.

Mr. Locker was one of the few remaining Confederate veterans of the Civil War. During the war he was a member of the Eighth Tennessee regiment. He escaped unharmed from the famous battle of Mansfield in which more than 1400 on each side were killed. Rev. Y. M. Cloyd conducted the funeral services, which were held Tuesday afternoon.

Steckman Removed to Home from Sanitarium

The condition of W. R. Steckman one time part owner of The Brand, has improved to such an extent that he was allowed to return to his home in Slaton from the sanitarium in Lubbock. On August 30, Mr. Steckman underwent an operation for appendicitis. The appendix had burst before he was taken to the hospital and poisoning set in, leaving him in a serious condition. According to an item in the Slaton Slatonite, he is now rapidly regaining strength and will soon be well.

Pauline Jackson Married To John Biggs Sunday

The marriage of Miss Pauline Jackson and John Biggs was solemnized early Sunday morning by the Rev. V. M. Cloyd. Both of the young people have a large circle of friends here. Mr. and Mrs. Biggs left Sunday morning for a motor trip to Dallas and other Texas cities. They were accompanied as far as Dallas by Mr. Biggs' mother, Mrs. Russell Carroll, who will remain there to visit relatives. Mr. and Mrs. Biggs will be at home here after the first of November.

Word Received Here of C. J. Borden's Death

Word was received here this week of the death last Thursday of C. J. Borden, father of L. F. Borden, at his home in Lawrenceville, Illinois. He was seventy-seven years old, and had spent several summers in Hereford.

For many years Mr. Borden was a prominent attorney in Indiana and Illinois; he retired from active practice several years ago. Mr. Borden held extensive property interests in Hereford and Deaf Smith county.

He is survived by two children, Mrs. K. J. Cracker, of Vincennes, Indiana, and L. F. Borden of Hereford. Mr. and Mrs. L. F. Borden were called to his bedside last week and were with him when he died. They are still there looking after business interests and will probably return the first of next week.

SUM OF \$25,000 APPROVED BY PROPERTY OWNERS FOR MUCH NEEDED IMPROVEMENT

City Officials Express Approval of Election Results. Work On Tearing Down Present Fire Station to Begin Soon. Voting Monday Was Very Light Considering Importance of the Issue.

Hereford will have a new city hall and fire station! Election on the proposed bond issue in the sum of \$25,000 for the purpose of constructing such a building was held Monday and the bonds were voted by an eight to one majority. Voting was very light. Officials attributed this to the fact that previous to the election opinion was practically unanimous in favor of the structure and voters probably were of the opinion that the election was a "cinch," even before it was held.

Mrs. Palmer Returns From California Trip

Mrs. T. M. Palmer, who has been visiting for the past two months with her sister, Mrs. S. H. Hodge, in Los Angeles, California, returned to Hereford the latter part of last week. She was accompanied by Mrs. Hodge. Mrs. Hodge has homes in Los Angeles and Wichita Falls and Mrs. Palmer spent some time with her at both cities.

Mrs. Blackburn and Son Back After a Long Visit

Mrs. Ida Blackburn and son, Warren, of Hereford, returned Saturday after a two months' visit with relatives in various California towns. On their trip they made several stop-overs to see the Grand Canyon and other scenic wonders of the West. While visiting in Modesto, California, at the home of her niece and nephew, Mr. and Mrs. Forrest Laird, Mrs. Blackburn had the opportunity to can several quarts of fruit, grown on the Laird place and brought many of them back with her.

Mrs. Edgar Johnson was in Amarillo Saturday.

Blue prints arrived last week from the office of architects in Amarillo. They provide for a two-story brick structure modern in every respect. The building will be unfinished on the second floor until such time as such floor space is necessary. At present it is understood that this may be used temporarily as a club room for the firemen.

"I am highly gratified," Mayor E. S. Ireland said, "with the result of the election. It shows that the voters of this city have at heart and are willing to do all in their power to further the progress of Hereford."

Work of razing the old fire station will be started at once, it was announced this week.

SIXTH PRIZE AT STATE FAIR TO DEAF SMITH EXHIBIT

Winning Booth Scores Again. In the Money At State Exposition at Dallas. With New Exhibits, County Would Likely Have Ranked Higher; Everybody Is Pleased.

Scoring 964 out of a possible 1,000 points, the Deaf Smith County agricultural exhibit, with two prizes to its credit already this month, was awarded sixth place Wednesday at the State Fair held at Dallas October first to fifteenth.

Recently, the same exhibit scored fifth at the Texas-Oklahoma Fair at Wichita Falls. From there it was taken direct to Dallas and with practically the same score-card requirement it won sixth place and a cash prize, which is understood to be at least \$150.

T. D. Moss, secretary of the Chamber of Commerce, was responsible for the arrangement of the exhibit. Together with E. O. Dunkle, county agent, Moss has taken the exhibit to both of the other fairs at which it has been shown. Dunkle returned to Hereford to get the county club boys whom he took back to Dallas and Moss was left in charge of arranging the booth.

According to President A. O. Thompson, of the Chamber of Commerce, the showing at Dallas is of particular significance because the exhibit had to be transported direct from Wichita Falls without replenishment. With a fresh supply for exhibition, it is possible that this county would have scored even higher.

So favorable an impression did vegetables from this county make upon farmers at Dallas, that Mr. Moss wired here last night for seven crates of tomatoes which will be served at a banquet to be held there tomorrow night. The tomatoes were shipped from the Baskin irrigated gardens south of town.

PORTALES FIGHTS HEREFORD TO 6-6 TIE IN RAGGED GAME

Hereford journeyed to Portales for the first out of town game of the season and battled the Rams to a 6-6 tie in what was by far the most ragged game they have played this year.

After all, the outcome of the game was perhaps an advantage to both teams. Neither side lost and Portales had the satisfaction of finding out that their green squad has the real makings of a football team. As for Hereford, it may have been a pretty good thing for the local lads, after their two straight victories to learn that while there may be no better team on their schedule, at least there are some just as good.

Portales played a good hard game. They deserved to hold their obviously stronger opponents to a small score, but by no means

such a small score as they did. Hereford was just too ragged.

The Rams may be said to have played an "inspired" game. They went into the clash with no real thought of winning from the Whites. With their green team, they would have been content to hold the Bigmen to the lowest possible score and call it quits. From the first quarter, however, it seemed as though all of the breaks were in their favor, so, taking advantage of every opportunity they made a creditable showing.

Hereford made several costly fumbles, which no amount of good line work could offset.

From the first everything seemed to be conspiring against the boys from Hereford. In the first

Continued on page three.

The Hereford Brand
 PUBLISHED EVERY THURSDAY
 BY FRON STAR, FRONA, TEXAS.
 Local Editor: ALBERT W. SMITH
 Foreman: FAN E. CURTIS
 Operator-Machinist: W. C. NIX
 Floorman: DEE MITCHELL

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Subscription, Zone 1, per year - \$2.00
 Zone One, Six Months - \$1.00
 Outside Zone 1, per year - \$2.50
 Six Months - \$1.25
 Three Months - \$0.75
 All Subscriptions Strictly In Advance.

THIS WEEK

By ARTHUR BRISBANE

AMERICAN LEGION LEADS THE WAY. MAN'S ACHIEVEMENT. LIGHTNING RODS WORK. THE BABY'S EARS.

The American Legion in Paris recently adopted the reports of its National Defense Committee, demanding establishment of a national air force as a separate department, with an "Air Force Secretary" in the Cabinet. Common sense.

The man that had employed a coachman got a chauffeur when the automobile came in. Intelligent nations will add to their secretary of War and Secretary of the Navy a Secretary of the Air, now that flying machines have come.

The National Machine Tool Builders' Exposition in Cleveland recently was a concentrated demonstration of industrial genius and of the tools that have built prosperity and civilization.

Man differs from all other animals in that he is a tool-using creature.

Animals work with their bodies, the beaver with teeth and broad tail, the woodpecker with his beak, the mud wasp builds with her sting, putting stung caterpillars in cold storage for her unborn children.

Man with his brain, creates tools outside of his body, then he harnesses the ox, horse, elephant, Niagara Falls and the lightning to work these tools.

Cleveland's exhibition contained 300 carloads of machinery sent from eighty cities by 180 companies. There were machines that will turn thirteen-inch guns, others measure a light wave, a million waves or so to the inch.

Lightning struck a barn in Virginia, killed four persons and two mules, paralyzed a dog and stunned two men. Modern lightning rods properly installed would have prevented that disaster.

Modern protection against lightning is included in the recent White House alteration. Around the balustrade above the White House roof, sharp, short copper points stand at close intervals, connected by a copper cable, the whole system being connected with the earth, also by copper conductors buried deep enough in the ground to reach perpetual moisture.

Such lightning rods give real protection. Insurance companies recognize that in lower rates for factories thus protected. Old fashioned, badly installed, cheap lightning rod construction is worthless or even dangerous.

Mrs. Smith had a baby in a Cleveland hospital. She and her husband said it was a boy when they gave her a girl baby to nurse. The father says, "They can keep that girl, so far as I am concerned, unless they prove it is mine." Something of a prejudice against girl babies in that, perhaps.

One proof offered is that the girl baby's ears are exactly like those of the mother. That is most important. Human ears and the "Darwinian tubercle" that sometimes goes with them are often inherited from generation to generation, and prove heredity at a glance.

Anyhow, any girl baby will repay richly any one who takes care of her.

In Little Rollo's day a good boy would stoop to pick up a pin. The rich, observant banker would notice him, employ him, marry him to his daughter, leave him his fortune. Economy was the only watchword.

Modern Jas. McTove, of Canton, Ohio, says his an exploded watchword. In Chicago he picked up a dime from the floor and as he stooped some one stole his pocketbook with \$800. His motto reads: "Look after your \$800 and

the dime will look after themselves."

Young Wm. B. Leeds, son of the "Tin Plate King," started his Fokker three motor engine flying machine for Chicago last week with six passengers and a relief pilot, he, Leeds, running the machine. They were to stop at Cleveland, then on to Chicago. Young men with money can promote flying in this day as W. K. Vanderbilt, Jr., and other young men with money promoted sporting twenty-five years ago.

What's Doing In WEST TEXAS

San Saba—Native varieties of pecans will have an even break with improved or cultivated nuts in the prize list compiled for the First National Pecan Show, to be held November 8 and 9 at San Saba. Premiums range as high as \$250 and none are less than \$25. Pecan growers of eight different states are already taking active interest in the exhibition, and a large attendance is expected. The show is planned by pecan experts of the A. & M. College and pecan growers of the South, with whom the San Saba Chamber of Commerce is co-operating.

De Leon—General headquarters for workmen of the Comanche county highway being hard-surfaced through the section are being maintained here. Work is to be completed by December 1.

Lamesa—Between 60 and 100 editors who are members of the West Texas Press Association will hold their annual convention at Lamesa October 21 and 22. Secretary Wm. A. Wilson of the Lamesa Chamber of Commerce and

others are competing arrangements for entertainment of delegates. The chamber of commerce is offering a prize of \$50 in gold for the best article on Lamesa and Dawson county prepared by an editor of the association visiting the convention.

Crosbyton—Frank Corn of this place recently bought 1200 steers, one, two and three year olds, for a consideration of \$65,500.

Oilton—The state mail route connecting Littlefield and Oilton has been granted by the Postal Department and became effective October 10. The new route is twenty and one-fifth miles long and will call for three weekly trips. The route has been sought for two years.

Hamlin—The Farm Bureau Cotton gin is Hamlin's newest enterprise now open for business. It is a purely local business and operated on a business basis by members of the Farm Bureau Cotton Association.

McCamey—Pecos Cavern, situated on the lower bench of a small mesa near McCamey about half a mile off the Gray road leading into the McCamey-Yates oil field, is being explored by local parties and exploited by them as a rival

City Loans

Payable Monthly. Lowest Interest rate; quick service. Inspection and titles passed by our office. Let us take up your present indebtedness and make a loan to suit your income and ability to pay.
 RALPH BARNETT, Manager.

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

of the famed Carlsbad Cavern of New Mexico. Wonderful stalagmites and stalactites have been reported to exist.

Vernon—A scientific and industrial survey of Vernon and Wilbarger county is being sponsored by the Vernon Chamber of Commerce as a preliminary step toward

a program of industrial expansion for this section. The report from the survey, which will cover agriculture, commerce and industry, is expected about the first week of January, 1928.

Lockney—The city of Lockney has employed a water superintendent who began duties October 1.

to take care of the pump station, run the water works system, act as fire chief, read water meters and look after other such related work.

Odessa—Edgett Hotel, Odessa's new \$200,000 fire proof hotel of 70 rooms, is now open to the public.

PUBLIC FARM SALE

I will sell my entire farming equipment, consisting of live stock, farm machinery, etc., at my place located on the E. W. Kinney farm, 7 miles south and 13 miles east of Hereford; or 11 miles north and 7 miles east of Dimmitt; or 1 mile south and 7 miles east of Jumbo school house; or, 3 miles south and 14 miles west of Happy; or, 3 miles west of Arney school house.

SALE BEGINS PROMPTLY AT 10:30 A. M.

