

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 39.

Hereford, Deaf Smith County, Texas, Thursday, October 10, 1929.

Five Cents Per Copy

## GUERNSEY COW OF PITTNER HERD TO RECEIVE ADVANCED REGISTRY RECORD TEST HERE

Fred Pittner, Deaf Smith county Guernsey breeder, is taking a step forward in the promotion of the interests of his herd last week by beginning what is known as the keeping of Advanced Registry records of his pure bred Guernseys. This cow testing association work which is also practiced in testing Jersey cattle, has been familiar to Deaf Smith county breeders of Jerseys for about two years, but Mr. Pittner is the first Guernsey breeder in the Texas Panhandle to begin the advanced registry work, wherein the cow being tested is milked three times a day.

The work itself consists of keeping an accurate record of the milk and butter fat production of a registered cow over a period of from ten months to a year, under the supervision of an accredited and authorized tester. Karl Marsh has been designated by A. & M. College as the official tester for Deaf Smith and Randall counties. The cow Mr. Pittner put under this test was grand champion Guernsey at the Amarillo Tri-State fair, and began the test when her calf was born Tuesday of last week. Another Guernsey belonging to Mr. Pittner, who took the grand championship at Lubbock last week, will also be put on the A. R. test in January.

The advanced registry work to which dairy cattle is subjected is the record of butter fat of each individual. The cow Mr. Pittner now has under the test is milked three times a day, at six in the morning, at two in the afternoon and ten o'clock at night. The amount of milk given each day and its butter fat content is carefully kept, and if the total reaches a specified amount for the ten months or year the cow is put on the national records of advanced registry—a coveted position among dairy breeders. A bull to pass the A. R. test must be the sire of five daughters who themselves have made the A. R. record. Records of permanent form have guided and will continue to guide the breeding operations of all constructive breeders of dairy cattle.

### Harrison-Cornett

James Harrison and Miss Billie Orlean Cornett stole a march on their friends and home folks a week ago last Wednesday by quietly motoring to Clovis and getting married.

The bride is the charming daughter of Mr. and Mrs. M. W. Cornett, of North Hereford, and the bridegroom is a well-to-do farmer in the north part of the county. Mr. Harrison is well known in and around the Vega country and has followed farming on a large scale for a number of years.

Mr. and Mrs. Harrison will make their home on their farm about 20 miles north of Hereford. The brand extends hearty congratulations.

### AUCTION SALES

Two public sales are scheduled for next week, the first coming on Monday, when E. H. (Ervin) Elliston will sell 23 head of good Jersey cows and heifers. The cows are milking well, Mr. Elliston says, and he expects a good crowd providing the weather is good.

H. H. Hawkins will sell at public auction his large herd of pure bred Jerseys. Mr. Hawkins says he has some fine individuals and the ages range between two and five years. A lot of pure bred, non-registered Poland China hogs will be sold, Mr. Hawkins said.

Col. Ray Barber will be in charge of both these sales.

### J. A. Young Reports Fine Row Crops

J. A. Young, farmer living ten and a half miles east of Hereford, had a much better story for the brand to tell than the one about a peculiarly shaped tomato the paper told about last week. Mr. Young is coming in to talk about his tomato, mentioned he had the best row crop out there he ever saw anywhere. He has 55 acres of land, 12 acres of maize and 28 acres of corn that he says just couldn't be better. The rains this summer came just when and as he wanted them.

### Deaf Smith Guernseys Win Prizes at Lubbock

Fred Pittner and O. L. Rutherford again demonstrated that their Guernsey herds are among the best in strong competition at the Lubbock fair. Pittner won the grand championship female of the Guernsey department, first junior champion bull, first junior champion heifer, second senior yearling heifer, first and second junior yearling heifer, first junior calf, first young herd.

Rutherford's winnings: Senior grand champion bull, third junior heifer, third young herd, third senior yearling bull. Pittner and Rutherford won first on county exhibit. Rutherford's grand champion male beat an aged cow that won first in Sesquicentennial Exposition in Philadelphia in 1928.

### South Hereford Gas Line Going In Rapidly

The West Texas Gas Company extension across Tierra Blanca creek is making good headway, according to reports from the local office this week. The ditching machine is opening up the route and the pipe is being welded preparatory to laying. The work has been slowed up by striking rock ledges on the hillside across the creek but this difficulty is being overcome and the work will be rushed to completion.

### Thomas-Wade

Stanley Thomas of Wildorado, and Miss Ruby Wade, daughter of Mr. and Mrs. C. E. Wade of this city, were married last Monday morning, October 7, at the Baptist parsonage by Rev. V. M. Cloyd. They were accompanied by the bride's sister, Mrs. O. F. West.

Mr. and Mrs. Thomas will be missed among the younger set and their many friends. Both the bride and groom graduated here in the class of 1928. Mr. Thomas is engaged in the mercantile business at Wildorado where they will make their home. The brand joins their many friends in extending best wishes.

### MRS. GUTHRIE WINS PRIZES AT THE TRI-STATE FAIR

Awards in the literary department of the Tri-State Fair came to Hereford as follows: Poem, first, second and third places respectively in short metrical, long metrical and free verse, won by Mrs. Grace F. Guthrie; short story, second place, won by Mrs. Ina Gregg Seed.

### I. O. CROSTWALTE'S MOTHER DIES

I. O. Crostwalte was called to Palmer, Texas, this week by a message stating that his mother was very ill. Before arriving at Palmer Mrs. Crostwalte had passed away. She was nearly seventy eight years old and had been in failing health for a number of years. All the children were present at the funeral services which took place on Monday. Mrs. Crostwalte is survived by five children, two sons and three daughters. Mr. Crostwalte arrived home the first of this week.

### Methodists Improving Church Property

Work began this week on re-finishing the exterior of the Methodist church building, under the direction of Pat Wederbrook. All concrete surfaces will be given a smooth white stone finish, including the two big columns at the entrance and the coping and cornices of the building.

### MISSIONARY SOCIETY

The Methodist Missionary Society met at the church Thursday in an interesting session. There was a large number present and they closed the study of the book, "Jesus as our Ideal." Plans were made to attend the same meeting October 19. It was voted to hold a banquet some time before Christmas.

## Fire Prevention Main Topic at Luncheon

Attendance at the Chamber of Commerce luncheon Monday noon was a little below the average, but those who stayed away were the losers, as the ladies of the Presbyterian church served a luncheon that was a treat to hungry folks.

In the absence of T. E. Seigler, vice-president C. W. Humble presided over the luncheon and program which followed. Visitors present were J. W. Kirby, formerly of Abilene but now farming west of Hereford; Albert Howison of Chicago, who owns business interests here; A. K. Webster of Amarillo, who owns property at Tack, 20 miles north of Hereford on 25-Mile Avenue; A. J. Sanderford, business man of Tack; Phillip Broadwell of Electra, and Miss Mattie Swisher of Canyon.

Mrs. R. P. Conaway, with Miss Dessie Mae Steele at the piano, delightfully entertained the assembly with two vocal numbers, "Old Man River," which drew such hearty applause that she sang its companion song, "The Lonesome Road" as an encore.