Tues. Oct. 18

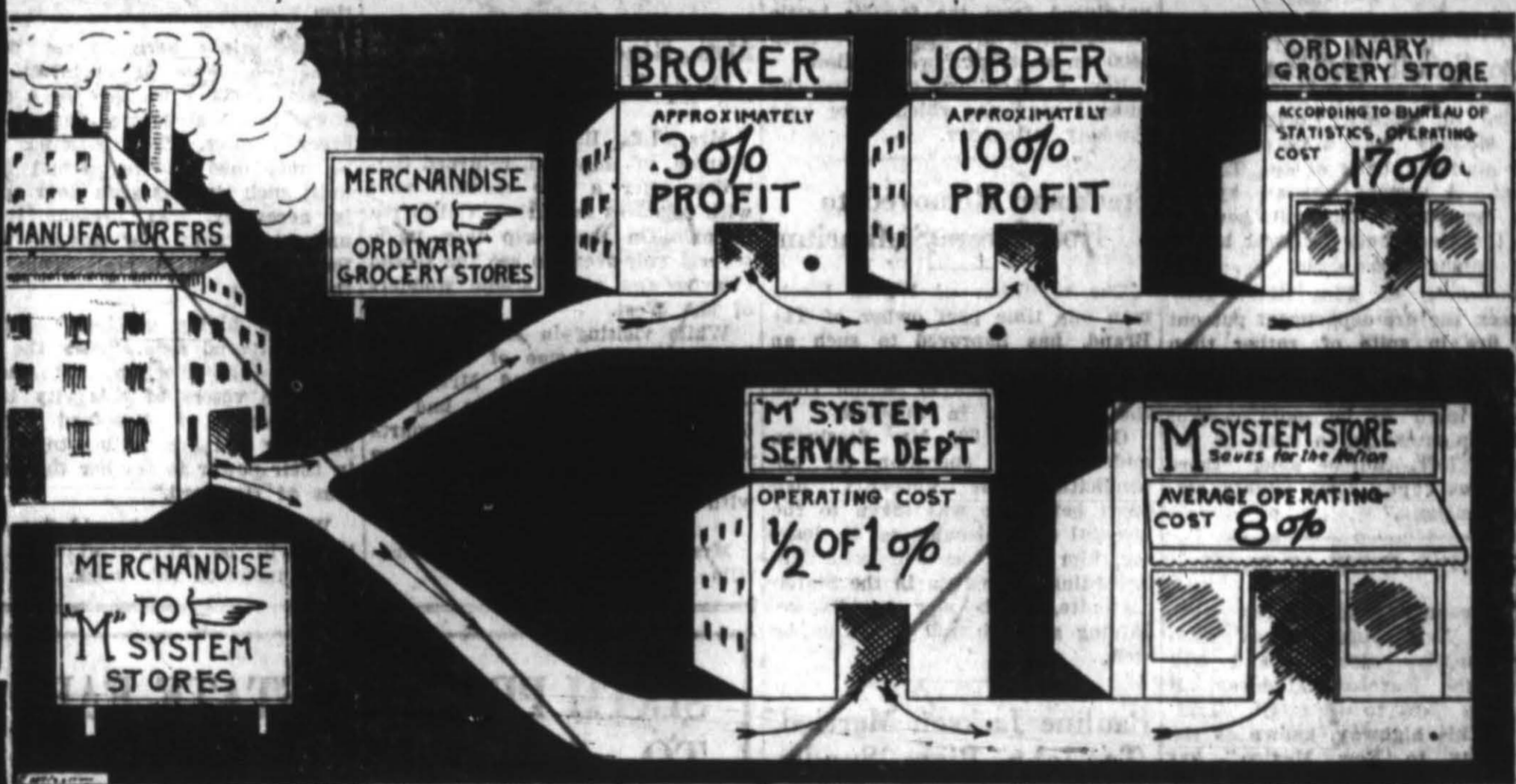
LUNCH WILL BE SERVED

- | | |
|--|---|
| HORSES | MULES. |
| 1—Bay horse, weight about 1200 pounds. | 2—Bay horse mules, 3 years old, 16 hands. |
| 1—Gray horse, 1400 pounds. | 2—Black horse mules, 4 and 6 years old, 16 hands. |
| 1—Sorrel horse, 1200 pounds. | 1—Mare mule, 3 years old, 15 hands. |
| 1—Bay mare, 1050 pounds; gentle for children. | 1—Black mule, 8 years old, 15 hands. |
| 1—Mule colt. | 1—Red mule, 9 years old, 14 hands. |
| 1—Black mare, good child's pony. | |
| FARM MACHINERY. | HARNESS. |
| 1—3 1-2 inch Emerson wagon, with grain box. | 5—Sets good harness. |
| 2—One-row Case listers. | 10—Leather collars. |
| 1—Cultivator. | 10—Bridles. |
| 1—Five-disc John Deere breaking plow, tractor attachment. | 1—Stock saddle. |
| 1—Deering header in good condition. | HOGS. |
| 1—McCormick row-binder, practically unused. | 1—Spotted Poland China sow, bred. |
| 1—Disc harrow. | 1—Spotted Poland China Sow, with five pigs. |
| Pitchforks, shovels, double trees, post-hole diggers, etc. | 1—Poland China boar. |
| CATTLE. | 6—Poland China sows. |
| 1—Jersey cow, 6 years old, dry. | CHICKENS |
| 1—Black cow and calf, heavy milker. | 150—Head of Brown Leghorn hens and pullets. |
| 1—Whiteface cow and calf. | Also a lot of household goods, too numerous to mention. |
| 1—Whiteface heifer. | |

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

W. H. CRAIG, Owner

E. E. RAMSEY, Clerk. COL. RAY BARBER, Auctioneer.



SPECIALS THIS FRIDAY AND SATURDAY

- | | |
|---|-----------------------------------|
| Saltine Crax 10c | Compound 4 lbs. Swift's Jewel 69c |
| Lemons, doz. 33c | Pickles sour dozen 15c |
| Macaroni 40 6c | Pickles Dill quart 39c |
| 3 lb. Admiration Coffee with tea glass or cup and saucer \$1.48 | |

TEAS

- | | |
|--------------------------|--|
| Schillings 1-4 Pound 22c | |
| 1-2 Pound 41c | |
| 1 Pound 75c | |
| M. J. B. 1-4 Pound 21c | |
| 1-2 Pound 40c | |
| Lipton's 1-4 Pound 25c | |
| 1-2 Pound 48c | |

EL FOOD MAYONNAISE

11 oz. 38c 8 oz. 32c 3 1/2 oz. 13c

Loose Leaf Note Paper Standard Package 8c

Thompson Chocolate Malt 1 Pound 52c 5 Pounds \$2.45

SWIFT'S SOAP CHIPS 9c

Reed's M Store Phone 249

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. | 4:35 p. m. |
| 11:10 p. m. | 6:55 p. m. |

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

File

HOTEL KEITH


(Formerly Nix House)

Nice Clean Beds—\$1.00 and 50 Cents.

Good Meals, Served Family Style, 35 Cents.

Hours: Dinner from 12:00 to 1:00; Supper 6:30 to 7:00.

Listen, Big Boy! Don't Fool With Me or You'll Have to See



FRANK BARBER


Representative
The Southwestern Life Ins. Co.

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas



Our Service Begins When We Buy for You

Our only claims to your support are the quality and price of the materials we sell and the year-round service we give you.

When you buy lumber, roofing, cement, etc., we choose dependable brands at reasonable prices and pass the market's best values along to you.

At this yard you get maximum service, including:

- a genuine interest in your building and repair work.
- courteous attention to your needs.
- intelligent suggestions.
- fair prices and high values.

Come in and talk over any building you plan. We'll be glad if our suggestions help you.

Kemp Lumber Co.

Good Service

FOOTBALL

(Continued from Page One.)

quarter when Murphy had made what appeared to be a perfectly good pass to Miller and Miller had carried the ball twenty yards for a touchdown, the referee decreed that a Portales man had been offside and the gain did not count. From that moment on, the Rams seemed to gain confidence and played like a different team.

It was in the second quarter that Portales made their touchdown. It was Herford's ball on about the Portales 40 yard line. On the third play in the quarter, with Herford apparently refreshed by the short rest between periods and making heavy gains thru the Portales line, Captain Murphy fumbled the ball, and Wilson, Portales captain, picked it up and ran sixty yards for a touchdown.

That setback seemed to put a little of the oldtime fight into the Whitefaces as they took the ball on the next kickoff and marched it down the field for a touchdown. That is, after his team mates had helped him get the ball down to the Portales 40 yard line, Murphy threw a pretty pass to Glennin who ran the remaining yardage for a touchdown.

From then on it was anybody's game. For every touchdown the Herford squad pulled, Portales seemed to take heart and play a little harder and hold the Herford backfield to small gains.

The backfield always get the credit and the line does the work. In this case, at least, it was different, so far as Herford was concerned. Had the game been dependent entirely upon the fumbling backfield, even Portales might have walked on the lead team. Fortunately the well trained line held at the critical moments. Gregory and the two Gilllands made great holes in the enemy line through which the Herford backs could run at will—whenever they could hold on to the ball long enough.

Burkett and Clyde stopped effectively most of the attempts to gain through the line and Miller and Longbottom saw to it that very few end runs turned out well for the Rams.

The backfield seemed to divide up the ball-losing pretty evenly this game. During the second quarter Russell was removed for a time and Eberle dropped back to his place as left half. M. Gilliland went into the line. The combination worked fairly well and Eberle made some nice gains. Russell came back in the second half.

It was a poor game all the way around, but it had its good points. If it did nothing more than teach the Whitefaces that they are not invincible it may be said to have fulfilled its purpose.

The Lineup.

Herford	Portales
Miller	Donelson
Childre	Morris
Gregory	Mears
Eberle	Deen
J. Gilliland	Nelson
J. Burkett	Jones
Longbottom	Perry
Glennin	Wilson (c)
Jewell	Watts
Russell	Edgers
Murphy (c)	Smith

Referee, Watson; Umpire, Black; Head Lineman, Straup; Timekeeper, Humble.

Canyon People Warned of Scarlet Fever Spread

Fearing an epidemic of scarlet fever, health authorities at Canyon have warned citizens to take all possible precautions against the spread of the disease.

Last week five cases, none of them very serious, were reported by physicians here and the homes were quarantined. Officials are of the opinion that where the cases are light and people do not regard them seriously, the chances for the spread of the disease are much greater.



FRESH MEAT

Satisfying

Selection is only here because we have all cuts and the prices are most reasonable.

Make our shop your shop.

Texas Meat Market

PHONE 225—WE DELIVER

THE FARM FLOCK OF THREE HUNDRED HENS.

By F. W. Kammmer, Bryant, Texas

The question of farm poultry raising has been given much thought and consideration. Some claim that on every farm there ought to be a flock of chickens. We do not care to make any definite statement in regard to this at present. We believe the question of a farm flock should be answered by asking the question, can every farmer keep a flock of chickens at a profit? We will state that the farm is an ideal place for a flock of chickens, there is probably no better place. The question we cannot answer is the human factor that enters into this problem. Some farmers that I know would be better off without chickens or other kind of livestock.

It undoubtedly can be proven that more than 80 per cent of the people living on farms in Texas are not farmers at all, they just think because they are living on a farm they are farmers. What they really are is miners in the same sense we use the word when applied to coal or gold miners. The old saying "gold diggers" can be applied to "dirt diggers" and be truly descriptive of the majority of so-called farmers. A real farmer after he has worked his land 20 years leaves it richer in fertility and in better shape than when he got the farm. To our observation there are not a dozen farmers of this kind in the average neighborhood.

In making this statement we will be liberally criticized, but that is all right, the world will go on anyway. It might be interesting to state that we were reared on the farm, that when my father sold it it was a better farm from standpoint of soil fertility than when he bought it.

300 Hens On the Farm.

We believe a good farmer really should keep at least 300 bred to lay hens of some standard variety. Not all farmers should keep chickens, because they don't know the first principles of managing chickens or livestock. They don't seem to be able to learn to love good chickens, thorough bred horses, pure bred cows and hogs. A flock of 300 layers should net at least \$300 over all expenses per year after supplying the home table with fresh eggs and meat 365 days in the year, and in the case of an average family of five people. The \$300 a year will go a long way toward paying the grocery bills and also the clothing store bills.

One house 30 x 30 is large enough to house this flock. The house may be located where the flock may be allowed free range. To do this it may be necessary to fence the garden.

It will take longer to care for 300 hens than it will 25 or 30, especially if the house is properly equipped with dry mash hoppers, drinking fountains and nests.

We believe a 300 hen unit to be a profitable one. A flock much smaller is not a profitable unit. Such a flock will produce a case of eggs every three days which permits of frequent enough marketing to assure getting the eggs to the consumer in good condition. From such a flock the returns would be sufficient to give the flock necessary care.

Feed Hoppers.

At least one running foot of hopper space to every ten hens should be provided, in fact the hoppers should hold at least a three days supply of mash. This would necessitate filling up the hoppers only twice a week. The water fountain may be large enough to hold a day's supply. With equipment of this kind such a flock will be a very profitable investment.

Breeds

We do not care to recommend any particular breed. We do not know which is the best. We do know that breeds like the Barred Rocks, S. C. J. I. Reds, Wyandottes and others are an ideal breed for such a farm flock. If you should be primarily interested in producing large quantities of eggs, then such breeds as the White Leghorns and Anconas will make a mistake in selecting any of these.

Specialize.

If it were possible, it would be a distinct advantage for a community to specialize on one breed. Such practice has never been satisfactorily put over, yet it undoubtedly solves at least part of the marketing problem. Suppose one neighborhood had 10,000 White Leghorns all producing the same colored eggs, all the fryers of the same color. On such a proposition, it would be an easy matter to work out a marketing detail. How much more difficult the marketing problem becomes when one farmer keeps Reds, another Leghorns, another Rocks and another Black Minorcas, etc.

System.

By following a simple plan or system one member of the family can be held responsible for the care and feeding of the flock. Systematizing the work will reduce the labor to a minimum. A half hour in the morning and a half hour in the afternoon is sufficient to manage a flock of 300 hens, excepting days of cleaning the house, which should be done once

New Fall Millinery



—All of the important new Fall models are included in this group of new hats for wear now and throughout the coming season. The majority of these are fashioned of fine, soft imported felts—some of them are combined with velvet. All have those little touches that make them what they are—smartly sophisticated.

—New creases, tucks, folds, "pinches," new tailored trimmings of ribbon, sparkling rhinestone buckles and pins. In large and small shapes with perky new brims. The new shades include Napoleon blue and maroon, as well as navy, beige, and all shades of brown and black.

Special Tomorrow and Saturday

We Are Offering Big Reductions On All Hats

Sprohls-Cronin & Co.

QUICK JOB SERVICE AT THE BRAND

Marcelling 50c Hair Cutting 50c

Mrs. Sam Hutson

AT SPROHLS-CRONIN & COMPANY TELEPHONE 22

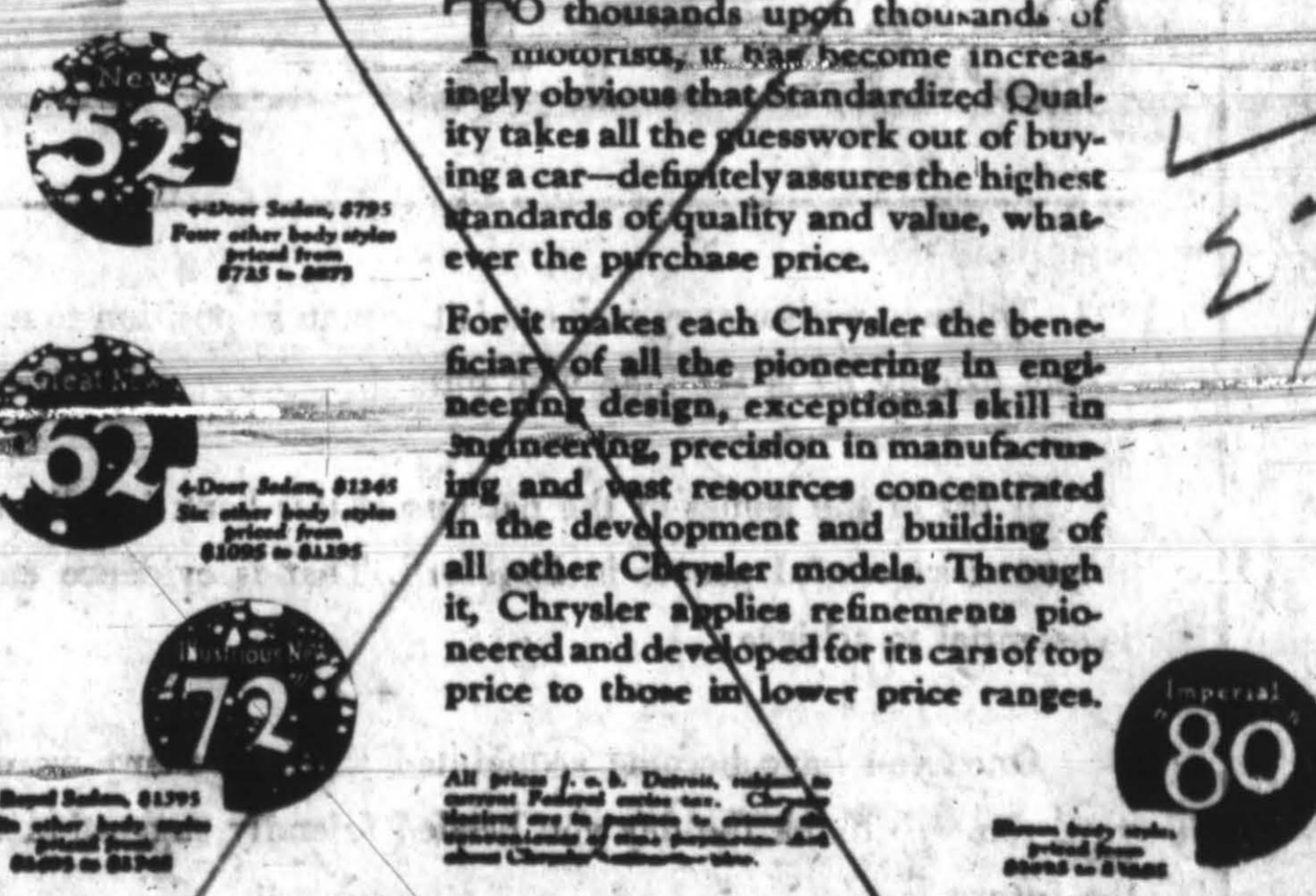
FOR QUICK JOB SERVICE SEE THE BRAND

More For Your Money when you buy a CHRYSLER

4 Chassis—\$725 to \$3595

To thousands upon thousands of motorists, it has become increasingly obvious that standardized Quality takes all the guesswork out of buying a car—definitely assures the highest standards of quality and value, whatever the purchase price.

For it makes each Chrysler the beneficiary of all the pioneering in engineering design, exceptional skill in engineering, precision in manufacturing and vast resources concentrated in the development and building of all other Chrysler models. Through it, Chrysler applies refinements pioneered and developed for its cars of top price to those in lower price ranges.



- 4-Door Sedan, \$795 Four other body styles priced from \$725 to \$895
- 4-Door Sedan, \$1345 Six other body styles priced from \$1095 to \$1495
- Speed Sedan, \$1395 Six other body styles priced from \$1095 to \$1495
- Imperial 80 Sixteen body styles priced from \$2695 to \$3595

All prices f.o.b. Detroit, subject to current Federal motor tax. Chrysler dealers are in position to complete orders and to assist you in financing your new Chrysler automobile.

L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

Northeast Corner

A goodly number of the young folks attended the party given in the home of Mr. and Mrs. Frank Daniel last Friday night. Everyone present had a wonderful time. Misses Elizabeth Ozeo and Mary Gaunt spent a few hours in the R. H. Alfred home Saturday afternoon.

Mr. and Mrs. Elmo Green and daughter of Colorado visited relatives in this community last week. Mr. and Mrs. Green came through in the car and started home Monday morning after a wonderful trip and visit.

Mrs. Louis Dees and son of Panhandle spent last week here with her sister, Mrs. Otto Smith and family.

Mrs. F. H. Wood died at her home here last Friday after an

illness of several months. She was buried in the Hereford cemetery Sunday morning. Our kindest regards and best wishes go out for Mr. Wood and his daughters in this hour of bereavement.

Mr. and Mrs. Trust McClain and family spent Sunday in the home of Mr. McClain's parents, Mr. and Mrs. W. L. McClain.

Mr. and Mrs. Coy Phillips and daughter visited relatives in Hereford Sunday.

Mr. and Mrs. Albert Womble were in Hereford Saturday.

Mr. and Mrs. Joe Daniel of Hereford spent a few days of last week here with relatives.

Mr. and Mrs. Daniel visited their son, Frank Daniel and family Sunday.

Mrs. Jack McBroom and son spent last week visiting among relatives here. Mrs. McBroom returned to her home Sunday.

Aubrey and Erlone Daniel of Hereford spent Sunday with relatives here.

W. R. McClain, D. C. and Miss Emma McClain visited Sunday in the R. L. Campbell home.

Rev. Blacklock spent Saturday evening in the A. R. Norman home.

Miss Zoe Beavers spent last week end with relatives at Hereford.

Mr. and Mrs. J. F. Walker were visited Sunday by their daughters, Merle and Kate.

Lulu May Oglesby visited Francis Campbell Sunday.

Mr. and Mrs. Earl Phillips of Hereford were in this community last Friday.

The count stand it as long as the man had the effrontery to continue smoking that vile smelling weed in spite of the black glances she had been throwing his way.

"Sir," she said in a haughty voice, "smoking always makes me ill."

"Then, madam," replied her seat-mate, "take my advice and leave it up."

Progressive News

Farmers are taking advantage of the pretty days lately to bind and head row crops.

A good number attended singing Sunday and all enjoyed it very much. The class voted to get new books and all are requested to come regularly and prepared to sing.

Miss Beulah McKensie spent last week end with some folks.

There was a very sad accident in our community last Thursday when the baby boy of Mr. and Mrs. Albert Higgins was drowned in a water tank. The little boy was between one and two years old, big enough to walk. He went out to the tank unknown to his mother and family and not much later was missed from the house and found drowned in the tank. Funeral services were held at the West Park Cemetery where the child was buried at 3 o'clock Friday afternoon. A large number of friends and loved ones attended the funeral. The entire Progressive community deeply sympathize with the bereaved family in the loss of their little son and brother.

Mrs. George McKinley and children spent last Friday and Saturday with relatives in Hereford.

Mrs. Ira Rhinetta and daughters visited in the home of Mrs. Arthur Ratcliffe Thursday.

Mrs. W. C. Russell spent Saturday with her daughter, Mrs. John Rector at Sumner.

Singing program for Sunday: Opening song, Orin Russell.

Song, Lois Counts.

Song, A. V. Vernon.

Male quartet, arr. Jess Caldwell.

Song, M. Garrett.

Song, Walter Galley.

Quartet, arr. Jake Gregory.

Song, Eunice Caldwell.

Song, Howard Hershey.

Duet, Mr. and Mrs. Ramsey.

Reading, Winona Bagg.

General selections, Mrs. Lewis.

Misses Wanda and Wilona Bagg accompanied their grand parents, Mr. and Mrs. Miles, to Amarillo Saturday where they spent the night with relatives.

Mr. and Mrs. Jasper Cockrell and family attended a surprise dinner given at the Westway school house last Sunday for Mr. and Mrs. Short of that community. They report having a big day.

A surprise party was given B. F. Seven last Monday evening when a large number of neighbors and friends gathered at his home to help him celebrate his birthday. The evening was spent in singing. Refreshments consisted of cake and cocoa. The occasion was enjoyed by everyone.

West Way Items

Sunday was a great day for Westway. We had a big dinner in honor of the teachers and the Shorts. Mr. and Mrs. Short's neighbors from north of town were present. Rev. Cloyd and family were present and he preached following Sunday school. Between Sunday school and church the Gardner B. Y. P. U. of Hereford gave a program which was enjoyed by all and we hope they will come again.

Mr. and Mrs. T. E. Cowart of Lockney spent the week end with Mr. and Mrs. G. C. Hartman.

Miss Ora Mae Thurman spent

the week end with Misses Myra and Oleta Hartman.

Mrs. Owen and children spent Friday with her mother, Mrs. Sagner at Easter.

Miss Oleta Hartman spent Sunday afternoon with the Short girls. Ellis Wilson has gone to Abilene to bring his wife and sister back home.

Misses Oleta Hartman, Bernice Rice and Mary Turrentine have missed a few days from school on account of illness with tonsillitis. Mrs. Gilliland called on Mrs. Pierce Monday afternoon.

There were 107 at Sunday school Sunday. There was also good attendance at the Young Peoples' Union in the evening.

Program for Sunday follows: Subject, Religion and education. Leader, Thelma Meyers.

Song service.

President in charge, Ulya Pierce.

Bible leader, Mrs. Keese.

Sentence prayers.

Devotional Ulya Pierce.

Introduction, leader.

Religious education in the Old Testament, Mr. Keese.

The Bible, the best text book, Oleta Hartman.

Why have denominational schools? Bobbie Rice.

Why study the Bible in school? Orville Houser.

How much Bible do you know? Mr. Owen.

Poem, The Bible, Leslie Vaughn.

Song.

Prayer.

Summerfield

Sunday school met on the Sunday with a large crowd present. B. Y. P. U. met at 6:45 and after the program Mrs. Abbott of Bovina gave a talk on her work among the Mexicans in this association. She showed her pictures of the Bible lands.

Sunday night, October 10, after a B. Y. P. U. program a pleasant "Christ in America" will be given. Come and meet a native from sixteen foreign countries. It will be worth your time.

Ky Lawrence and family spent Sunday in the B. A. Atchley home.

Jack Roberson and family of Hereford spent Sunday with Mrs. Roberson's sister, Mrs. J. B. Barlan, and family.

Alan Hawkins of Seminole arrived Wednesday for a visit with his brother, W. E. Hawkins.

Mr. and Mrs. S. L. Walker of Hereford and Mr. and Mrs. Joe Kendall and daughters spent Sunday in the C. R. Wales home.

Messrs. and Misses Benson Hill and B. A. Atchley went to Bovina Sunday afternoon to look over Mr. Hill's farm.

Miss Eva Noland took dinner with Miss Leannus Walser Sunday.

Mrs. W. G. Harris and children, Misses Marie McClure and Annie Lance of Canyon spent the week end with relatives here.

Joyce Davis and Kitty Clo spent Sunday with Ruth and Christine Atchley.

Mrs. Moreland of Amarillo spent Sunday with her son, W. R. Moreland.

reflections

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

PLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.



Come On, You Hunters!

Here are just a couple of the fine specimens waiting for you to come and get 'em. Hunting season's just open now. Of course you'll need a license, but after you get that—or before—come in and let us fix you up with everything you want along the line of hunting goods and accessories. We handle the famous Super-X long range and Nitro Express shells, Remington and Browning shotguns, hunting coats, ammunition belts—in short, absolutely everything you'll need.

Streu Hardware Company

Frank Lockingbill came home Saturday after a two months visit with relatives near Ft. Worth. W. E. Hawkins and family took supper Sunday with Mr. and Mrs. Ky Lawrence.

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

Only An Expert

Should Be Allowed to examine your eyes and do your jewelry repairing.

To see better SEE

F. M. Kester

Jeweler and Optometrist

Specialist

You wouldn't go to a plumber if you had a broken arm, nor would you call in a dentist to fix your furnace. Why, then, is it unreasonable to suppose that you can get better battery service at a place where there are specialists in that?

It stands to reason that where a man has specialized, he is better equipped to serve you than one who practices a trade as a side-issue only.

Take Your Batteries to a Specialist.

Willard Battery Station

VERN WITHERSPOON, Proprietor

Cash On Hand

The man with money in hand is the man in position to meet opportunity half way and usually he is the man who puts things across because he is ready.

A list of the names of the patrons of this bank is a list of the names of some of the most successful people in Hereford. That is evidence enough that ready money is essential to achieve.

Once you have become acquainted with the many ways in which we can serve you, you will thank the day you heeded friendly suggestion and started to build for the future.

First State Bank & Trust Company

PIGGLY WIGGLY

Thank You, Mrs. American Housewife
A million American housewives visit 2600 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, OCTOBER 15th

- Tokay Grapes** nice and fresh per pound **9c**
- Cabbage** nice firm heads per pound **3½c**
- Italian Prunes** in juice per gallon **42c**
- Pineapple** No. 2 1/2, size in syrup, per can **29 23c**
- Lima Beans** No. 2 size 5 cans for **42c**
- Everlite Flour** 48-pound sack **\$1.95**

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.

File

Music Teachers Group to Convene at Slaton

Announcement that the South Plains Music Teachers Association will convene in a two days convention at Slaton, November 18 and 19, was made this week by Miss Jeanette Ramsey, of the Slaton public school, who is president of the association.

Plans are being made to make this a golden opportunity for citizens of Slaton to hear some of the most noted Texas artists of the region. November 18 has been scheduled as the date for a special program of vocal and instrumental music, featuring the appearance of orchestras from Slaton, Spur and Lubbock.

Arney News Items

Miss Beulah Cox spent the week end with Ray Cole and wife. Mrs. Boyd visited in the J. E. Boyd home last Sunday. Henry Scowen was a visitor in the Claude Fox home Monday. The Baptist revival was started last Sunday by Mrs. Parker and Mrs. Parks and good attendance and interest is noted. Claude Fox is combing for Ray Cole. C. E. Burns and wife were in Nansareth Monday. Several from this neighborhood were in Happy Monday. John Simmons and wife, have completed improvements on their place and will move soon. H. E. Ferguson and wife were in Nansareth Tuesday. While attending church Wednesday, Mr. and Mrs. Gerber suffered the complete loss of their home by fire. Particulars are not available at this time.

Highway Group Meets to Discuss Improvement

With nearly a thousand delegates from all over the United States the U. S. Highway 66 Association met Monday in Tucuman, N. M., for the purpose of discussing present and future improvements on the transcontinental route between Chicago and Los Angeles, better known as the "Main Street of America."

It is reported that several millions of dollars have been raised this year to finance improvement on Highway 66 and officials of the Association predict that by 1929 it will be paved all the way between Chicago and the New Mexican state line and from Los Angeles to the Arizona line, leaving only 2 states without cement surfacing. Both of these, however, have a high grade of gravel road.

Most of the farmers are now cutting feed. Land dealings have been frequent here the last few weeks. Miss Edna Banks who is attending Wyland College spent the week end here with home folks. Queen Marie of Roumania plans a return trip to the United States, bringing the little six-year-old king and grandson with her. These grandmas are sisters under the skin after all—eh?

Flagg News.

Statement of the ownership, management, etc., required by the Act of Congress of August 24, 1912. The Hereford Brand published weekly at Hereford, Texas, for October, 1927. I. That the names and addresses of the publisher, editor, etc. are: Seth B. Holman, Hereford, Texas. That the owner is Seth B. Holman, Hereford, Texas. That known bondholders, etc., holding one per cent or more of total amount of bonds, etc., are: W. E. Neal, Hereford, Texas; J. L. Nunn, Amarillo, Texas. SETH B. HOLMAN, Sworn to and subscribed before me this 10th day of October, 1927. C. C. ACKERLY, Notary Public. (My commission expires June 30, 1929.)

Here and There.

visiting her daughter, Mrs. Cass Adams. Among those attending church at One Sunday were Mrs. Jones and Miss Senter, Mrs. Dixon and Mrs. Pains, Mr. and Mrs. W. T. Summers. Mrs. J. M. Gray and son came in last Sunday. Mr. Duncan of Oklahoma, has bought the farm south of Mr. Adams and will move there soon. We are glad to welcome these people into our community. Mrs. Will Redwine has as her guests this week her daughters from Amarillo. Mrs. McEntire of Hereford visited Mrs. Birdwell last week-end. Mr. Boone of north of El Paso has recently completed his residence and moved in. There were forty-seven present at Sunday school. Rev. Naugle preached in the afternoon, it being his last service here before conference. A fight from was reported in some places Sunday. Most people are hoping frost will hold off on account of the late seed crops. Messrs. and Meses. Harry Lomas and Richard Dixon and Mrs. Green and family spent Sunday with the Walter Easter family. H. M. Mobley and wife spent Sunday with the J. B. Harlin family at Summerfield. Misses Nola Mae Brumley, Maurine Sullenger, Gladys Jones and George Sparkman spent Sunday afternoon with Misses Mottie and Elsie Andrews. Mr. and Mrs. Raymond Elliston spent Saturday at the J. J. Lindsay home. About twenty-five friends and relatives took dinner and went to the J. W. Vick home Sunday to remind him that another birthday had come. The day was enjoyably spent. Mrs. Hudson and son of Amarillo spent the week end with her parents, Mr. and Mrs. J. W. Worley, Sunday thru, together with Mr. and Mrs. Fred Gibson and Will Worley and family spent the day with Mr. and Mrs. Sam Cochran near Kelso. Earl Lacey and family and Edgar Moses and family spent Sunday at the Carl home in Hereford. Mr. and Mrs. Strein of Hereford were supper guests in the C. M. Bell home Sunday. Travis Hill went to Hedley on Tuesday. Mr. and Mrs. C. E. Tice took dinner in the T. L. Sparkman home Sunday and in the evening all

More Truth Than Poetry In This Bit of Sarcasm

Singling was well attended Sunday night. It was voted to order new books for the coming year. Election of officers resulted as follows: Mrs. C. E. Tice, president; Roy Kincaid, vice president; W. A. Springer, secretary; Roy Kincaid, leader; W. A. Dixon and Albert Springer, assistant leaders. Much interest is being taken in singing at Friday and when the new books arrive we hope every one will be on hand to help make a bigger and better song service. The young people are practicing on a play to be given at the school house Halloween.

Some merchants actually believe when they quit advertising that they cut down expenses which is a fact, in a way. They also cut down expenses when they quit ordering goods. They would also be cutting down expenses if they would move outside of the building and open business in a tent. They could discontinue the electric lights, telephone, furnace and insurance and cut down their expenses. This thing of cutting down expenses is a great game.

Miss Maxine Tice spent Sunday with Alma and Ruby Andrews.