G. A. F. Parker, president of the Western National Bank, was the principal speaker of the day, and waxed eloquent on the destructiveness of fire and the prevention of fire losses. Mr. Parker's points of argument were very well taken. He presented five and its accompanying evils in a forceful way that brought home some important facts to his listeners. Among the other things, Mr. Parker pointed out that fire insurance companies do not prevent fires—but use fire losses as a business, and the average citizen makes a profitable business for insurance companies by the premiums paid. A comparison of fire losses in the United States and European countries showed that our country had much to learn in the actual prevention of destruction of property by fire—in some instances the ratio being as high as 30 to 1 against us.

Mr. Parker showed those present wherein much of our fire losses are preventable, as our laws are not rigidly enforced concerning fires. Many fires even though set carelessly or accidentally, are not charged to the responsibility of the ones who started them, even when great property and some times lives are lost. Statistics read show that two-thirds of all destructive fires were preventable and that the majority were attributable to matches and cigarette stubs. Eighty-five per cent of preventable fires in Texas are caused by carelessness, according to facts Mr. Parker quoted from the state fire records.

### Frank Gyles Starts New Home On East Third

Another new brick veneer residence on East Third Street is now under construction, work having been started first of the week. The new residence will be the property and home of Frank Gyles, Piggly Wiggly proprietor. Mr. Gyles has not fully made up his mind just how the interior will be finished, but the brand will make a guess that Frank's new domicile will be good enough for anyone to live in.

### Fine Plums Grown West of Hereford

G. W. Smith, of the west part of Hereford is reported by J. A. Miller, secretary of the Chamber of Commerce, to have some exceptionally fine plums. The species is a cross between tame and wild varieties, produced by Mr. Smith, and has extra large, choice fruit possessing a wonderful flavor. Those who have seen the trees say they are loaded down with plums.

### Star Theatre Building Improvements Made

The Star Theatre building is being repaired this week. Jake Talbot and his crew began first of the week placing steel trusses overhead to support the roof and ceiling. The beams, when uncovered, were found to be sound and solid, but it was thought best to support the original wood beams with the new metal trusses. A new John Manville asbestos roof will be laid next week. On completion of the job Mr. Dyer will have a model picture show building.

## ERNEST GLASS TAKES LIFE TUESDAY

Ernest Glass, 37-year-old farmer living 24 miles northeast of Hereford, killed himself Tuesday morning at the family home by discharging a shot gun through his left breast. He was dead when reached by his wife who had stepped from the house to direct their 14-year-old son about feeding some live stock, but rushed back into the house when she heard the shot fired. Another child, a ten-year-old daughter, saw her father fire the fatal shot.

County officials, when notified of the tragedy, went to the home, where a coroner's inquest presided over by County Judge Earl Wilson, returned a verdict of death from gunshot wounds received at the hands of the deceased.

Relatives of the family living at Amarillo, Hartley and Dalhart on receiving word of the death of Mr. Glass, rushed here to be with the stricken wife and two children. E. R. Glass, a brother living at Amarillo and Dalhart, came with his wife; Ollie Haley and wife, a sister of Mrs. Glass, came from Dalhart; and Hartley, and Mrs. Aubrey Morris of Hartley, sister of Mrs. Glass, were here Tuesday. The body was prepared by E. R. Black, mortician, and taken Wednesday morning to the old home at Hartley for burial.

Mr. Glass had been in poor health for several weeks, which caused him to be despondent, according to reports given the brand, but had said nothing to indicate he contemplated suicide. The family was planning to move this week to a new home near Hartley, some of their livestock having been taken there last week.

## Tucumcari Easy Victim In Last Friday's Game

The Whiteface eleven of Hereford easily defeated the big, heavy Tucumcari Battler football team Friday afternoon over on the New Mexican's home field, 18-0. Hereford's whole team showed decided improvement over former games played this year, but still seemed to lack success in scoring the extra point after touchdowns.

Tucumcari's field was very dusty—a very disagreeable feature to the Hereford warriors after using their grass-grown home field. A remarkable part of Friday's game was the showing made by the reserve material of the Whitefaces. These boys, having the experience of two stiff games this season, bowed their necks Friday and played bang-up football to show they were going to give a good account of themselves from now on. A goodly crowd of Hereford fans accompanied the team to Tucumcari.

The Whitefaces open their conference season this Friday of next week when they go to Tulsa. Tomorrow's game here against the Clovis Wildcats is their last pre-conference tilt, and while it carries no inter-scholastic significance, it is the finishing touch of the training period for both teams and is apt to be fast and furious from start to finish.

### Pacific Coast Singer Establishes Studio Here

Ardelle Smith George, concert and radio artist of San Francisco, is opening a studio of voice in Hereford this week. Mrs. George was reared in the Panhandle but has been out of the state for fifteen years. She returns with a reputation as a concert and radio artist that has reached from coast to coast.

It will be remembered that Mrs. George was one of the winners in the National Young Artists Contest in Portland, Oregon, five years ago. Since that time she has been contralto soloist in one of the largest churches on the West Coast and had a studio of voice at Berkeley and San Francisco. Mr. George is doing some special post graduate work in Canyon College for the next eighteen months, and Mrs. George will conduct classes in voice during that time. She will be at the home of Mrs. J. E. Beyer on Mondays.

## Hereford to Be On Three-Way Service Lines

Fred Oberthier, manager of the Texas Utilities Company here, is all pepped up this week because the company has added some new features that will still further improve the electric service in Hereford. The high line between Dinmitt was completed, and as Mr. Oberthier expressed it, "service was tied-in Monday," whatever that means. The big point is that Hereford will not be able to get electric current from either of two directions. Should some unfortunate happening destroy the service between here and Canyon, Hereford will get current from Clovis without a pause, and vice versa.

In just a short while service will be made available to Hereford from a third direction, when the high line between Dinmitt and Plainview is "tied-in." This will happen within two weeks. Already that line has been extended to Hart and Olton.

Hereford feels grateful for the interest Texas Utilities Company has taken in the promotion of the Plains country. Eight times since coming to Hereford has the Utilities voluntarily lowered the electric rates. The company has allied itself with movements looking toward civic improvements here and has stood four-square for what has been good for Hereford.

The good work of the Texas Utilities has without doubt been influenced by the high type of men associated with and who direct the company. Judge I. R. Kelso, president, who visited Hereford a few weeks ago at the time the last and most sweeping reduction in electric rates was announced, has been selected by the research department of Harvard University as one of the 15,000 outstanding business men of the United States. In modestly commenting on the accomplishments of the Texas Utilities Company and its present program of expansion throughout the Plains region, Judge Kelso stated here that he did not plan to exploit such properties that they now hold, but expected to aid the development of the country by lowering the rates so more people and homes could be reached by electric service than ever before, and he hoped to get the same returns as before from the greater service rendered.

The new rates are now in effect in Hereford and citizens will reap the first benefits therefrom on this month's service.