Geo. Chamness and family and the Sullenger family spent Sunday with Mr. and Mrs. Bob Axe. Mr. and Mrs. Beauford entertained several friends Saturday night. Mrs. E. M. Mobley spent Saturday with Mrs. Wilkerson. Mr. and Mrs. Henry Allman and Mrs. Leo Williams are spending the week visiting their parents at Floydada. Mr. and Mrs. Oscar Campbell left Tuesday for Crosbyton for a two months stay.

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As I have sold my farm, I will sell at Public Auction, without reserve, the entire equipment of my farm, machinery, live stock, milk cows, household goods, etc., at my place located three miles south and two miles east of Hereford, on the East Dimmitt road, on

Thursday, October 20

BEGINNING PROMPTLY AT 10:00 A. M.

LUNCH WILL BE SERVED BY THE PRESBYTERIAN LADIES.

HORSES.	HOGS. (Hogs, Cash)
1—Team black mares, weight about 2500.	10—Poland China pigs, wt. about 60 lbs.
1—Team grey mares, weight about 2800.	17—Poland China shoates, wt. about 100 pounds.
1—Team greys, horse and mare, weight 2300.	4—Poland China sows, all bred to farrow this fall and winter.
1—Grey horse, 5 years old, weight 1400.	1—Poland China boar, 1 year old.
1—Brown horse, 4 years old, weight 1050.	FEED (Cash) <i>260</i>
1—Team well matched black colts, coming 4 years old, weight about 2400.	80—Acres of good feed and alfalfa.
1—Bay horse, coming 4 years old, wt. 1200.	10—Acres of sorghum in shock.
1—Bay mare, coming 4 years old, wt. 1050.	4—Stacks of alfalfa. 6—Acres corn.
1—Bay filley, 3 years old, weight 1100.	60—Acres milo maize.
1—Roan saddle pony, 9 years old.	FARM MACHINERY.
HARNESS.	1—Practically new Kentucky wheat drill, 12 hole. 1—McCormick srow binder.
4—Sets of extra good leather harness.	1—P. & O. two-row lister. 1—Single disc.
1—Set chain harness.	2—John Deere listers. 2—One row go-devils
Collars, bridles, lines, pads, etc.	1—Bowsher feed grinder.
MILK COWS.	1—Two-row disc go-devil, knife attachment.
1—Pure bred Holstein cow, age 4, milking.	1—One-row disc go-devil.
1—Pure bred Holstein cow, age 5, milking.	1—John Deere cultivator.
1—Jersey cow, age 5, fresh by sales day.	1—John Deere tandem mold board plow.
1—Jersey and Holstein cow, age 4, milking.	1—John Deere sulkey mold board plow.
1—Jersey cow, age 8, fresh soon.	1—Two-section drag harrow.
1—White Face yearling.	1—Three-section harrow. 1—Scraper.
2—Jersey heifer calves.	1—Five-foot McCormick mowing machine.
1—Holstein bull, 3 years old.	1—Twelve-foot hay rake.
(These cows are all extra heavy milkers.)	1—Wagon and rack. 2—Box wagons.
HOUSEHOLD GOODS.	1—Low wheel rack wagon.
1—Primrose cream separator.	MISCELLANEOUS.
1—Large iron kettle and fire base.	Hoes, pitch forks, post-hole diggers, grubbing hoes, shop tools, wrenches, double trees, eveners, grind stone, and a great many useful articles to numerous to mention.
1—Majestic range. 1—Dining table.	
1—Dovefold. Chairs, fruit jars.	
1—Twelve-gauge shotgun.	
1—Twenty-two rifle.	
And a lot of other things too numerous to mention.	

This is truly one of the best offerings of live stock and farm equipment of any sale that has been held in this part of the country for some time, and it will be a real pleasure to me to have all my friends attend my sale, whether you buy or not. And it is assured that you will find everything to be just as I represent it to you on sale day, and if you find it otherwise I am right and ready for adjustment.

TERMS—All sums of \$25.00 and under, cash; sums over \$25.00, nine months' note, approved security, seven per cent interest; 5 per cent discount for cash.

Henry Schuette, Owner
 Sale Clerked by J. A. PITMAN
 Auctioneer, COL. RAY BARBER

RESIDENTIAL

Auction Sale

Furniture and Household Effects of a Five-Room House

As I am moving to California, I have decided to sell at public auction, without reserve, the entire furnishings of my home, located two blocks west of Mother's Park, Hereford, Texas, on

MONDAY, OCT. 17

The sale, which begins promptly at 2:00 p. m., consists of the following described articles:

- | | |
|--|--|
| 1—Duofold; tapestry upholstered. | 1—Ivory crib baby bed and mattress. |
| 1—New Hot Blast heating stove. | 1—Writing desk. <i>139</i> |
| 2—Wilton rugs, 9 x 12. | 1—Day bed mattress. |
| 1—Axminster rug, 6 x 9. | 1—Wicker lounge. |
| 1—Mahogany library table. | 1—Five piece ivory bed room suite, complete with mattress and springs. |
| 1—Dalley Gem piano, made by Baldwin Piano Co. | A lot of Kirsch curtain rods. |
| 2—Leather upholstered rocking chairs. | 1—New Nifty Oak heater. |
| 1—Wicker rocker. | 1—Mahogany bed room suite, complete with mattress and springs. |
| 1—Leather upholstered straight back arm chair. | 1—Tapestry rug, 9 x 12. |
| 1—Floor lamp, with parchment shade. | 1—Axminster rug, 9 x 12. |
| Several small Wilton rugs. | 1—Magazine rack. |
| 6—Dining chairs, leather upholstered. | 1—Porch swing and rocker. |
| 1—Round dining table with leaves | 1—Folding typewriter desk, practically new. |
| 1—Bulset. | 100—Feet garden hose. |
| 1—Tea cart. | 1—Nursery chair. |
| 1—China cabinet. | 1—High chair. |
| 1—Kitchen cabinet. | 2—Eclipse lawn mowers, practically new. |
| 1—Breakfast table and four chairs | 3—Laundry tubs and boiler. |
| 1—Drop leaf table. | 1—Set bed springs. |
| 1—Easy electric washing machine. | 1—Roll top office desk. |
| 1—Hoover sweeper. | |
| 1—Barlow oil heater, No. 3. | |

This is a strictly clean, high-class offering of exceptionally good and useful furniture and household effects. A wonderful opportunity for the housewife to replenish her household needs at her own price.

NOTICE!
 I will sell my five-room, modern home at a sacrifice price at private sale. Consult me on or before date of this sale. Easy terms.
OWEN P. SMITH, Owner
Col. Ray Barber - Auctioneer

CLASSIFIED

Wanted

KANSAS CITY LIFE INSURANCE
Company has an opening in Hereford for the property party. Will make part or full time contract. Write or phone TOM MCCLURE, 1206 Rule Building, Amarillo. 39-4tp

LAUNDRY—Called for and delivered. 50c per dozen washed; \$1.00 per dozen finished. Phone 26 Mrs. J. M. ASHLOE. 39-4tc

WANTED—Five to seven years agricultural leave on vacation not too far out; also want to lease or rent several farms. GEO. T. McCURRY. 38-2t

Lost and Found

LOST—Round yellow gold wrist watch some place on Main Street. Please return to the Band Office. 39-tp

FOUND—Child's shoe in front of R. & F. grocery, call at brand office and post office. 39-1t

LOST—Last Tuesday morning, on way to Central School, one large envelope containing pictures and kodak album. Please leave at the post office. 39-1tp

FOUND—Young girl's coat, near Santa Fe crossing during fair. Call at Brand office and identify same. 38-1f

For Sale or Trade

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

FOR TRADE—Good grain truck and No. 3 International combine, used two wheat seasons for chickens, cows or hogs. JOE MITCHELL. 38-4tp

Notice

NOTICE—Farm and Ranch, the

best farm paper published in Texas, will be sent free the remainder of the year to all those who subscribe now for three or five years at the new low rate of \$1.50 and \$2.00. Write or call W. Frank Ball, authorized representative for Deaf Smith and a joining counties. Phone 147. 38-4tp

NOTICE—Beginning Monday, October 24, I will be located at Anthony's Furniture Store. I will continue to do sign hauling and transfer work. ARCH CONKIN. 38-2tc

NOTICE—From now on I will be the Hereford representative of the Victor Ladies Tailoring Company and California Perfume Company. This is the work formerly handled by Mrs. Edna Gray. MRS. GRACE HUGHES, Phone 354J. 38-2tp

For Sale

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

FOR SALE—Sulky roaster; would trade for cows. H. SPRATT. 39-1tc

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

FOR SALE—Baled sorghum and alfalfa hay; also heater and Mastic range cook stove. C. L. RUTHERFORD. 39-2tc

FOR SALE—One good Allis-Chalmers tractor and one Gray separator in A-1 condition. Will sell on terms. See W. S. WILLIAMS. 39-2tp

FOR SALE—About 200 White Leghorn pullets four months old. Call C. C. COX, at Brumley Chevrolet Company. 38-2tp

FOR SALE—Fresh banded sorghum. O. J. BENE. 38-2tp

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 CHARLES BENNETT. 38-1f

FOR SALE—One Jersey cow; a good milker. Also gentle horse, either to drive or ride suitable for children. Box 31, Summerfield. 38-2tp

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

FOR SALE—One row binder in good condition. Day to go to work. See it at CLANK'S BLACK-SMITH SHOP. 37-3tp

FOR SALE—15-30 McCormick-Dearing tractor; terms. G. K. HIGGINS. 37-4tp

FOR SALE—The E one-half Section 24, block one (1), W. H. Hall's subdivision, Garza County, Texas. For price and terms write J. H. CAIN, Seattle, Kas. 37-4tp

For Rent

FOR RENT—Two furnished rooms for light housekeeping. Phone 255J. MRS. EDNA RAY. 39-1tc

FOR RENT—Furnished bedroom, modern. MRS. L. O. CROSTHWAIT. 38-1f

FOR RENT—Bedroom for rent. MRS. L. O. CROSTHWAIT. Telephone 120-J. 38-1f

FOR RENT—Two nice, clean rooms, completely furnished for housekeeping. DR. ELIZABETH MILLER, Phone 360. 37-1f

FOR RENT—My building now occupied by the Carls Grocery. A. H. ELLISTON. 38-1f

FOR RENT—Bedroom for couple, close in. Phone 353. 32-1tc

FURNISHED ROOMS to rent, also bedroom. MRS. E. CONNELL. 32-1tc

FOR RENT—Modern 7 room apartment. See L. SKIN, or phone 138. 29-1f

FOR RENT—Two unfurnished rooms. Phone 224. 28-1f

Whitorado

Mrs. W. A. Glover is improving nicely from her operation.

The funeral of Mrs. F. H. Woods was held at Hereford Sunday.

A trained nurse is in attendance on Mr. Kunze now. He is reported to be very low.

J. A. Hazelwood left the first of the week for Amarillo where he has accepted a position.

Mr. and Mrs. Ooze and family spent the week end here.

Miss Loraine Daniel was hostess to a crowd of young folks at her home Friday night when they enjoyed a fine party.

J. A. Alfred has sold his filling station to Bran Fowler and Frank Colton.

Frank Daniel has lumber on the ground to build camp houses here.

The young people of the town enjoyed a nice little picnic on the breaks Sunday.

Mrs. E. A. Wilmuth left for McLean Sunday, having received a message stating that his little brother there had been run over by a car. His injuries are not believed to have been serious.

Bobbie Roland and Mr. and Mrs. Pat Roland were visitors in the R. S. Roland home Sunday.

Earl Hodges and family have moved to town.

D. P. Meador returned from McGregor Friday morning.

The parents and teachers met at the school house Friday afternoon and organized a Parent-Teachers Association.

Superintendent Hill has started a typewriting class in school.

Ray Hall of Lorens has returned to put in his wheat crop here.

Mrs. P. K. Durrett, Miss Bob Sullivan and Mr. and Mrs. Bob Chambers of Amarillo were visitors in the K. L. Durrett home Sunday.

Hugh Gouley and family were visitors in the Pete Gouley home Sunday.

CARDWELL'S VISIT HERE

Mr. and Mrs. J. H. Cardwell of San Diego, California, were visiting friends here this week. Mr. Cardwell was in the grocery business in Hereford for fifteen years, having moved to California about five years ago. The Cardwells are on their way to Dallas for a short time, after which they will return to visit for a time in this city.

NOTICE OF SHERIFF'S SALE OF REAL ESTATE

THE STATE OF TEXAS, DEAF SMITH COUNTY.
WHEREAS, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, dated the 28th day of September A. D. 1927, and upon a judgment rendered in said court on the 2nd day of August A. D. 1927, in favor of B. G. Conkright against J. Walter Spradley for the sum of \$450.55 with 8 per cent interest and costs of suit, and foreclosing the vendor's lien against said Spradley, Will W. Smith, Ole O. Oleson, L. M. Marshall, The First State Bank and Trust Company of Hereford and International Harvester Company of America, No. 1634 to the effect of said court, commanding me to seize and sell the below described land as under execution; I did on the 28th day of September A. D. 1927, levy upon the following described tract of land lying and being situated in Deaf Smith County, Texas, and being all of Section No. thirty-seven (37) in Block K-A.
And on the first Tuesday in November, A. D. 1927, the same being the first day of November A. D. 1927, between the hours of ten o'clock A. M. and four o'clock P. M. on said day, at the court house door of Deaf Smith County, I will offer for sale and sell at public

auction for cash, to the highest bidder, all of the right, title and interest of all of the above named parties in and to said land and property.
Dated at Hereford, Texas, this 28th day of September A. D. 1927.
C. BENTON,
Sheriff of Deaf Smith County, Tex.
By J. M. Murchison, Deputy.
37-3cWHR

CONTEST

(Continued from Page One.)
ing the last two days of the campaign, every \$20 turned in counts 25,000 extra credits.

Every contestant is advised to do her level best these final hours. One last minute effort may land the automobile for anybody.

And now, the end is in the hand of the club members and their friends. Every subscription sold is of vital importance. Your last chance! May fortune be with you!

Final Rules and Regulations

1. The campaign will end promptly at 9 p. m. Saturday, October 15, 1927.
2. All yellow ballots now in the possession of contestants must be in the ballot box, or in the possession of the contestant herself in the campaign office by that time. Neither the Brand nor the Club manager will be responsible for the counting of your credits unless you turn them in.
3. The locked and sealed ballot box will be opened and the official count begun just as soon after 9 p. m. Saturday as the last contestant has made her final turn in. The doors of the campaign office will close and be locked at 9 p. m. Saturday and no one may enter with votes and subscriptions to be turned into the ballot box after that hour. Contestants who are inside at that time will be waited upon regardless of the length of time consumed.

4. Positively no checks of any kind will be accepted Saturday. Every remittance MUST be in actual cash.
5. Every prize has been purchased and cannot be exchanged for cash commission. Commissions will be paid to non-winning contestants strictly under the published rules of the campaign, as set forth in the beginning.
6. No money will be refunded.
7. Every contestant has the privilege of obtaining as many subscriptions credits as desired. Credits will be issued on each and every bona fide subscription turned in.

8. Positively no credits will be transferred from one contestant to another. This is an absolute rule and will be strictly enforced.
9. The count of the ballots will be public Saturday night, and everyone is cordially invited to attend. The count will take place in the campaign office and will begin just as soon as possible after 9 p. m. Saturday. Come along and boost for your favorite.

Closing Out Sale!

Beginning right now—today—we are going to sell every single item in our stock of dry goods and shoes, regardless of price.

Never before has Hereford witnessed such price slashing as this; never have you had the opportunity to save which we are offering.

We must get rid of this stock. Price is no object. Come in and look over the greatest collection of bargains you have ever seen.

We Handle the Famous Smith's Best and Great West Flour.

WARREN'S GROCERY STORE

Saturday Specials

A good BROOM 49c

COMPOUND Regular price, 70c and ... \$1.35

Our Best COFFEE (regular price) 58c

Gallon PEACHES 53c

Shelled PECANS, per pound \$1.00

R & F CASH GROCERY
R. F. ROGERS J. B. FRANCE
Phone 293 We Deliver

The Big Race

FOR THE BRAND'S CHRYSLER SEDAN IS RAPIDLY DRAWING TO A CLOSE, BUT—

Don't think for a minute that the race to drive and own the famous Chrysler "62" is anywhere near over.

Not by a long shot!

LISTEN, MOTORISTS, UNLESS YOU HAVE DRIVEN THE NEW

Chrysler "62"

You still have before you the greatest thrill motordom has to offer you—the thrill of unlimited power at your finger tips and control so easy that the machine seems to obey your slightest wish.

L. W. Hough
Dealer

Wait For Our

Formal Opening

Saturday, Nov. 5

Hereford Wholesale Grocery Company
L. W. Carlyle

Safeguard Your Health!

Far more important during the winter months than the cut of your clothes is your choice of warm undergarments. The children, particularly, must be warmly dressed in order to combat the disease germs so ready to attack their small bodies when they are poorly clad on frosty mornings.

We are prepared to fill your every need for underwear. A shipment of choice values has just come in and you are invited to make your selections at once.

For the children we have stocked the famous "E-Z" waist unionsuits, priced reasonably from 65c to \$1.00. Dr. Denton's sleeping garments are also here—just the thing for chilly nights. For father and mother, too, we have a fine lot of the newest underwear in all sizes and weights.

And don't forget to look at our extra warm blankets and quilts. All of the nationally known brands.

D. R. GASS & SON

File

'Big Parade' Is Most Realistic Picture Known

"Not only is 'The Big Parade' the biggest and best motion picture who has ever been shown in Hereford—it is the best which has ever been made in history," said Manager W. L. Pickett Monday in commenting on the famous war picture which begins a three day showing at the Star Theatre on Wednesday, October 26.

Mr. Pickett has seen the picture himself and says that in comparison with other theatre pictures, who viewed it when he did, he picked him to such an extent with its power and magnitude that he had to see it a second time.

The record of this picture's appearance in other theatres speaks for itself. It has enjoyed the longest unbroken run of any motion picture in any time. It is now in its second year in New York, having shown thirty-seven weeks at one theatre.

It has taken America a decade to get the proper perspective of the great world war; now that the struggle is rapidly fading into history and we can see the place of hatred and prejudice, we can appreciate a picture such as this. 'The Big Parade' does not glorify war, nor does it tend to lighten the hardships nor the bitterness of conflict. Rather, it gives a strictly true-to-life portrait of the events of the war, and glorifies in epic form the heroism and tolerance displayed.

John Gilbert and Renee Adoree play the leading roles in this great drama of the screen, which is presented by Metro, Goldwyn, Mayer. Others who score distinct hits and who are well known to Hereford theatre-goers are Tom O'Brien and Karl Dane.

Entertain Seven Tables At Forty-Two Party

Mrs. Ray Jackson and Mrs. Paul B. Foster entertained with a forty-two party last Thursday night at the Foster home. Those present included Messrs. and Mrs. Foster, Jackson, R. O. Spaul, Claude Roberts, Hal Bruner, Nestor Gass, P. S. Lucas, J. W. Hendrix, Albert Ross, O. C. O'Neil, Earl Springer, Earl Springer, Oscar Frazier, Mrs. T. D. Moss and Miss Addie Townsend. Mrs. Ross and Mr. Springer were awarded first prizes for high score and Miss Townsend and Mr. Hendrix took consolation.

Mrs. Karl W. Wilson has as her guests this week her mother, Mrs. Leroy Johnson, and her brother, Ralph Johnson, of Sweetwater. Mr. Johnson is widely known in the radio world for his recent invention of the powerstat.

CARD OF THANKS

We wish to thank our many friends and neighbors for the many acts of kindness, comforting words and beautiful flowers in the passing of our dear husband and father, May the dear Father in Heaven comfort you one and all when such sorrow comes your way.

Mrs. Margaret Locker, Marian Locker and Family, Luther Locker and Family, Wilburn Locker.

CARD OF THANKS

With grateful hearts we wish to thank our friends and neighbors for the kind words, loving deeds and beautiful flowers that were given at the recent tragic death of our little boy and brother.

Mr. and Mrs. A. S. Higgins and Children.

WOMANIAN LADIES GIVE PROGRAM TOMORROW NIGHT

The public is invited to a program of music and readings to be given tomorrow night at the Presbyterian church when the ladies of the church will make a report on the 25 cents turn-over on the new church building fund. No admission will be charged, although a free-will offering will be taken which will be used on the building fund.

The following program has been scheduled:
Song, Congregation
Prayer, Rev. Mr. Ross
Reading, Mrs. Crosthwait
Piano Solo, Leota Borden
Selection, Edgar Pickett
Reading, Frances Borden
Piano Solo, Judge Owen F. Smith
Selection, Male quartet
Reading, Velma Carroll
Benediction, Rev. Mr. Ross

This Way Out

Tram—"Have you a good square meal for a hungry man, missus?"
Lady—"Yes, I have. And he'll be home any minute now, so you'd better beat it."

Early Melodies Study Subject of Music Club

The Music Study Club met in regular session at the home of Mrs. H. L. Broadwell Monday. During the business hour an interesting report of the organization of the 7th district of Musical Clubs was read by Mrs. Broadwell, delegate from the Hereford club to the convention in Amarillo last week.

Roy Gough Winner of Draw for Prize Kodak

Roy Gough is too lucky for words. That is the opinion of Bill Mitchell, who was recently tied with Gough in a guessing contest only to lose the prize when Gough won on a draw-out. The prize was the kodak offered at the fair by the firm of Hanna & Hanna, photographers.

At the fair a number of empty spools were placed in a wire basket and visitors were allowed to guess the number of spools, the winner to be awarded a new kodak. Gough and Mitchell both guessed 1232 and there were 1233 spools in the basket.

Light Mystery Sounds Like a Bed-time Story

Hereford, in case you had not heard of it, has had a mystery this week. Absolutely, a full-fledged, dys-in-the-wool mystery. Like all good mysteries, this one was perfectly simple. It remained only for some one to find how simple.

NICHE HERE ENTERTAINS MASSACHUSETTS WOMAN

Miss Olive Perkins entertained a number of friends at a one o'clock luncheon at her home on Progressive Avenue in honor of her aunt, Mrs. Gullow, of Wakefield, Massachusetts.

Artistic hand-painted place cards marked the place for the following guests: Misses Gullow, Margaret McDonald, D. L. McDonald, J. W. Hicks, Chas. Donald, F. H. Obernier, C. C. Ferguson, P. T. Robinson and W. B. McLean.

The afternoon was spent in playing the new game, Lindy, invented by a son of Mrs. Gullow.

Two Hereford Girls Receive Honor Awards

Two Hereford girls were recently elected to membership in the Lloyd Greene Allen chapter of the Scholarship Society of the Southern States. It was announced this week by Mrs. T. V. Reeves, of the W. T. S. T. C. at Canyon.

Miss Midge Childre, a member of the class of 1927, has been elected to graduate membership, being one of eight out of a class of more than eighty to receive this honor.

Miss Maudie Gilbreath has been elected to Senior membership as is one of a group of eleven who were the honor was conferred. She is a major in the department of English and will receive her A. B. degree this year.

The scholarship society has chapters in eleven of the Southern States; only students who make outstanding scholarship records are admitted to membership.

CONGRATULATIONS!

The women of Hereford, and the men, too, are to be congratulated upon their splendid foresight in seizing this wonderful opportunity to get dollar for dollar value. Every year our sale is awaited with interest by those who would make their money buy the utmost. It is a matter of pride with us that never once has anyone been disappointed in their expectations of this sale. Imagine the largest stock of dry goods in Hereford going practically at cost! Where can you hope to do better. The very fact that we can duplicate these extraordinary savings but once a year should in itself convince you that this is a genuine, bona fide opportunity. Just a few of our HUNDREDS of bargains are indicated here.

190

Ladies' Ready-to-Wear Department

—And our Ready-to-Wear Department was never more complete than it is right now. Misses' and Children's Coats and Dresses—we have the Palmer garments in all the new wanted shades and cloths for Fall. Plain coats, fur trim; plaid coats, with fur trim and beautiful lines—and in the better coats we are featuring the Printz Beiderman line of coats—the last word in ladies' coats when it comes to style, quality and workmanship. Each and every garment absolutely guaranteed to give you satisfaction in wear.

Palmer Garments
—Prices range from \$17.50 to \$50.00. Fall Opening Sale Price—
\$13.95 up to \$42.50

One Rack of Ladies' Coats
—Fur trim, plain and fancy plaid patterns. Prices
Range \$9.90 to \$19.95

These are not left-overs, but all new Fall Coats that have not been in the house thirty days.

Ladies' Dresses
—Ladies' Silk Dresses in satin, crepe back satins, flat crepe, Canton crepes, and georgette crepe, in all the new shades and designs for fall. Sizes 14 to 48, including large stouts and stylish stouts. Prices range during Fall Opening Sale from
\$14.95 \$19.95 \$24.45
\$29.95 \$33.50

SPECIAL!
—One lot of Ladies' Silk Dresses; small, medium and large sizes; new fall dresses, beautiful patterns. Your Choice—
While They Last, \$13.95
Only about four dozen of these.

Ladies' House Dresses
—Fifteen dozen house dresses, new patterns, new styles; in gingham, percales and figured prints; sizes 16 to 52—
Your Choice, 90c Each

SPECIAL!
—40-inch Satin Finish Crepe; Special for our Fall Opening Sale—
\$1.38 Yard

SPECIAL!
—Eight yards 36-inch Bleached Domestic for—
\$1.00

SPECIAL!
—Twelve yards Unbleached Domestic, 36-inch width, for—
\$1.00

SPECIAL!
32-Inch Gingham, new Fall Patterns., Sale Price—
Price 17c

Our Chest of Silverware
Will Be Awarded Saturday at 4 p. m.

Men's and Boys Furnishings

—Men's Suits, Hart, Schaffner & Marx, Curlee and Merit Clothes. Each and every suit guaranteed to be all wool and to give absolute satisfaction in wear or a new suit. Most all suits have two pair of trousers. Regular price ranges from \$25.00, \$30.00, \$35.00, \$40.00, \$45.00 and \$50.00. Sale Price—
\$19.95 \$24.50 \$29.95
\$33.50 \$38.50 \$42.50

Boy's Suits
—Boys' Suits, with two pair trousers and some with one long pair and one Golf trousers (in the smaller sizes only). Special for this Sale

Twenty Per Cent Discount
Men's Dark Grey Flannel Shirts
—Special for This Fall Sale
90c
14 1-2 to 17.

Men's Union Suits
—Men's medium weight, long sleeve ankle length unions, sizes 36 to 44
Your Choice, 98c Suit

Boy's Fleece Union Suits
—Boy's fleeced Union Suits, sizes 6 to 16 years—
Special for 75c

Men's Shoes
—Florsheim Shoes and Oxfords—
every pair guaranteed; regular price \$10.00, \$11.00 and \$12.00. Only three grades. Fall Sale Price—
\$8.75 \$9.75 \$10.75

SPECIAL!
—No. 441 Army Retan Outing Bal. Sale Price—
\$1.98

Boys' Lumberjacks
—Boys' all wool Lumberjacks, sizes 6 to 14; fancy plaids—
Special, \$3.65

EXTRA SPECIAL!
—We made a special purchase of fifty pair of blankets of one number, in grey only, with striped borders, that we are going to sell for—
\$1.95
the pair. Size, 66 x 80 inches.

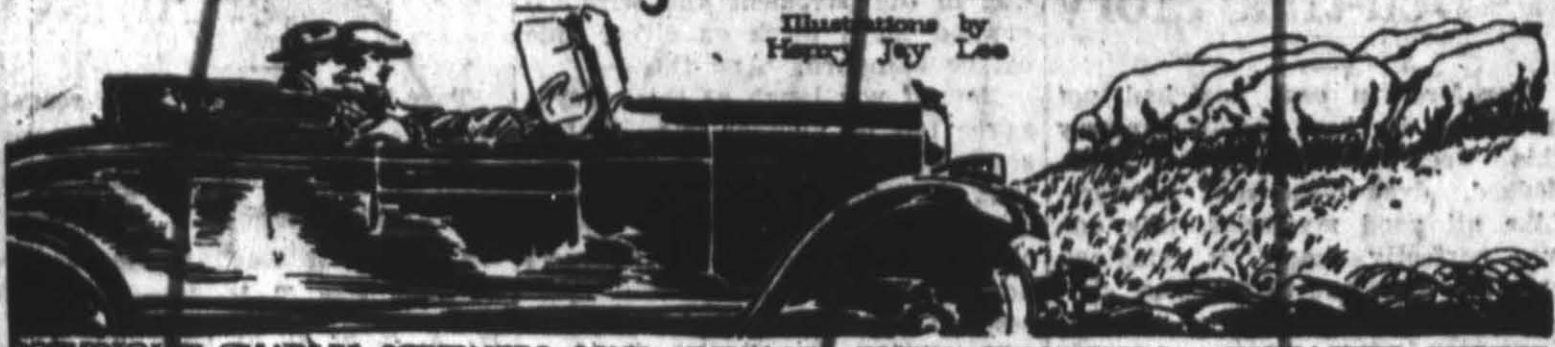
SPECIAL!
—One lot of young men's Suits, with two pair trousers; sizes 31 to 38—
Your Choice, \$19.95

FOX MERCANTILE CO., Hereford, Texas

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Henry Jay Lee



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(Continued from Last Week.)

They struck a stretch of road after repair and slowing up the governor remarked carelessly as he picked his way through a line of red lanterns:

"Speaking of women, my dear Archie, do you share the joy of the lyric poets in the species? It seems to me that you have probably had many affairs. I'm thirty, but I've loved only one woman. And strange as it may seem she's a bishop's daughter."

"This confidence made it incumbent upon Archie to make some sort of reply. The Governor could probably be disappointed if he confessed the meagreness of his experiences.

Makes Life Sweet

For seven generations the National Remedy of Holland for kids, liver and bowel troubles has helped the life brighter for suffering men and women. Begin taking them today and see how quickly your troubles will melt. At all druggists in 3 sizes.



You see all the road when you drive a Buick

The dreaded "blind spot" is gone forever! In Buick for 1928 closed car front posts are narrowed so that all the road, ahead of you and at the side, is clear.

And thanks to the efficiency of Fisher craftsmanship, these slim corner posts have even greater strength than the type formerly used. See a Buick for 1928 at the nearest showroom. Get behind the wheel and prove for yourself how clearly you can see all the road from the driver's seat.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Sedans \$1195 to \$1995 Coupe \$1195 to \$1850
Sport Models \$1195 to \$1525

BUICK for 1928
Norton Motor Company
Hereford, Texas

Ray Barber

Pure Bred Live Stock and Farm Sales
AUCTIONEER
SUPERIOR SALES SERVICE
My knowledge of Value Enables Me to Render Efficient Service.
PHONE 241
Leave Your Sale Dates With Hereford Brand.
Hereford, Texas.

ground that it was necessary in some way to meet the Governor half way in his confidences. And it was no lie that he sincerely believed that he loved her. No other girl had ever roused him so much or given him so good reason for standing off and taking a look at himself. He wondered what she would say if she could see him with a criminal beside him, joyriding in a stolen car.

His thoughts of her had led him far afield when the Governor remarked:
"Do you manage to see her? That's the devil of it in my case! The lady's forbidden to recognize me in any way and her father is a tart old party and keeps sharp watch of her. I can't see her and the regular mass are closed to us. Nevertheless we have an arrangement by which if she ever needs me or thinks I can serve her in any way she's to leave a note in a certain place. It's her own idea and very pretty."