### Alice Hackett, Pianist, to Appear in Hereford

The Music Study Club has a treat in store for the public in presenting Alice Hackett, American pianist, at the high school auditorium on Monday, October 21, at 7:30 p. m. The program will be pleasing to adults and children alike as she plays the masterpieces in a delightful manner. Her very charming personality and marvelous technique give a wonderful appeal to her musical messages. No admission will be charged for this entertainment but free will offering will be taken.

### J. M. Irwin Farm Sale Good, Says Barber

Col. Ray Barber reported the J. M. Irwin farm sale, six miles south of Umbarter, last Friday to have been one of the best attended and conducted auctions it has ever been his pleasure to serve. The property was good stuff, well prepared, offered in a showy way, the bidding was fast and snappy, and brought good prices.

### Bellview 4-H Clubbers Win Trips to A. & M.

Bellview community, just over the state line in New Mexico, won its share of honors in 4-H club work for Curry county this year—four of the free trips to New Mexico State College at Las Cruces during next year being awarded to boys and girls of that neighborhood. Grace Moore, Myrtle Mae Mitchell, Virgil Ridley and Mack Balmun will get to make the trips, which will include participation in the contest at A. & M. for state honors, and a free visit to Juarez, across the Rio Grande at El Paso. Miss Mitchell has promised to write an account of their trip for publication in The Brand.

## HOTTEST GAME OF SEASON EXPECTED TOMORROW WHEN CLOVIS AND HEREFORD CLASH

### A. H. Elliston Exhibits Old Land Papers

A. H. Elliston was entertaining Hereford friends up and down the street Monday with some old relics and keepsakes from his younger days, and stopped in the Brand office with them. Of especial interest was a land patent given by Governor E. W. Pesse to Mr. Elliston's father in 1855. It was made on sheepskin and written in pen and ink—one of the prettiest specimens of penmanship the Brand editor has seen in a long time.

Other relics consisted of two old deeds, dated in 1855 and 1857, and a razor Mr. Elliston has owned for more than fifty years. This razor has Washington's picture engraved on the handle.

Then there was a Texas State Register of 1857 that would be a curiosity in anybody's printing office these days. On its front was a picture of the old capitol. It was printed in Galveston and carried advertising of businesses all the way from New Orleans to New York City. There were medicines now unknown, advertised to cure the same diseases whose cures are advertised today. There were instructions in farming, telling how to prepare the soil for certain kinds of crops, etc., and information on almost any subject in which a person might be interested.

### STORK SPECIALS

Born to Rev. and Mrs. E. P. Geller a fine son, on September 27, who has been named Elmer Paul. Mr. and Mrs. L. J. Hatley are the proud parents of a baby girl; born October 3.

Mr. and Mrs. J. B. Joiner, who live west of Hereford, announce the birth of a dandy daughter, born October 4.

Oscar Easley has been setting up the treats since last Friday, October 4, when a fine boy, their first child, was born at their home. Mrs. Easley will be remembered as Miss Grace Skelton, former city clerk. Oscar has not yet announced whether their heir will succeed him as manager of the Continental Oil station, but it is probable he will operate a filling station for a while.

Mr. and Mrs. Pearl Singletary are sending out word to friends today, announcing the arrival of a daughter at 8:30 this morning, October 10.

### Camp Fire Girls Celebrate Birthdays

Hereford Camp Fire Girls have had the pleasure of two birthday parties within their circle of members during the past two weeks—the first for Mary Elizabeth Stanford at the home of her parents, Mr. and Mrs. Jesse Stanford, on Friday evening, September 27, and the other for Betty Ruth Pickett and Mary Ireland at the home of the former's parents, Mr. and Mrs. W. L. Pickett. These birthday parties are gala affairs, with games of bridge, rook and flinch, enlivened with music and other social pastimes. Delightful refreshments are served to all present, and the honoree is the recipient of dainty and beautiful gifts from the other members. Mrs. W. H. Dowell is guardian of the Hereford Camp Fire Girls.

### PEP SQUAD IN NEW UNIFORM

The high school pep squad will be out to the Whiteface-Wildcat game tomorrow afternoon all decked in new uniforms, according to rumors reaching the brand this week. The costumes will consist of gold capes lined with black, the school colors. The pep squad should present an imposing sight in their new regalia and add much to the entertainment of the spectators at the coming football game. Watch for them tomorrow.

### MARKET MOVED

The Texas Meat Market finally got moved into their new quarters having finished shifting the big cooler Monday morning. The new outfit presents everything in the latest market fixtures and their opening will be announced at a date later in the week.

The football fans are getting ready this week for the best game of the season so far. Should there be a world series baseball game tomorrow it will be over and everybody will turn out to see the battle royal on the Hereford football field. Two pretty evenly matched squads from two schools whose teams have battled nip and tuck for the past several years will furnish the thrills for the spectators.

The Hereford high school football machine is being put through its hardest period of preparation yet this fall in getting ready for the invasion of the Clovis high school Wildcats on the local gridiron tomorrow afternoon at 3:45. Clovis is coming over confident of taking the measure of the Whitefaces, and the game is going to be the stiffest battle either team has so far this season. The Hereford boys will outweigh the visitors and should be a much smoother working bunch, while the New Mexico team will have a back field that is light in weight but shifty, fast on foot and can flash a whole bag full of tricks that will have to be watched. Among other things, Clovis thinks their team will win, which is somewhat of a handicap, for the Wildcats are going to be treated to the surprise of their young lives. There's a yell the visitors are going to have ringing in their ears as they go home, "It's too bad now," and they will know what it means when too late to be remedied.

The Whitefaces made a good showing last Friday when they shook the rattle out of the Tucumcari Battlers to the tune of 18-0. Counting comparative scores with other teams that have played so far this year it makes the local show up mighty strong as contenders for district honors.

Clovis will come over en masse, full of determination to win, and probably will be backed by a pep squad forty or fifty strong that knows how to strut its stuff. Every man, woman and child in Hereford should be out to the game tomorrow rooting for the Whitefaces. The boys deserve every bit of support they can be given; they are hard playing, loyal, well trained bunch, and can send Clovis home in defeat if given the proper encouragement by their home town rooters. Hereford has always been behind its football team—let's redouble all past efforts and let the boys see what the town expects of them. This is their last pre-conference game—let's start them out into the fight for the championship next week with the old fighting spirit that will make them feel and know they must put out the best playing they have in them.

Let's go, Hereford! The next game the Whitefaces will play at home will be on Friday, October 25, when Tiappy will be here. That shouldn't be a hard game, but look out for the one the week after that. Canyon will be over here with bells on, Friday, November 1, and that's the time the fur is going to fly.

### STYLE REVUE PROVES GOOD

The style revue presented by the high school glee clubs in the auditorium last Thursday evening was not as well attended as it should have been, only about 350 being in attendance. The program was well given, the entertainment receiving the hearty applause it deserved.

The glee club girls in serving as models for the display of the new fall fashions of the Hereford merchants did their parts well.

Sprolows-Cronin & Co., Fox Mercantile Co., the Fashion Shop, Vogele Millinery, C. E. Stone & Co., and D. R. Cass & Son had a beautiful array of dresses, coats, shoes, hats, etc. to present, which proved of special interest to all those present.