As dawn broke the whistle and rumble of a train caused the Governor to stop the car and dive into his pockets for time tables of which he carried a large supply. He scanned one and hummed his satisfaction.
"We'll get rid of this machine right now as there's a station over there a little way where we can pick up a local right into Portsmouth. He stopped, opened a gate and ran the car through a barnyard and into an empty shed.
"Now for a brisk walk," and they crossed the railroad and were

soon buying tickets from the sleepy stationmaster. They alighted at Portsmouth without mishap and Archie wired his sister that the Congdon house would not do. Then he redeemed his suitcase in the check room and joined the Governor.

They drove to the hotel where they commanded the best service of the inn. The Governor registered elaborately as Reginald Heber Saulsbury and wrote Archie down as Ashton Comly, indicating the residence of both as New York.

At the breakfast table the Governor scanned a local paper and with a chirrup passed it to Archie, pointing to a double column headline which read, "A Carnival of Burglary in Maine." Archie's eyes fell upon the bizarre photograph of a dead man with which the page was illustrated and he choked on a fragment of grapefruit as he read the inscription: "Dead Thief, Identity Unknown."
"That's poor old Hoky all right," murmured the Governor, buttering a piece of toast reflectively. "As you seem to be entranced with the literary style of our Bailey Harbor correspondent, I shall take the liberty of helping you to a fried egg."

However, Archie's appetite was pretty effectually spoiled by this paragraph:
An odd circumstance, more or less remotely connected with the killing of the burglar in the fashionable colony, still remains to be explained. Officer Yerkes shortly before two o'clock, the hour at which the thief was shot in Mr. Cummings' home, saw a man hurrying through Water Street. He bore the appearance of a gentleman, and the officer did not accost him, thinking him a yachtsman from one of the boats in the harbor who had been visiting his friends ashore. The man walked oddly, pausing now and then as though in pain and was carrying his right hand upon his left shoulder. This morning drops of blood were found on the board walk crossed by the stranger, and it is believed that this was another of the burglar gang who was wounded in a struggle somewhere in the interior and was seeking the help of his confederate, presumably the man shot in the Cummings house.

As the paper fell from Archie's hand the Governor took it up.
"You seem agitated, Archie! You must learn to conceal your feelings!" He read the paragraph and glanced quickly at Archie.
"Your work, possibly?" murmured the Governor. "Compose yourself. I'm afraid you lied to me about the drug store. No!" he held up his hand warningly—"tell me nothing! But if you've got a murder behind us we shall certainly be most circumspect in our movements. You interest me more and more, Archie. I congratulate you on your splendid nerve."

Archie's nerve was nothing he could admire himself but a second cup of coffee put warmth into his vitals and he recovered sufficiently to pry the breakfast check. It was Congdon he had shot there was still the hope, encouraged by the newspaper, that the wounded man was in no haste to report his injury to the police. But Archie found little comfort in the thought that somewhere in the world there was a man he had shot and perhaps fatally wounded.

He must conceal his anxious concern from the Governor; for more than ever he must rely upon his strange friend for assistance in escaping from the consequences of the duel in the Congdon cottage.

AN UNEXPECTED MEETING.

"No Mrs. Congdon has registered here—well, yes, sure. Will you leave any message?" Archie paused by the desk, staring open mouthed at the young woman who was asking for Mrs. Congdon. If he was still possessed of his senses the girl was Isabel Perry. She glanced carelessly in his direction as the clerk, addressing him as Mr. Comly, asked if there was anything he wanted. Archie promptly raised his hat, only to be met with a reluctant nod and a look of displeasure with connotations of alarm. She was walking toward the door as though anxious to escape from him.
A taxi drove up and Isabel stepped into it, but Archie, resolved to risk another snub before allowing her to slip away ignorant of the vast change that had been wrought in him since their meeting in Washington, jumped in beside her.
"This is unpardonable!" she exclaimed angrily. "May I ask just what you are doing here under an assumed name?"
"Really?" he exclaimed. "Isn't it perfectly jolly that we've met in this way? You know," he added, "you told me to throw a brick at the world and I've been following your advice."
Having dramatized himself as appearing before her, a splendid heroic figure, this reception was all but the last straw to his spirit. Her frowning silence moved him to further frantic efforts to impress her with the fact that he was a dare-devil, wicked person—the man she would have him be.
"You were asking for Mrs. Congdon. Well, I certainly could tell you a story—if you would give me time. If I had known Mrs. Congdon was a friend of yours I should have acted differently, very differently, indeed!"
"I think," she said, sweeping him with a look of scorn, "that you've been following me or were put here to watch me! You want to Bailey Harbor to look at a cottage, didn't you? Putney Congdon was there, wasn't he?"
"That's the scream of it, you know!" Archie cried. "I don't know for the life of me whether it was Putney Congdon I shot at the Congdon house or Hoky, the burglar. And it's so deliciously funny that you should be looking for Mrs. Congdon, who may be a widow for all I know!"
"A widow?" Isabel, with her hand clutching the door, swung upon him with consternation and fear clearly depicted in her face.
"Oh, that's the mystery just at present, whether poor old Putney is dead or not! No great loss, I imagine! But where do you suppose Mrs. Congdon went to hide her children from the brute?"
"That's exactly what I suspected!" she exclaimed furiously. "You are waiting here to find that out. How can you play the spy for him! You talk about shooting a man! Why, you haven't the moral courage to kill a flea! The kindest interpretation I can put upon your actions is to assume that you are hopelessly mad!"
They had reached the station; she jumped out and snatched her bag. He tossed a bill to the driver and dashed across the platform after her only to see her vanish into the vestibule of a Boston train just as it was drawing out.
He walked to the water front, firmly resolved to drown himself, but his courage failing, he yielded himself luxuriously to melancholy reflections.
Congdon was the name of evil omen. What business could Isabel have with Mrs. Congdon? Why should she think him capable of spying upon her movements? Why was she in Portsmouth when she had told him she was leaving immediately for her girl's camp in Michigan?
He had been wholly stupid and tactless in pouring upon her and what he realized under the calming influence of the brisk air, must have struck her as the vapors of a dangerous lunatic. He had never been clever, he smarted now under the revelation that all things considered he was an immitigable ass.
He went back to the hotel, bitter, but fortified by a resolution that nothing should check him now in his desperate career. He had quarreled with the inspiration of his new life, but in the end Isabel should have reason to know how unjust she had been. After all, it was something to have seen her, perplexed, anxious through she had been. He would bear his martyrdom manfully, keeping the humiliating interview carefully from the Governor.
Isabel was still the most wonderful girl he had ever met!

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The next morning the Governor announced Cornford as their next stopping point, a town, he explained, whose history thrust far back into Colonial time. When they were seated in the pastor car he drew a small volume from his pocket. Archie saw that it was really a volume of the Horatian odes. The Governor was utterly beyond him and he stared moodily at the flying landscape.
The Cornford Inn proved to be a quaint old tavern and after a leisurely luncheon they took their coffee in a pleasant garden on one side of the house.
Two men came into the garden and seated themselves at a table on the other side of a screen of shrubbery. They ordered coffee and one of them remarked in a low tone:
"You ought to have carried that cash up here. The old man is a fool or he wouldn't have suggested such a thing."
The Governor nodded to Archie the role of eavesdropper.
"Well, he's right that he was coming here to spend a week and said if I wanted the stock I could bring the currency here and close the transaction. The Congdons are all a lot of cracks, you know. This old curmudgeon carries a small fortune around all the time, and never accepts a check in any transaction."
"Let's stroll about a little," said the Governor. He led the way through the garden to the street, and bade Archie proceed slowly to the post office while he walked toward the main entrance of the inn.
When he joined Archie, he in-

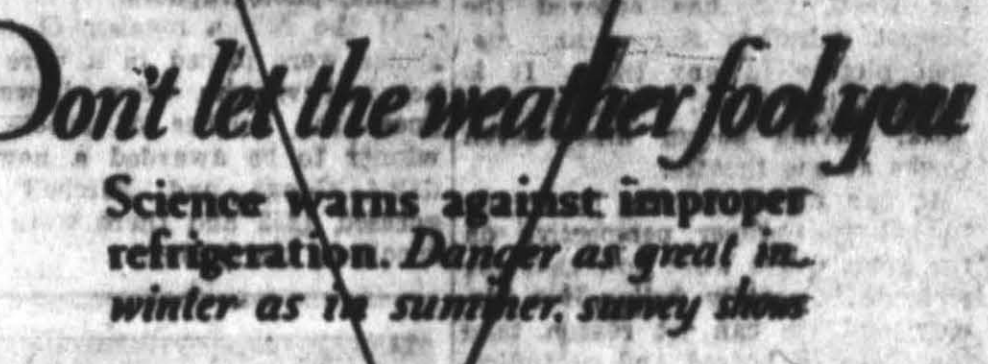
formed him that the two gentlemen were Seebrook and Walters, and that they had rooms on the floor below them.
"You don't think they've got any considerable sum of money with them, do you?" Archie asked breathlessly.
"That remains to be seen."

When they reached the green which the town's growth had left to one side, he sat down on a bench and directed attention to a church whose history he read impressively from the book.
"And in the cellar of that simple edifice where the early colonists used to hide from predatory Indians, five hundred thousand dollars. It must be saved from destruction. We can't fall, Leary."

They found half a dozen visitors roaming through the church, and while Archie courteously answered a question asked him by a stout lady, the Governor disappeared.
When he reappeared he called out in a cheery voice: "If you want to see the cellar, don't tumble down the steps as I did, it's an abominable hole!"
He brushed the dust from his knees and mopped his face until the voices below ceased.
"All safe and sound. Stuck it out through a back window into a lilac bush and I'll pick it up at our leisure. It's a very decent suit case and you can hand it to a bell hop and bid him fly with it to your room. You were a little short of linen and made a few purchases—the thing explains itself."

When they had reached the hotel Archie, following the Governor's instructions, gave the suitcase to a bell hop, and shortly after, they followed the suit case upstairs, where the Governor unlocked it with an implement that looked like a nut pick. Archie picked up several bundles of the bills and turned them over, reacting that to his other crimes he had now added the receipt and concealment of stolen money.
"Dinner in an hour, Archie," remarked the Governor. "Meanwhile, I wish you would look in at Barclay & Pedding's garage, just around the corner and ask if a car has been left there for Mr. Reginald H. Saulsbury. You needn't be afraid of getting pinched, for the machine was acquired by purchase. I am merely borrowing it from Abe Collins, alias Slippery Abe. We'll leave here like honest men with the landlord bowing us away from the door."
When he returned the Governor was dressing and manifested no surprise that the car awaited his pleasure.
"Yes, of course," he remarked

absolutely. "You can always rely on Abe. It's time for you to dress, and we must look our prettiest. I caught a glimpse of Mr. Seebrook's daughter a bit ago. It may be necessary for you to call on her a trifle." (See continued next week.)
Grandstand was not for results.



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Science warns against improper refrigeration. Danger as great in winter as in summer, sunny days

FRIGIDAIRE is rapidly supplanting the old make-shift methods of food storage, formerly so widely practiced between fall and spring. This modern, sanitary, care-free refrigeration is now regarded as essential in cold weather as in warm.
For here is constant, cold storage temperature that guards against the risk of food contamination. In this cold, dry atmosphere, foods stay fresh and wholesome—no matter how hot or cold it is outside.
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Because these cars are sold at amazing low prices, they embody the most outstanding motor car value in the world today—a value that defies comparison!

The COACH	\$595
The Standard	\$525
The Coupe	\$625
The 4-Door Sedan	\$695
The Sedan	\$715
The Imperial Sedan	\$745
4-Door Truck (Closed Only)	\$995
5-Door Truck (Closed Only)	\$1095
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FREE CONSULTATION AND ANALYSIS.

OCTOBER 9th TO 15th—FIRE PREVENTION WEEK
And a Continuous Fire Prevention Campaign


FIRE FACTS

In 1926, 10,000 persons were burned to death and 20,000 were injured by fire in America. The property loss was \$500,548,624—a daily average of \$1,535,750, or \$1,535 for every minute of the year.

1916	\$258,577,962
1926	\$500,548,624
1926	???????

At the same rate of increase what will be the fire waste 10 years hence? Texas contributes a full share of the dead and injured and \$20,000,000 of the property loss. Statistics prove that 85 per cent of the fires we have are preventable. Can we afford all of this huge wastage? Certainly not. Make fire prevention a habit—it is better to be safe than sorry.

RALPH BARNETT, Manager.
HEREFORD INSURANCE AGENCY



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THE FEDERAL**

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Gas and Oil—Wholesale and Retail.

CHURCH ANNOUNCEMENTS

First Christian Church
REV. THURMAN MORGAN,
Pastor.

Services Sunday, October 16:
Bible School, 9:45 a. m.
Communion and preaching services 11:00 a. m. The sermon subject: "The Family and the Home."
Senior Christian Endeavor, 6:30.
Junior Christian Endeavor, 5:30.
The young people's department of our Bible department will give a program at 7:30.
Last Sunday the following Bible school officers were elected: J. G. Ricketts (re-elected) superintendent; A. M. Jones, assistant superintendent; I. H. Foster, secretary; Miss Billie Hill, pianist.
Visitors always welcome.

First Presbyterian Church
JAB. T. ROSS, Pastor.

"A Glimpse Through the Windows of the Soul." A look we need to take. What do we see? Are you living in the present world with no idea of what is going on about you? Is yours a vision of near-sightedness, of mere superficialities? Is life a series of disappointments, of delusions? Do you find yourself tripped at every turn of the road? Let us take a look through the windows of the soul and see things grow into meaningfulness. This will be the effort of next Sunday morning's message. Somebody will be helped to a clearer vision of life. Will it be you?

Preaching services at 1 and 7:30. Sunday school 9:45. Christian Endeavor, Intermediate and Senior at 6:45. Women's Missionary Society, Wednesday at 2:30 and Church Night 7:30. On Sunday at 3 o'clock the pastor will preach at 10 o'clock.

Judge Owen P. Smith will again be at the piano with special selections in preludes, offertories and postludes and the usual prelude series at the evening hour.

A most hearty welcome awaits you at the services of this church. Let every member of this congregation be present for the services of his church. Only in this way can the church be of largest benefit to you. In the name of the Divine Master, this church says welcome.

First Baptist Church.
V. M. CLOYD, Pastor.

There were seven additions to our church last Sunday, two by baptism, one by statement and four by letter.

Don't forget the B. Y. P. U. social Friday evening.

We have had four new training classes going for the past two weeks. We are hoping to have fifty take the examinations for awards in training service work.

Our Sunday school is growing. We are to try to reach the standard Sunday. If our folks will come, bring Bibles and stay for preaching we can reach our goal next Sunday.

Don't forget Sunday, October 22nd is Mission Day. Special program to be rendered by the Sunday school.

Services October 16th as follows:
Sunday school 9:45.
Preaching services 10:45 and 7:30.
Training service, five B. Y. P. U. units, 6:30.
Prayer service Wednesday evening 7:30.

Methodist Church
A. B. DAVIDSON, Pastor.

Sunday school 9:45. E. B. Black, superintendent.
Junior church, 11 a. m. Mrs. Bryant, superintendent.
Epworth League 6:30. Raymond Hawkins, president.
Preaching morning and evening by the pastor. Subject at 11:00, "Satan Vs. Job." Subject of night sermon, "What Sin Spells Here and Hereafter." We have only two weeks from next Monday, the time we leave for our annual Conference at Big Spring. This church has made good progress along every line of church work during the year, and doubtless will send up one of the best reports in its history. The stewards are doing their best to make a full report, as usual, and with the co-operation of every member of the church as far as possible, the charge will take its regular place, with full financial reports, and so on the "honor roll," as heretofore.

We extend a cordial invitation to all the Sunday services, morning and night.