### Westway Community Raises Money at Social

The Westway school community knows how to put over a box social, according to reports brought back from their program last Friday night. Nearly a hundred dollars was raised from the sale of sixty boxes, the highest priced one bringing about seven dollars. The proceeds will be used for school equipment.

### The Hereford Brand

Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

NUNN-WARREN PUBLISHING  
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PUBLISHERS  
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**NOTICE TO THE PUBLIC:**  
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

**SUBSCRIPTION PRICES:**  
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Zone 1, six months - \$1.00  
Outside Zone 1, per year - \$2.50  
Outside Zone 1, six months - \$1.50  
Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

### Arney News Items

C. E. and Marquis Burks returned last week from New Mexico where they have been for several days on business.

Mr. and Mrs. Shaw of Marlow, Oklahoma, also Mr. and Mrs. Hughes and family and several others are in the community to help through row crop harvest.

Will Graham of Quitaque spent several days here on his farm.

Mr. and Mrs. Walter Graham were in Quitaque this week.

A basket ball has been bought and Arney students are organizing teams.

Miss Floride Fortner spent the week-end here with her parents.

Miss Athle Tipton was here from Plainview over the week-end.

Miss Rachel Burks, who is attending school at Happy, spent the week-end here with home folk.

Mrs. Vance Moody and daughter spent the week end in the John Todd home.

Mr. and Mrs. John Hendrix spent the week end in Canyon with their daughter, Mrs. Harvey Scowin.

Messrs. and Meses. Ernest Wallis and Shaw and Miss Shaw shopped in Happy Saturday.

Lynn Bratcher was a business visitor in Canyon Wednesday.

Misses Bratcher and Wilson spent Sunday afternoon in the Wallis home.

Mrs. John Hendrix has returned from a visit with her daughter, Mrs. Russell Hurst in New Mexico.

Mrs. M. T. Bailey who is suffering with a broken foot, is getting along nicely.

We had a light rain last week which will help all crops.

Bennie Fortner has returned from a visit to Crowell.

A large crowd heard the sermon by Rev. Swartz Sunday.

Mr. Roberts was here from Tulla on business Friday.

Mr. and Mrs. Ross Campbell were in Canyon Monday.

Mr. and Mrs. Raymond Hurst, recently married, have returned from their wedding trip to New Mexico points.

Ed Bailey was in Umbarger on business Saturday.

Lots of new blinders have been purchased to take care of the big feed crops hereabouts.

Mrs. J. F. Hutson has sold her farm and equipment and will probably locate in Happy.

Mrs. Alex Thompson left first ren, Miss Louise and Chris, and Mrs. Allen Bell motored to Lubbock Saturday morning to visit Mrs. Jacobsen's son, John, who is a student at Texas Tech this year.

**STATEMENT**  
Statement of ownership, management, etc., required by Act of Congress of August 24, 1912, of The Hereford Brand, published weekly at Hereford, Texas, for October, 1929.

**STATE OF TEXAS,**  
County of Deaf Smith ss.

Before me, a notary public, in and for the state and county aforesaid, personally appeared R. E. Kessie, who having been sworn according to law, deposes and says that he is the editor of the Hereford brand, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, etc., of the aforesaid publication for date shown above, to-wit:

Names and addresses of publisher, editor, etc., are: Publisher, Nunn-Warren Publishing Co., Hereford, Texas; Editor, R. E. Kessie, Hereford, Texas; Managing editor, business manager, R. E. Kessie, Hereford, Texas.

That the owners is: Nunn-Warren Publishing Co., Hereford, Texas; J. E. and J. L. Nunn, Amarillo, Texas; David M. Warren, Pampa, Texas; J. C. Phillips, Pampa, Texas; R. S. Branshear, Borger, Texas; J. D. Merriman, Jr., Panhandle, Texas.

That the known bondholders, etc., holding per cent of more of total amount of securities are: Seth B. Holman, Hereford, Texas.

R. E. KESSIE, Editor.

Sworn and subscribed before me this 4th day of October, 1929.  
(SEAL) MILES ROBERSON,  
Notary Public.  
(My Commission expires June 1, 1931.)

**NOTICE OF TRUSTEE'S SALE**

THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH.

Notice is hereby given that, whereas, on the 10th day of May, 1927, Harry K. Denmead and Adelaide B. Denmead his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee, and to George A. Kennedy first successor Trustee on the hereinafter described real estate, for better securing the payment of one promissory note in the principal sum of \$46,500.00,

dated May 10th, 1927, executed by Harry K. Denmead and Adelaide B. Denmead, and for the benefit of the legal holder of said note, which is now owned and held by Harold R. Weimacker, which Deed of Trust appears of record in Volume 30, on Page 302, in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8 on Pages 121, 122 and 123, in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the property covered by it; and, whereas, the said Harry K. Denmead and Adelaide B. Denmead have made default in the payment of the note described in said instrument, leaving \$52,415.80 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weimacker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust; and to act as Trustee thereunder; and, whereas, the said beneficiary Harold R. Weimacker has requested me, George A. Kennedy, first successor Trustee named and appointed in said Deed of Trust, to enforce said trust:

Now, therefore, I, George A. Kennedy Trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such Deed of Trust, sell at public vendue to the highest bidder, or bidders, for cash, at the Court House door in the town of Hereford, in Deaf Smith County, Texas, in which said property is partly situated,

between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the 5th day of said month, an undivided one-third part of the following real estate so described in and covered by such Deed of Trust:

All of Sections 1 and 2 in Block D, and all of Sections 91 and 92 in Block K-6, and all of Sections 2, 26, 27 and 28 in Block K-11, all in Deaf Smith County, State of Texas, and that part of the East Half of Section 56 in said Block K-6 falling within Deaf Smith County, State of Texas;

also

The Southwest Quarter of Section 37, and the Northwest Quarter of Section 42, and the Southeast Quarter of Section 57, and all of Section 64, all in Block K-6 in Oldham County, State of Texas, and that part of the East Half of Section 56 in said Block K-6 falling within Oldham County, State of Texas, together with all and singular the rights and appurtenances thereto in anywise belonging or appertaining.

Witness my hand, this the 1st day of October, 1929.  
GEORGE A. KENNEDY,  
Trustee.

**ETHYL GAS**

New Product of the  
PHILLIPS PETROLEUM COMPANY

Give Ethyl "66" a Trial.

WEST & SNYDER  
Phillips Service Station

**Announcement**

I wish to announce to the people of this vicinity that I will conduct a FREE CLINIC for one week beginning October 21. A Radonic instrument is being placed in my office which will exactly locate the nerve, the infection and the organ involved and will determine the exact condition and what results may be expected. If you think you are affected with cancer, tuberculosis, gall stones, sinus, internal infections, coxalgia, kidney trouble and many other diseases or conditions, call us over long distance or write us for an appointment today as only a limited number of patients can be taken care of in so short a time.