PRESBYTERIAN CHRISTIAN ENDEAVOR

Topic: In what community enterprises may our society share? Scripture, Nehemiah 4:1, 16-18. Leader, Paul Simms.
Preliminary song and prayer service.

Our share in community educational enterprises, G. M. Hudson,

Our share in the promotion of community health, C. O. Lee.
Our share in the community's recreational activities, Mrs. Will S. Kerr.
Our share in civic enterprises, Mayor E. S. Ireland.
Open discussion.
Sentence prayers and closing song.
Business.
Mikpah.

CHRISTIAN ENDEAVOR PROGRAM

Leader, Beth Guthrie.
Topic: In What Community Enterprises May Our Society Share? Song, 17.
Scripture reading: Nehemiah 4:6-16-18.
Sentence prayers.
Songs 206, 232.
Our church a community enterprise, E. Wall Newton.
Educational system in the United States, Mildred Fullwood.
Co-operation in the community, Althea Elliston.
Community interest and concern, Charles Jowell.
Song, 30.
Business.
Benediction.

THE SUNDAY SCHOOL LESSON

SUNDAY, OCTOBER 16, 1927.

EIJAH IN NABOTH'S VINEYARD. It is a new Elijah that faces us in the lesson for next Sunday. It is neither the Elijah who ran from Jezebel, nor the Elijah whose courage was derived from the superior manifestations of Jehovah through fire and other elements of nature. He is now a prophet who, himself, shall be the finest manifestation of God, thru a sublime courage. Read now the entire chapter of I Kings 21, emphasizing verses 5-19 and 16-20. The Golden Text is found in Numbers 32:23 and is as follows: "Be sure your sin will find you out." Additional readings are appended to this article.

Elijah returns from Mount Herib recommissioned and re-empowered. He thought he was about to be unmade by a wicked queen, Jezebel. He goes back to make two kings and a prophet and to force justice upon the wicked Ahab. So far departed from God is Ahab that he no longer seeks to obey any will but his own. He has by the same token disqualified himself from ruling over the people, for he has no further use for



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them except as instruments for the gratification of his own desires.
Solitariness of thinking may be responsible for a rise to the sublimest heights of human life or a drift to the lowest levels of base and degrading selfishness. With Elijah it meant the former; with Ahab, the latter. Elijah in the solitudes of Herib hears the still small voice and is lifted to a higher vision of God and a sublimer manlier courage; Ahab, lounging on his bed and looking out of his window, sees the Vineyard of Naboth and covets it.

Not only does Ahab covet the vineyard of Naboth—he wants it at any price. It only required that one more evil than himself and more clever than he, suggest the way to obtain the coveted property. Much as Ahab wanted the property and degenerate though he was, it never occurred to him to acquire it in the dastardly way that Jezebel suggested. Being an enemy of the religion of Jehovah, she could have no scruples about the use to which it might be subjected.

Both Ahab and Jezebel had lost their feelings for the people. The only need they had for the "dear people" was to derive a constant income for the support of the debaucheries of the palace. They failed to realize that as rulers they had a responsibility for every subject within the realm, that theirs was the place of service to the people, rather than that the people were the conveniences for their pleasure.

Ahab wanted the vineyard. Jezebel knew how to get it. Away with conscience, civil responsibility, and fear of God, when the king wanted something that he could not have without putting these things away. However, there must be a show even if justice in supplanting Naboth. Even, indeed, there must be a show of piety. The adroit mind of Jezebel, bent on attaining its purpose, can manage that. The people shall be made to feel that all is done in the interest of religion and society.

This is the scheme: To begin with a fast. A mock show of piety, indeed. Yes, a grace crisis is confronting Israel. Before she shall attempt to administer justice or even discover justice in Naboth's case, there must be a show of religion, of piety, before the "dear people." Then, when the religious and patriotic feelings are aroused, shall be brought forward two sons of Belial to testify against Naboth.

It worked. On the given day, when the notables were gathered together in solemn fast, Naboth was placed in a high seat. Then came forth the lying witnesses which Jezebel had provided to swear that Naboth had blasphemed God and the king. The result could easily be foreseen. Naboth was carried out of the city and stoned to death. Not only had he been disposed of but all sympathy for him and all desire for the protection of his rights had been removed.

Then Ahab went to take possession. There Elijah met him. Ahab was afraid. Said he: "Hast thou found me, O mine enemy?" Elijah answered: "I have found thee, because thou hast sold thyself to work evil in the sight of the Lord." Then Elijah prophesied that Ahab and his family should die like dogs and that the dogs should lick up the blood of Ahab in the same place where they licked the blood of Naboth.

Ahab then came to his senses. He had not manipulated things so wisely as he had thought. Neither had Jezebel. Their sins were finding them out. God had seen the sacrifice whereby Naboth had been murdered and robbed. And God was not powerless to punish. If Ahab forgot to protest justice and selfishly had perverted it, God would take things in his own hand.

Then, in spite of the fact of the notorious ungodliness of Ahab he became convicted of his sins and turned to God in humility. Then, that mercy which is as high above the mercies of men as are the heavens above the earth, forgave and gave respite to Ahab. For God sent this same Elijah to say that though Ahab's house should perish, it should not come in his own day.

And so it was. Ahab died the honorable death of a soldier on the battle field. Nevertheless, the prophecy was precisely fulfilled, for the chariot in which he was wounded was washed on the street of Samaria and there the dogs licked Ahab's blood. As for Jezebel we are told in II Kings 9:30-37 what became of her. Elijah was gone, and so was Ahab. God had not forgotten. Jezebel's time came. Cast from her window into the street, not only did the dogs lick her blood—they ate her body.

Readings.
Ahab Covets Naboth's Vineyard, I Kings, 21:1-4.
Jezebel's Wicked Plan, I Kings 21:5-16.
Elijah Denounces Ahab, I Kings 21:17-26.
The Sin of Covetousness, Romans 7:7-25.
Sin Cannot Be Hid, Genesis 4:3-15.
Sewing and Reaping, Galatians 6:1-10.
Jehovah the Just Judge, Psalms 94:17-25.

The Greater Hoover

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Claude—The Armstrong County Poultry Association is working out a system of branding poultry of its members as a means of apprehending chicken thieves.
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"The account! What check?"
"Both."

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With the muss and fuss of "baking day" when for just a few cents and a few seconds of time you can buy from us baked goods as good as you make yourself? Life's too short! Remember—Hereford-made bread is as good as any and better than most.

ASK YOUR GROCERYMAN.

City Bakery

Tut! Tut! Such Language



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Dealers in coal, dairy feeds, salt, poultry feeds and Dr. LeGear's Remedies.

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We Deliver Phone 108

To You, Madam Farm-Wife

We are addressing this advertisement, in order to help you to realize that serving you is one of the main reasons for which we are in business. For you, primarily, we have prepared this list of bargains which it would be well for you to look over when you come to town Saturday.

- Five Pounds Choice EVAPORATED PEACHES **70c**
- Ten Pounds Choice EVAPORATED PEACHES **\$1.35**
- Two Pounds Market Day RAISINS **24c**
- Four Pounds Market Day RAISINS **42c**
- Five Pounds Choice DRIED APPLES **85c**
- Five Pounds Fancy DRIED PRUNES **43c**

MONT E. BAKER GROCERY

Dimmitt Castro County News

DIMITT, October 11.—T. A. Miller of Fort Worth, uncle of Dr. Mayes Miller, has been here the past several days making arrangements to have his place improved. Mr. Miller owns 2500 acres about twelve miles west of here and will have a five room house with bath constructed on it of the old English type.

Mrs. C. E. McLean and Bruce McLean and family motored to Hereford last Saturday.

Mrs. R. C. Shuford left this week for Bowie for a three months visit.

Mr. and Mrs. Walter Simmons who have made their home in Amarillo and Lubbock since their marriage, moved back to Dimmitt the first of the week.

Mr. and Mrs. C. G. Reynolds and family, Mr. and Mrs. Joe Gollebon and Mrs. S. C. Hackabay and son spent Sunday in the home of Mr. and Mrs. Ernest Umberger in Floydada.

N. G. Jackson was a business visitor here Monday.

Mrs. Frank Barber, Henry Hastings, Ernest Harman, Mack and Dick Dixon and Eschol Wright of Hereford were visitors in the J. R. and Joe Hastings homes one day last week.

Little Bettie June White entertained a number of her little friends last Monday afternoon with a party celebrating her third birthday.

Numerous games were played and enjoyed after which ice cream and cake were served.

A pie supper will be given at the auditorium next Friday evening, the proceeds of which will go to the school. A program will be given in connection Friday evening, October 21st, an old fiddlers contest will be staged at the auditorium, the proceeds to go to the choir fund. The contest is county wide and three of the following numbers may be chosen, Wagner, Billie in the Low Ground, Solly Goodie, Sally Johnson, Arkansas Traveler, Turkey in the Straw. There will be a cash prize of ten dollars for the best player and five dollars for second. These prizes will not be taken out of the proceeds but have been made up in town.

Mrs. E. M. Allen of the Easter community is suffering from the effects of a broken arm.

Alvin Hastings suffered a split finger last Tuesday morning when he threw a plank and a sharp edge caught his finger.

Joe Hastings and G. A. Barnett made a business trip to Amarillo Tuesday.

Floyd Reynolds made a business trip to Silverton and Plainview on Tuesday.

Miss Zonell Brooks, assisted by her mother, Mrs. I. B. Brooks, entertained a large number of friends Saturday evening.

The Coal Situation

Labor trouble in the mining districts has made it impossible for us to get what coal we needed the last few weeks, but—

Conditions have changed and at present we have six or seven cars of coal in transit, all of which will be in this week.

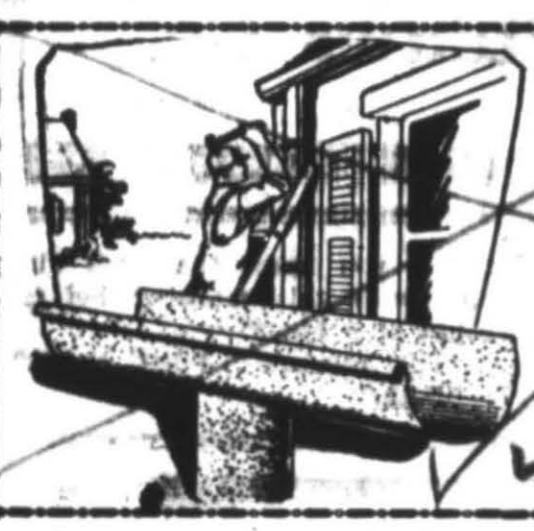
We believe that the coal shortage is now over and from now on we will be able to furnish you coal at all times.

Remember!

When it comes to coal, we handle the BEST and nothing but the BEST. Phone 1 and tell us to come on and fill you in.

Jones & McLean

Phone 1 Hereford, Texas



TIME FOR REPAIRING
And it is time to have us look over your roof, gutters and metal flues to see that they are all in good condition. A little leak or a defective flue can do a world of damage if it is not attended to in time. Have those flues fixed now and avoid delay when winter weather comes.

HEREFORD SHEET METAL WORKS

The Home of Good Service!

That's What We Claim for Our Service Station

Accessories
Repairs — Gas
Oil—Washing
Greasing

MAKE IT A HABIT TO CALL ON US

Bramley Chevrolet Company, Inc.
Phone 216



COAL

Right now, before you forget it—you had better make arrangements with us for your winter coal. We're delivering orders as fast as we can, so don't wait until old man Winter comes before placing your order.

—Act NOW! Don't wait for coal to get cheaper, because it won't. We carry the famous MUTUAL brand of nut and lump coal.

West Texas Feed & Seed Co.
Phone 265 We Deliver

ROCKWELL BROS. & COMPANY
LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

Ford Doings

Rev. V. M. Cloyd of Hereford will preach next Sunday afternoon.

The Community Welfare Club will meet with Mrs. Will Schwartz Thursday afternoon, October 20.

We wish to correct the statement made last week which said "E. W. Harrison spoke on Topicalists." His subject was "Topsided."

Those who attended the party at the Barney McCaskey home Friday night report a pleasant time.

Mr. and Mrs. Jess Gyles and daughter of Vega were present at Sunday school Sunday afternoon.

Mrs. F. H. Wood died of her home after a long illness Friday at 6:10 p. m. She leaves a husband, two daughters, Mrs. Shaw of Durant, N. M., Mrs. Lily of El Paso, also a brother, Mr. Carroll, of Paducah, to mourn her death. Mrs. Wood was laid to rest in the cemetery at Hereford.

Mr. and Mrs. Sherm Garrett and Mrs. Andy Thomas were visitors in Amarillo Thursday.

Mrs. J. E. Hill and Emma Jones were called to Claude Wednesday to be with Mrs. Jones' sister, Mrs. Bryant who is very sick.

Mrs. J. L. Slight met with the Presbyterian Missionary Ladies at Mother Silver's Wednesday, at Vega.

John Major of Goodnight spent Saturday night and Sunday with his brother, Tom Major.

Barney McCaskey is driving a new car.

Mr. and Mrs. A. E. Benson of Clarendon came up Thursday. Their daughter, Mrs. Lerrode Goldston, who had been here the past week with her sister, Mrs. T. E. Major, returned home with them.

Buette Small and mother, Mrs. W. W. Small, made a business trip to Claude Thursday.

Mr. and Mrs. Bob Orr motored to Hereford Saturday to attend the picture show.

Joel Cleanings

A number of visitors were at Sunday school at Askren Sunday and we always enjoy having them with us.

Mrs. Walker spent Saturday night and Sunday in Hereford.

Mr. and Mrs. W. T. Smith and Miss E. Dona Smith attended the show in Hereford last Saturday night.

Mrs. Ed. Batts' sister and niece have returned to their home at Grunther, Texas, after visiting her for two weeks.

Mrs. W. E. London and children spent Monday afternoon with Mrs. Joe Greer.

Mrs. R. W. Williams visited Mrs. Joe Greer last Tuesday afternoon.

Mr. and Mrs. Rice and Mr. and Mrs. Roy Smith spent Sunday in the Lester Galley home and in the afternoon they attended Sunday school at Askren.

Mr. and Mrs. W. T. Smith attended singles at Dawn Sunday afternoon.

Mrs. Stice spent Monday afternoon in Umberger.

Mr. and Mrs. Henry Cox who are visiting for a short time in Hereford, visited Mrs. Walker one day last week.

Mrs. Boyd London and mother enjoyed a day in the Walter London home last Thursday.

Mr. and Mrs. Joe Greer spent Saturday night in Hereford with Mr. Greer's mother.

Fourth Cotton Gin at Levelland Now Open

Operation of the new Farm Bureau cotton gin at Levelland, in Hockley county, began Monday. The completion of this plant makes four modern gins for this city. The new machinery will have a daily capacity of about eighty bales.

Last year, with only three gins operating, ginneries were forced to work night and day. It is believed that the new gin will lighten considerably the congestion this year.

Don't Do That!



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

Remember the name and number.

Bramley Chevrolet Co.
Phone 216

Your tongue tells when you need



Calotabs

Cooled tongue, dry mouth, bad breath, muddy skin, gummy nerves and our stomach suggest its use.

Wife Takes Vinol Feels Fine Now

"I was weak and had no strength. Since taking Vinol, I feel fine now and do my work again." Mrs. G. Harnesberger. The very best week you take Vinol you begin to feel stronger, eat and sleep better. Vinol is a simple, strengthening iron and cod liver compound in use for over 25 years by weak, nervous women, run-down men and sickly children. CORNER DRUG STORE.

RHEUMATISM

While in France with the American Army I obtained a noted French prescription for the treatment of Rheumatism and Neuritis. I have given this to thousands with wonderful results. The prescription cost me nothing. I ask nothing for it. I will mail it if you will send me your address. A postal will bring it. Write today. PAUL CASE, Dept. 4275, Berkeley, Calif.

Decrease in the number of new cases of infantile paralysis within the past few weeks has given government authorities reason to believe that the disease is definitely on the wane, according to a report made public recently.