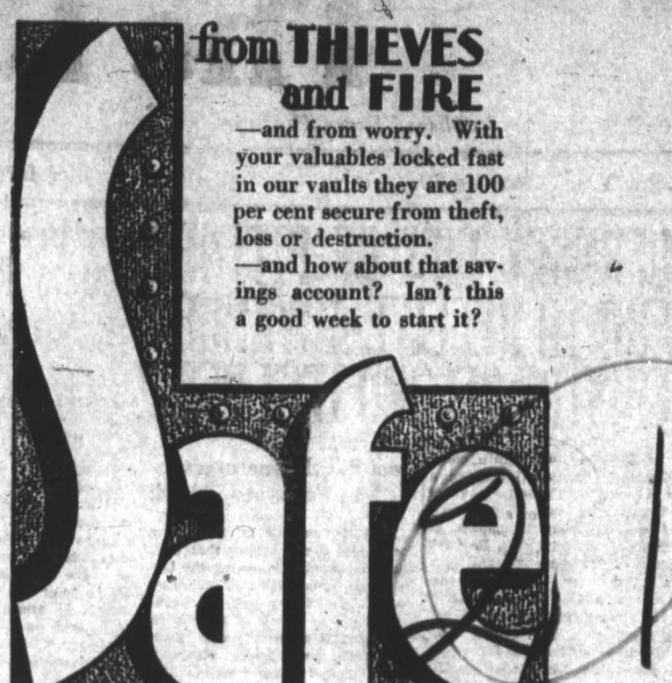
Dr. H. S. Oredson, a specialist in diagnosis and the operation of this machine will be here to assist you for the week, the fee for a diagnosis by this specialist is \$25.00. I have arranged to have him in my office for one week only, during which time a diagnosis will be given you FREE of all charge or obligation, however this can only be arranged by appointment.

**J. F. Bromert, D.C.**  
Western Building CHIROPRACTOR Taylor Street  
12 Years in Amarillo Phone 7435

from **THIEVES** and **FIRE**

—and from worry. With your valuables locked fast in our vaults they are 100 per cent secure from theft, loss or destruction.

—and how about that savings account? Isn't this a good week to start it?



**First State Bank**

**Listen**

to the World Series Games

with the New

**ATWATER KENT**

SCREEN-GRID RADIO

Box Seats to every Big Event!

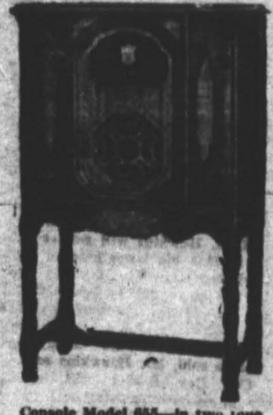
Today's the time to get yours—and here is the place! You've heard about this wonderful set—how with its amazing power, selectivity and tone it has set new standards for radio reception. Listening will show you how it's better—and we'll be glad to tell you why. Let us—today!

You'll never be satisfied with just a Radio after hearing the New Atwater Kent Screen Grid.

**It's Just That Good!**

New Power — New Selectivity — New Range — Finer Tone —

Hear One in Your Home Tonight

Console Model 655—in two tone walnut exactly as illustrated, complete, less tubes, only **\$141**

**Orr's Tailor Shop**  
Phone 16  
Free Demonstration Without Obligation

**FAT PROFITS**

With Merit



**HEN FEED**

The laying hen is like a factory. Her production depends upon the raw materials placed at her disposal and the power energy you supply, which enables her to convert these materials into eggs.

MERIT HEN FEED is condensed energy. Its ingredients are balanced in the exact proportions necessary to her body maintenance. A good rule to follow for successful feeding is "To get an egg, feed an egg. To get bone and feathers, feed bone and feathers." A laying hen must have both feeds.

**WEST TEXAS FEED & SEED CO.**  
Phone 265

**M SYSTEM**

"Saves for the Nation"

ONCE A CUSTOMER, ALWAYS A CUSTOMER!

There is that fascination about trading at the "M" SYSTEM which always brings a person back. It is our assurance of success and we are very appreciative of the interest our trade takes in the operation of the store. We want you to feel that this is YOUR STORE.

**Specials for Friday and Saturday**

GRAPES, Tokay, pound	9c
PRESEVES, fig, 14 oz jar	17c
SUPE SUDS, package	9c
OLD DUTCH CLEANSER, 3 for	21c
BLACKBERRIES, pailon	56c
PEACHES, No. 2, 2 1/2 in	19c
COFFEE, Folger's, 2 lb can	\$1.04
SUGAR, powdered, 1 lb pkg	10c
JELLO, all flavors, 3 for	25c
PICKLES, quart, sour	28c

## International Sunday School

### Lesson

BY DR. J. E. NUNN

#### KEEPING FIT FOR THE SAKE OF OTHERS (Temperance Lesson)

Daniel 1:8-20

Golden Text: Know ye not that your body is a temple of the Holy Spirit which is in you, which ye have from God? and ye are not your own, for ye were bought with a price: Glorify God therefore in your body.—1 Cor. 6:19-20.

#### Introduction

In our modern, complex, practical age, the question of efficiency has come to the foreground with rapid and irresistible strides. New ventures are being made in mechanics and discoveries which offer their rewards to those only who are efficient to the highest degree. To achieve success in any line now, man and woman must keep themselves fit in every respect. Bodily fitness is one requisite. To live the simple life is tremendously necessary just now. No one can be ready for the difficult and strenuous tasks of our day who dissipates his time or energies even slightly, who impairs his nervous force by late hours and blunts his sensibilities by even the modern use of intoxicants.

But moral fitness is even more needful. This will provide what is necessary to physical efficiency. Nothing can take the place of moral character in the world of business or achievement. Dependability, self-reliance and courage are all conditioned on it. He who is untrue to God will certainly fail both himself and others in a crisis. Keep fit, not primarily for one's own sake, but for the sake of others.

#### The Four Hebrew Youths.

Our first extract from Holy Writ is the story of the temperance triumph of Daniels and his three friends. These four youths, probably from fourteen to sixteen years old, were taken captive in Judah by Nebuchadnezzar in the third year of Jehoiakim, king of Judah, and were carried off to Babylon to serve as hostages for that monarch. They were young noblemen, handsome in appearance, with no physical blemishes, especially in bearing, and they were at once selected to be trained for service in the palace of Nebuchadnezzar, and for attendance on his royal person. But first they must spend three years under tutors learning the Chaldean language, and being instructed in their prospective duties at the court.

For these three years the four Hebrew youths were placed in the charge of Ashpenaz, the chief of the palace attendants, and Nebuchadnezzar gave orders as a special favor that they should receive daily from the royal table a supply of the choice food and the

wine which he himself consumed.

"Daniel Purposed In His Heart." "But Daniel purposed in his heart." This young hero built his success on his steady purpose, which showed itself at the very outset of his career. Indiscipline is fatal to any substantial progress. Especially is decision necessary if one is to gain the sturdy strength which flows from temperance, for that is built on will power, on firm resistance to temptation. "Men must be decided on what they will not do," says Mencius, the Chinese sage, "and then they are able to act with vigor in what they ought to do." There is nothing more to be esteemed than a man's firmness and decision of character.—William Hazlitt.

"Hysniah, Mishael and Azariah." "Then said Daniel to the steward whom the prince of the eunuchs had appointed over Daniel, Hananiah, Mishael and Azariah." These were Daniel's three friends. All four of these names are compounded with the Hebrew name for God, "El" and "Jah" and, as one step in weaning them from their homeland they had received Chaldean names of heathen character. The steward was some subordinate officer whom Ashpenaz had appointed to be direct in charge of the four youths.

#### Prohibition Progress Stey by Step.

"Prove thy servants, I beseech thee, ten days; and let them give us pulse to eat, and water to drink." Daniel's "purpose" which had carried him thus far was of much too stout a fibre to weaken before a single mild refusal. It has been thus from the beginning with the temperance reform. If the temperance workers could not get prohibition, they took what they could get. First they sought Sunday closing, the forbidding of liquor to minors, the doing away with saloons, the shutting of saloons on election days, and especially temperance education in the public schools. Then they sought local option, then county option, then State prohibition, then prevention of liquor importation into prohibition territory, and finally the grand climax of national prohibition. "Try it out" has been the temperance reformers' motto. The people have tried it out, on an ever-extended scale, and the trial has always, when fairly made, proved successful.

#### Temperance Strengthens.

"And among them all was found none like Daniel, Hananiah, Mishael and Azariah." These four Hebrew youths were not alone in the examination. They had many competitors, young fellows who had been reared with them in the royal palace and by the king's officers, but they had not the moral stamina of the Hebrew lads, they had not lived abstemious lives, and

when the testing time came they fell behind. So it is always with the tipplers in the race of life.

Edwin F. Bowers, M. D., closes a vigorous chapter on the relation between alcohol and "efficiency and deficiency" with these words: "It requires fifteen men, indulging in one glass of beer daily, to do the work which properly should be done by fourteen abstainers. Employers are realizing that a drinking man cannot stand extremes of temperature as well, that he cannot hear or see or smell as well, that he cannot lift as much or lift it as often, that he cannot walk as far, dig as much, or carry as enduringly as though he were abstinent. And with what Herbert Spencer would call 'altruistic egoism,' business is determined that for the mutual interest of workmen and employer drinking shall cease.

#### The Christian Life, a Race.

"Now the Christian life, Paul says, is a race, and a hard race, too. If discipline and constant self-restraint are necessary, to enable the athlete to win his race, discipline and rigorous self-restraint are necessary to enable a man to run successfully the Christian race." "It is only by continually putting down temptation—keeping it under and bringing it into subjection," like St. Paul—that we can make sure it will not prove our ruin.

"If we start the Christian race we need have no fear that we shall not succeed, that we shall never reach the goal, that we shall be balked of our prize. Obey the rules, keep the course, do not take your eyes off the point to be reached, and you are assured of victory and reward. Temptation may be strong, powers of endurance may be feeble, yielding may seem easier than resistance, but one day all will be changed. The crowned victor laughs at the struggles through which he has passed."—Prof. G. Currie Martin.

#### Alcohol Shortens Life.

"The use of alcohol tends to shorten the span of life in proportion to the amount consumed and the duration of the habit, with the result that where abstinence at the age of twenty can look forward to 45 years more of life."

"Habitual use of alcoholic beverages by workmen increases the occurrence of accidents and injuries in shops, factories and on public highways, increases the danger of infection of accidental wounds, delays recovery, and increases the likelihood of complications."

"The use of alcoholic beverages by the parents in a family reduces the likelihood of survival of the babies in that family. This is due partly to physiological and partly to economic causes."

"The use of alcoholic beverages among people of the wage earning group tends to reduce their standard of living with respect to housing, clothing and food, and tuberculosis is more likely to develop, and when it does occur it is more likely to prove fatal."

And for these reasons, as well as many others, we can be perfectly certain that Daniel and Paul, if they were living today, would be ardent advocates of the Eighteenth Amendment to the Constitution.

"Once to every man and nation comes the moment to decide, in the strife of Truth and Falsehood, for the good or evil side."—Jas. Russell Lowell.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

#### SORE BLEEDING GUMS

Only one little Leto's Pyorrhoea Remedy is needed to convince anyone. No matter how bad your case, get a bottle, use as directed, and if you are not satisfied druggists will return your money. City Drug Store.

# SAVE MONEY



Ownership of a Pontiac Big Six is an experience in economy. True, most people choose Pontiac, not because it is so inexpensive, but because of the many big car advantages which it provides. But it is a fact that with a Pontiac you actually save money. You save—

**When You Buy . . . When You Drive . . . When You Trade It In**

You save when you buy a Pontiac because it is the lowest-priced car ever produced which offers so many advantages. You save when you drive because, according to a large corporation which employed 92 cars of 33 different makes during 1928, Pontiac costs one cent less per mile to operate than any other low-priced six. You save when you trade it in because the demand for used Pontiacs has always exceeded the available supply. Come in to see and drive the car which offers all these advantages.

## PONTIAC BIG SIX

PRODUCT OF GENERAL MOTORS

at \$745

Pontiac Big Six, \$745 to \$895, J. O. B. Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Leedy shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (J. O. B.) price when comparing automobile values. . . . General Motors division plans include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

J. O. B. Pontiac, Mich.

## DIXON MOTOR COMPANY

Hereford, Texas.

## Come To Hereford, Texas

and call on

## Hill-Ricketts Co.

for

WHEAT LANDS AND STOCK FARMS

Phone 358

Clark Bldg.

## WHY miss even a DAY



of this greater cleaning comfort

A speedier, easier, pleasanter way of electric cleaning and promoting general home sanitation is in store for you. . . . a method made possible through the Premier Complete Electric Cleaning Unit.

You now can have, for practically the price of an ordinary electric cleaner with attachment, a wonderful unit consisting of . . . a large Premier Cleaner for rugs and carpets . . . a polisher-waxer accessory to give your floors a glistening wax-finish . . . and a remarkable small cleaner called the Spic-Span, which not only does all the odd, tiresome cleaning tasks, but which also deodorizes rooms, applies a moth repellent, cleans and purifies everything it touches.

This new scientific method of promoting general home sanitation is now within your reach, regardless of the price you wish to pay. For Premier has made possible a Complete Electric Cleaning Unit for every purse and purpose.

Premier Junior and Premier Spic-Span

\$48<sup>50</sup>

Premier Duplex and Premier Spic-Span

\$73<sup>50</sup>

Floor Polisher Accessory for Premier Junior or Premier Duplex, only a few dollars additional.

Ask for a demonstration and details of our liberal trade-in allowance when the Premier Duplex is purchased.

## Texas Utilities Company

READY FOR THE WINTER



## Order Diavolo Coal

Let the winds howl and snow pile up outside—what care!—your basement is filled with Diavolo Coal! It gives you more heat and less ash per ton—it gives you more heat for your money—it gives you greater heating satisfaction. Don't let a cold snap catch you unprepared—place your order today! We can make immediate deliveries.