Despite the decrease, parents have been warned to do all in their power to guard the children from possible infection. Last week the school at Black was closed for a few days because of fear that the disease would spread there. Such precautionary measures in these areas are urged by government physicians.

The state of Texas was one of the few weather states which showed an increase last week in the number of new cases. Twenty-five new cases were reported in this state for the week ending September 24th.

The Fruits of Labor

The only lasting benefit that can come from a prosperous harvest season is when the fruits of labor have been stored away against future need.

For the individual, there is no protection that can equal the accumulation of a Reserve Account in a strong bank. It provides working capital; makes possible the grasping of opportunities; it is an ever-present fund with which to weather seasons of sickness, accident, or other adversity. In short, it is a bulwark of protection for the certainties of today and the uncertainties of tomorrow.

Because we know the blessings that attend the building of a strong Reserve Bank Account, we urge the people of this community put something aside in a Special Reserve from each harvest deposit.

TALK TO US ABOUT A RESERVE ACCOUNT AT THIS BANK.

First National Bank

CHEVROLET

USED CARS
with an OK that counts

Look For The Red "O. K." Tag

After we have thoroughly reconditioned a used car, we attach a red "O. K." tag to the radiator cap.

This tag certifies that the vital units of the car have been gone over completely by expert mechanics and put in condition to give thousands of miles of additional service. It takes all the "guess-work" out of used car buying.

Look for this tag when you buy a used car—for it is your guarantee of quality and value!

Bramley Chevrolet Co., Inc.
Hereford, Texas

QUALITY AT LOW COST

WHO WILL DRIVE CHRYSLER HOME SATURDAY NIGHT ?

**50,000
EXTRA
BONUS
CREDITS**

Will Be Issued for Every

\$20

Worth of Subscriptions
Turned In Before

**9 P. M.
OCTOBER 13**

**Remember
VOTES**

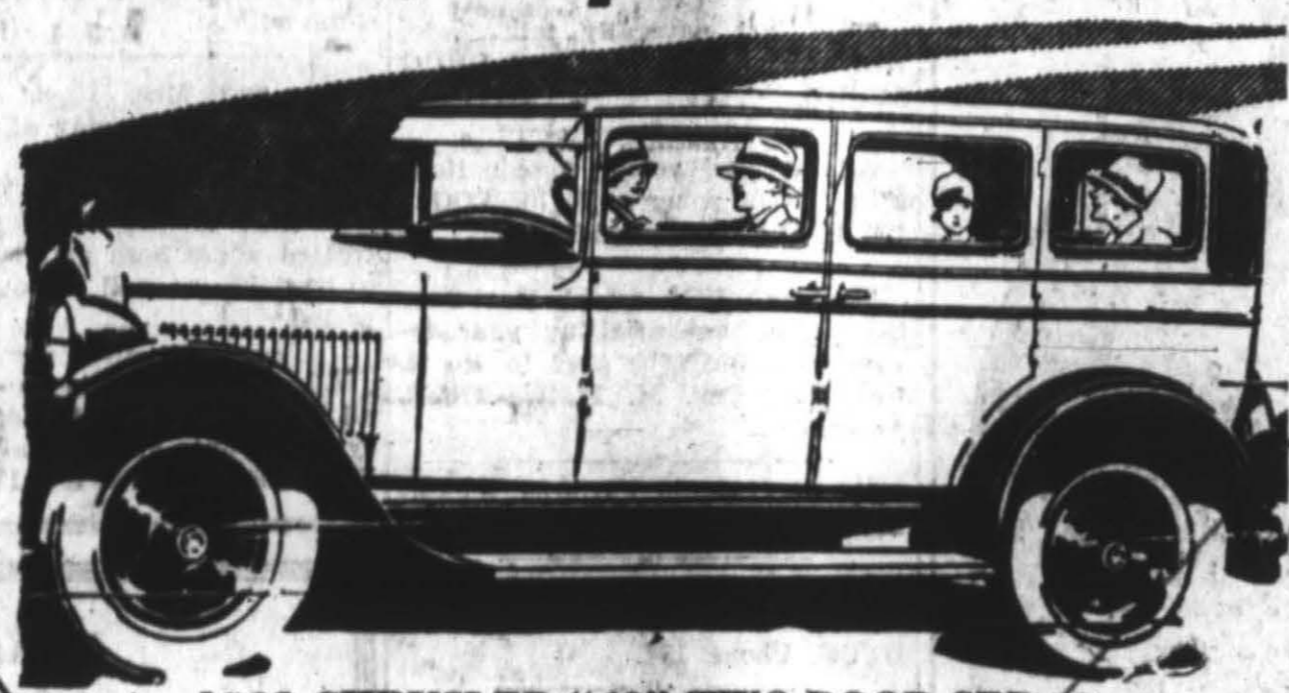
Secured During Final Days
Determine Prize Winners!
GET YOUR FULL SHARE!

You Can Win

**In The
Homestretch**

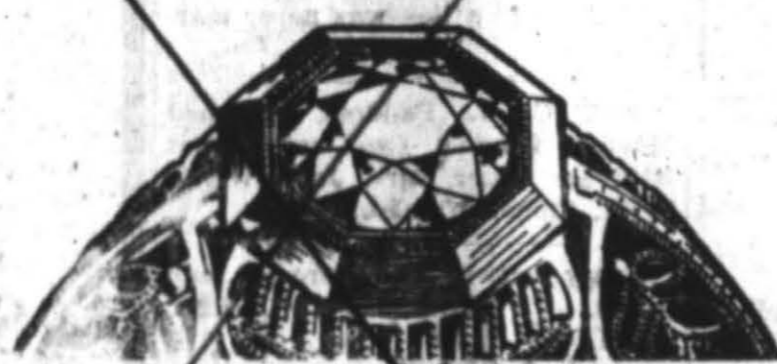
Put Everything Else Aside and
WORK!

Grand Capital Award



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

SECOND GRAND AWARD



\$200.00 DIAMOND RING
Purchased from and on display at
HEREFORD JEWELRY COMPANY

THIRD GRAND AWARD



\$85.00 DIAMOND RING
Purchased from and on display at
HEREFORD JEWELRY COMPANY

FOURTH GRAND AWARD



\$25.00 LADIES' WRIST WATCH
Purchased from and on display at
HEREFORD JEWELRY COMPANY

**25,000
EXTRA
BONUS
CREDITS**

Will Be Issued for Every \$20.00
Worth of Subscriptions
Turned In

OCTOBER 14

and

OCTOBER 15

IT'S NOW OR NEVER!

**WORK
FIGHT !**

To the Last Ditch.

**YOUR FRIENDS
Are Watching You—Don't Fail
Them!**

You Owe It to Them Who Have
Supported You to Do Your
Best to Win the Car!
SUCCESS
Is Within Your Grasp!

COUNT OF BALLOTS WILL BE MADE IN PUBLIC

The count of the ballots by the official judges will be public, and everyone is cordially invited to attend. The count will take place in The Brand Office and will start just as soon after 9:00 p. m. Saturday as possible. The winners should be known within an hour or so. Come along and bring your friends—Boost for your favorite worker. The winner of the car will drive it away. Rings and watches will be presented to the winners. Checks for commissions will be mailed out.

YOUR LAST CHANCE—May fortune be with you!

21 ✓ Hot Chocolate!

That's all we're going to tell you now
But, man alive, it's good! Made the new way
on our new patent mixer
THE CITY DRUG STORE



KARL DANE AND TOM O'BRIEN in 'THE BIG PARADE'
Star Theatre, October 26, 27 and 28

Miss Inez Jewell, who is attending W. T. S. T. C. at Canyon, spent the week-end here with her parents. She returned to school Monday, but came back to Hereford Wednesday for a few days.

They just naturally talk Fada. Hear them at the CORNER DRUG STORE.

All felt and velvet combinations up to \$6.50, going at \$3.75. VOGEL MILLINEY PARLOR.

The new 1928 model Hart-Parr tractor is here awaiting your inspection. You'll be glad to see it. Drop in today. M. D. WOMBLE, Agent.

Excelsa Printed Patterns. STAM-BAUGH DRY GOODS STORE.

Get our prices before you sell your produce. HERFORD PRODUCE, Phone 171.

Mr. and Mrs. S. H. Condon and Miss Nellie Palmer, all teachers at W. T. S. T. C., visited W. B. Palmer here Sunday. Mrs. Palmer and Mrs. Condon are daughters of Mr. Palmer.

SALE!
The entire stock of millinery and fixtures are offered for sale VOGEL MILLINEY PARLOR.

It has been discovered that the Kansas man who declared he never told his wife a lie was never married.

Mrs. C. J. Paddock returned Monday from a two week visit with her sister, Mrs. John Wendt in St. Cloud, Minnesota.

Every hat in the store at sale prices. VOGEL MILLINEY PARLOR.

Mr. and Mrs. Claude Miller drove to Enid, Oklahoma, Saturday, taking home Mrs. Miller's niece, Miss Christine Aldridge, who has been visiting them in Hereford for the past six weeks.

Miss Viola Carpenter and Miss Lucile Megert were in Canyon Saturday afternoon.

Miss Leona Hood spent the week-end with her parents at Claude, Texas.

Don't forget to see the \$5.00 table of hats. VOGEL MILLINEY PARLOR.

Feed your huckers. It will soon be time for the market and good prices are in prospect for this year. HERFORD PRODUCE, Phone 171.

Mr. and Mrs. W. A. Hunt and family left for their home in Gainesville Monday after spending several days in the home of Mrs. Hunt's parents, Mr. and Mrs. A. W. Chandler. Mr. Hunt is connected with the Western Union at Gainesville.

Mr. and Mrs. Fred Berry of Parnell visited Sunday at the home of Mrs. Berry's parents, Mr. and Mrs. A. W. Chandler. Mr. Berry was also having a broken limb treated while here and is reported to be doing as well as could be expected.

All children's hats up to \$5.00 all going at \$2.50. Children's fancy velvet hats all going at \$3.00, at VOGEL MILLINEY PARLOR.

Excelsa Printed Patterns. STAM-BAUGH DRY GOODS STORE.

Harmonized reception always over the Fada. The CORNER DRUG STORE.

Mr. and Mrs. J. E. Beyer, Jr., who have been visiting relatives here for the past two weeks, left last Thursday for Amarillo. After visiting with friends there for a few days, Mr. Beyer went on to his home in Cherryvale, Kansas. Mrs. Beyer returned to Hereford and will probably leave for some Friday.

Only a few hat bobbies now mark the spot of the great Navy struggle, Macadder vs. Wilson

STAR THEATRE

HEREFORD, TEXAS

Friday Night Only
OCTOBER 14

"Broadway Nights"
with
LOIS WILSON AND SAM HARDY.

Saturday Afternoon and Night
OCTOBER 15

"A Six Shootin' Romance"
with
JACK HOXIE

Monday and Tuesday
OCTOBER 17-18

"The Sunset Derby"
with
MARY ASTOR AND WILLIAM COLLIER, JR.

Wednesday and Thursday
OCTOBER 19-20

"A Harp in Hock"
with
RUDOLPH SCHULDKRAUT AND JUNIOR COOGLAN

Friday Night Only
OCTOBER 21

"The Crystal Cap"
with
DOROTHY MACKAILL AND JACK MURHALL

Saturday Afternoon and Night
OCTOBER 22

KEN MAYHARD
in

"The Land Beyond the Law"
Coming:

"The Big Parade"

MILTON SILLS IN
"Frame"
"Padlocked"

TIME OF SHOWS:
7:15 and 9:45
MATINEE, 2:00 and 3:30

Local Happenings

Miss Lois Maddux, of the Texas Utilities Company, left Thursday for a two weeks vacation trip. She will visit relatives in Vernon and Denton.

Howard Hershaw was in Amarillo on business Tuesday.

A Fada Radio makes the next day brighter. Hear them at the CORNER DRUG STORE.

Weigh your crowd! It takes honest weight as well as fair test to make a square deal. SQUARE DEAL PRODUCE COMPANY, Phone 33.

H. H. Hawkins drove to Pan-ox and Berger Thursday to take his daughter, Miss Kathleen, who will teach in the school there this winter. Miss Hawkins took up her duties Friday.

Another car load of Hart-Parr tractors has arrived. You are welcome to come and "casual a critical eye" on them. M. D. WOMBLE, Agent, Texas Milling Station.

Excelsa Printed Patterns. STAM-BAUGH DRY GOODS STORE.

H. I. Rice left Wednesday afternoon for his old home at Canal Dover, Ohio. He expects to be gone several weeks.

The Fada Radio works—no fool in 'em. CORNER DRUG STORE sells 'em.

It's all we can do to keep up with our enthusiastic customers of the Hart-Parr tractors. Have you seen the new shipment which arrived this week? M. D. WOMBLE, Agent.

Mrs. Sank Ramey left Friday for Paris, Texas, where she was called by the illness of her sister, Mrs. George Westham. Mrs. Ramey will probably return tomorrow.

Wilson Oyles and John Robinson drove to Amarillo Sunday afternoon.

One buffet, one dining table, both good as new, at a bargain. See them at the VOGEL MILLINEY PARLOR.

HERFORD BRAND
Tires and Accessories
Vulcanizing
Radio Sets and Supplies
Hereford, Texas, Oct. 12, 1927.
The Herford Brand.

Gentlemen: As I expect to leave tonight for my semi-occasional vacation, I will have no time to prepare advertising copy. Please tell your readers that Rice's Instant Tire Service will continue as good or better. Yours truly,

P. S. Also warn them that if they don't want to buy tires they shouldn't even look interested, for Bob will sell them with half a chance.

Most happens look on the bright side of things, especially mirrors.

Reception when you want it—and harmonized, too! The Fada Radios at the CORNER DRUG STORE.

Take Sunday dinners at Hotel Keith. Fried chicken, cake and ice cream, served family style.

Bargains that can't be duplicated. VOGEL MILLINEY PARLOR.

Miss Ethel Rice of Lockney spent Monday here with her parents, Mr. and Mrs. H. L. Rice.

Mrs. Mabel DeGibson was in Amarillo Thursday.

Modern five-room apartment for rent. See L. PASKIN, or call 138. 29-ct

FOR SALE—One 12-horse Emerson wheat drill. J. D. CUMMINGS. 31-ct

FOR SALE—Improved fourteen acre block on North 25th Avenue. Eight room house, double garage, good barn with concrete floor in feed room, three chicken houses, one Missouri type with a capacity of 300, the other two are shed types with a capacity of 100 hens. Fruit and shade trees. Eleven acres in good wheat pasture. Good well and windmill. No incumbrance. For particulars see N. C. VOGEL.

We sell a price and stick to it. You get fair treatment here at all times. Bring us your cream, eggs and poultry. SQUARE DEAL PRODUCE CO., Phone 33.

See or Phone
Mrs. Nettie Price, Elson
for
Flowers of any kind
PHONE 645.

An Xmas Savings Account
Account Is Santa's letter of credit
U.S. Thrifty

14

Saving for Independence An Indication of Character.

Study carefully the individual who saves systematically that he may be independent later—not the merely stingy—and almost invariably you may find a high-minded citizen, one who discharges all his responsibilities in a creditable way.

Saving for independence is a most admirable trait indeed.

Western National Bank
"There Is No Substitute for Safety"

CONFIDENCE ✓ 12

One of your most important tasks is that of making safe decisions for your family. For reliability at all times you can depend on

Corner Drug Store
Dependable Druggist

—when serving
LUNCHEON
or **TEA**

Wouldn't you be more than proud to have a tea table like this or one of the several styles that we are showing in a variety of finishes? Economically priced, quality considered.

Come see our new display of Furniture of all kinds. Car of new things just received. Everything in our big store are real values. See us for Radios, Victrolas, Pianos and Sewing Machines.

E. B. BLACK COMPANY
We Are Satisfied With Small Profits