—for prompt service

CALL NO. 1

## Jones & McLean

## DISPERSING ENTIRE HERD AT AUCTION

50—HEAD JERSEY COWS AND HEIFERS—50

## TUESDAY, October 15

Sale Begins Promptly at 1:30 p. m.

FREE LUNCH AT NOON.

I will sell at public auction my entire dairy herd, located fifteen miles west of Hereford on Harrison Highway and one mile north. The Jersey cows and heifers I am offering in this sale are pure bred but not registered. They are all high class individuals, heavy producers and ages two to five years. I have kept this herd clean and profitable by disposing of the cows that were not money makers. I have been very fortunate in securing registered bulls of outstanding quality and breeding to head this truly good herd.

I am including my six-year-old herd bull in this sale, Financial M's Sands Alo, a bull of outstanding quality sired by one of the greatest bulls of the Jersey breed, Maiden's Financial Sands Alo, and out of Financial Moll, a cow with a record of 719 pounds of butter in one year.

Farmers and dairymen needing good, profitable Jersey milk cows will be assured of a valuable offering in this sale.

There will also be included in this sale a lot of pure bred non-registered Poland China gilts and boars. This offering of hogs represents plenty of quality. HOGS WILL BE SOLD FOR CASH.

TERMS ON COWS: A note, drawing 10 per cent interest, due six months from date of sale, with approved security, will be accepted. Five per cent discount for cash.

## H. H. HAWKINS

Clerk  
E. C. Eubanks.

Owner

Auctioneer

Ray Barber, Hereford, Tex.

## WARDROBE AND HAT

### Dry Cleaning



FROM the crown of your hat to the cuff of your trousers, your apparel is a candidate for our ministrations—Hats, Neckwear, Topcoats, Suits—we clean 'em all, safely, quickly, thoroughly—and reasonably.

**Carroll & Corbett**  
PHONE 160

#### BAY VIEW CLUB

The work of the Bay View Club for the current year was inaugurated Thursday of last week with a lovely buffet luncheon to which only the membership was bidden. A delightful informality pervaded the happy affair, the occasion providing a real feast of fellowship and renewal of club interest and enthusiasm as well as a most delicious luncheon. During the afternoon, Mmes. D. H. Alexander and John H. Olson were welcomed into the club and an outlook into the years work by officers and members closed the days program.

Officers for the year are as follows: Mrs. B. F. Guthrie, president; Mrs. Carl P. Cockrell, vice-president; Mrs. W. H. Dowell, recording secretary; Mrs. F. T. Robinson, corresponding secretary; Mrs. Charles Donald, treasurer.

The luncheon hour was one o'clock, with Mmes. Cockrell, Harrison and Guthrie as hostesses at the home of Mrs. Guthrie.

#### INTERMEDIATE B. Y. P. U.

The Intermediate B. Y. P. U. of the First Baptist church of Hereford met last Sunday evening with a splendid attendance. After the two songs and prayer the following officers were elected for the coming year: James Cloyd, president; Nora Alice Daniel, vice president; Bobbie Jackson, secretary-treasurer; Ray Murphy, reporter; Emma Roberson and Reardon West, group leaders, and Billie Valentine, pianist.

With such splendid co-operation on the part of the members at the beginning of a new year in our B. Y. P. U. work we shall hope to do many good and great things in the near future.

Mrs. E. W. Harrison this week let the contract for a five room stucco rent house to Dave Stewart, contractor. Work will begin just as soon as material can be put on the ground. The new residence will be located in North Hereford just north of the Harrison home.

#### MUSIC STUDY CLUB NOTES

The Music Study Club met last Monday at the home of Mrs. Homer Fox, with Mmes. Fox and Acker as hostesses. Chorus practice on the cantata, Venezia, took up the first part of the meeting. Miss Swisher, of Canyon, directed the rehearsal.

During the business session, plans for the piano concert by Mrs. Hackett were discussed. The date for the performance of Venezia was set for Monday night, October 28. Plans were also made and committees appointed to take care of the Seventh District meeting of the Federated Music Clubs to be held here November 9. The District received a most cordial invitation to hold its meetings in the Methodist church. The kind invitation was accepted with thanks by the local club on behalf of the Seventh District. Mrs. A. O. Thompson was appointed chairwoman for the occasion.

#### ADS IN BRAND BRINGS MAN TO HEREFORD TO TRADE

Mr. and Mrs. T. A. O'Brian and two children of Black, were in Hereford Saturday shopping. Mr. O'Brian is a reader of The Brand and called at the office to renew his subscription. He remarked that "I read everything in your paper, because I like it; I read all the specials and always come to Hereford to do my trading because my saving in purchases from Hereford merchants is quite an item every week. My crop consists of 365 acres this year and it is the best crop I have ever raised and you tell 'em I'm a booster for this section of the Panhandle."

The O'Brians moved here about a year ago from near Enid, Oklahoma.

### Car of Coal

Just in and the Very Best

Ravenwood, Bighead Lump and Sunshine Maidhead

### Hereford Gin

Phone 437-J

Powder for the feet. Also Nux Vom. Ven. It has minerals and a tonic that helps the walking hens to get back in condition. It also helps to repair the damage done by worms. Sold by TREU HARDWARE CO. 3-21c

#### SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 9th day of October 1929, by the Clerk thereof, in the case of Friona State Bank, of Friona, Texas, and W. A. Odell versus Mrs. Willie Smith and H. M. Smith No. 1742 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in November A. D. 1929, it being the 5th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

A tract of twenty acres of land out of section No. 30 of block K-3 of Deaf Smith County, Texas, beginning at a point 3321.94 feet south and 2117 feet west of the northeast corner of said section 30; thence west 942 0-7 feet; thence south 924.8 feet; thence east 942 0-7 feet; thence north 924.8 feet to beginning, being known as tract No. 3 out of said section on the tax assessor's rolls, and commonly known as the Hartley place of the Smith place in West Hereford; levied on as the property of Mrs. Willie Smith and H. M. Smith to satisfy a judgment amounting to \$3,540.50 in favor of the Friona State Bank of Friona, Texas, and W. A. Odell and cost of suit.

Given under my hand this 9th day of October, 1929.

By JOHN B. MILLER, Sheriff.  
Jowell Murchison, Deputy. 39-31c



### Do Your Own Furniture Decorating FREE

1 Handy Occasional Stencil [Knock-down]  
3 Matched Die Cut Stencils 1 Individual Stencil

with the purchase of a half pint can or more of Acme Quality Enamel-Kote (Rapid Drying). This outfit would cost at least \$1.25 if bought separately—you get it free. We are making this special offer to demonstrate how easy it is to do your own furniture decorating.



#### Acme Quality Furniture Decorating Set

**Enamel-Kote for your Bathroom only \$4.45**

For a 6' x 8' bathroom you will need:  
For the upper walls and ceiling—  
one-half gallon of Enamel-Kote \$2.90  
For tiling—one quart of Enamel-Kote \$1.55  
**TOTAL . . . \$4.45**

For refinishing the walls and ceilings of a bathroom, with walls in average condition, where the new color is similar to the old, only one coat is necessary. Then there should be enough Enamel-Kote left to also do a breakfast set.

**A. C. THOMPSON LUMBER STORE**  
"THE HOUSE OF COLOR"

# SPECIAL

## For Friday and Saturday

### Greatly Reduced

# Fall Frocks

Very smart and distinctly new are these fifty frocks we are offering for women and misses at a very tempting price. . . Frocks of Flat Crepes, Canton Crepes, Printed Silks, and Smart Woolen materials that are soft to the touch in lovely colors and important styles . . .

\$4.95    \$8.95    \$14.95



### Other Specials Are---

- Anna Mae Pongee, yard . . . . . 19c
- Peter Pan Prints and Solids, yard . . . . . 39c
- 9-4 Luna sheeting, soft and smooth . . . . . 25c
- 8 oz guaranteed feather ticking . . . . . 22c
- 36-inch, good quality light and dark outing . . . . . 15c
- 36-inch fast color percales . . . . . 12 1-2c
- 32-inch fast color gingham, checks, plaids and solids . . . . . 8 1-3c
- Children's extra long cotton-ribbed hose, 18c pair, 2 pair for 35c
- Children's rayon and jersey bloomers . . . . . 48c
- Ladies' 36-gauge rayon bloomers . . . . . 50c
- Children's union suits, taped, with long or short sleeves and legs at . . . . . 50c
- Boy's heavy ribbed union suits . . . . . 69c
- Men's heavy ribbed union suits . . . . . 89c
- Men's cotton work sox, 12 pairs for . . . . . \$1.00
- Men's wool sox, a good one, for . . . . . 25c
- Men's fine adjustable caps . . . . . \$1.00
- Men's corduroy O. K. caps with fur inband . . . . . \$1.00

## Sprowls-Cronin & Company

## PIGGLY WIGGLY

### FRIDAY & SATURDAY SPECIALS

CABBAGE, per pound	3 1/2c
COFFEE, Concho, 3 lb can	\$1.15
MARSHMALLOWS, 16 ounces	23c
DATES, Dromedary package	19c
COCOA, Hershey's, 8 oz	15c
COCOA, Hershey's, 16 oz	29c
KRAUT, No. 1 tall, three for	25c
RICE, White Swan, 2 lb box	19c
MACARONI, four for	25c
RAISINS, four pound package	34c

# SAVE WITH SAFETY AT *The Rexall Store*

## Corner Drug Store

Tynes & Humble

See Our Window Display of  
ANTISEPTICS, MILK OF MAGNESIA  
MI 31

The Rexall Store is a link in the largest chain of co-operatively operated retail drug stores in the world. Rexall products represent the highest quality merchandise at lowest consistent prices.

J. B. Holland of Kress, Texas, leased the former George W. Smith irrigated farm south of town about six miles and he and family will take charge of their new home immediately.

Frank Bourell of Amarillo has purchased thirty acres east of town near Joel Switch for the purpose of establishing a poultry farm. It has not been decided by Mr. Bourell what breed of chickens he will raise. He was formerly janitor of the Northwest Texas Hospital in Amarillo, filling that place for a number of years.

Attorney John Coffee of the firm of Coffee & Coffee, of this city, was appointed city attorney last week and immediately took charge of his new office.

The old George Dent house is being moved this week to the Dave Grimes five acre block northwest of town. J. P. Wood is in charge of the moving.

As we see this the clouds are getting heavier and it looks like rain. Better get those tire chains NOW. Rick has a good supply.

C. J. Mapes and I. R. Brooks of Dimmitt were business visitors here last Saturday morning.

Mrs. Alex Thompson left first of last week for Abilene where she visited her daughters, Misses Margaret and Ruby, who are students at Simmons College this year.

E. J. Strate and family of Frone, were here on business Thursday morning of last week.

H. H. Marshall, local plumber moved his shop and stock to the Carroll building, occupied by the Cox & Huckert garage, first of the week.

Messrs. Jack Crystal, Dr. Jim Hicks and J. B. Fritz, of Denton, Texas, arrived here last Friday. Dr. Hicks is a cousin of Dr. Hicks of this city, and visited in the Hicks home for the day. Messrs. Crystal and Fritz were here looking the country over. Mr. Crystal is county clerk of Denton county.

\$32.50 per acre buys fine half section, four blocks out; 180 acres broken out; well and fenced. L. BASKIN, Phone 385.

Mr. and Mrs. Phillip Broadwell of Electra, arrived here last Friday to visit with relatives and friends.

Mrs. C. Eckerman and son who have recently visited in the home of Mr. and Mrs. J. L. Johnson returned to their home in Fort Dodge. Mrs. Eckerman is a niece of Mrs. Johnson.

J. E. Golden purchased the J. A. Wiles home in North Hereford last week and took possession the first of this week.

### I buy my drugs at CLARK'S.

Miss Cordell Woodward returned to her home in Wichita Falls last Friday morning after having visited several days in the home of her sister, Mrs. A. A. Smith, in Dimmitt. Mr. and Mrs. Smith accompanied Miss Woodward to Hereford.

F. A. Boazman and family left Sunday for Plainview where they spent the day visiting with relatives and friends. They will also go to Quitaque.

J. J. Lindsey purchased the Jno. Counts residence in northeast Hereford last Friday. Mr. Counts is moving to one of the former Chamness irrigated farms east of Hereford this week. Mr. Lindsey and family will move to their new home some time this week.

### BLANKETS! BLANKETS! All at Reduced Prices. POPULAR STORE

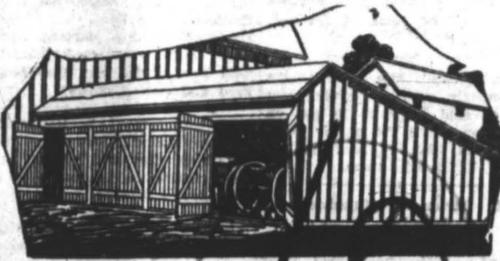
L. C. Jones of Erlone was in Hereford on business Tuesday.

Try a Want Ad in THE BRAND

### WEST TAILOR SHOP

MRS. C. F. WEST, Proprietor  
"Well Pressed is Well Dressed"  
Clothes called for and delivered—Phone 385

### LOOK AT IT THIS WAY---



If you put \$400 in an implement shed that would last 20 years, the cost would be but \$20 a year. The weather would depreciate the value of just one machine that much. You can't afford to be without a shed for your implements.

### ROCKWELL BROS. & COMPANY

Lumbermen  
Here Since 1898.  
Phone Four—The Lumber Number..

Davis Stewart is to begin work on the new home of Mrs. E. W. Harrison in North Hereford Thursday.

## CASH SPECIALS FRIDAY AND SATURDAY

SYRUP	Brier Rabbit, pure ribbon cane, per gallon	87c
TAMALES	Ratliff's Per can	14c
CORN	No. 2 Coneho Three cans	34c
Pimentos	White Swan, 7 oz can per can	14c
PECANS	Halves in bulk Per lb	84c
APRICOTS	Straw, top Two pounds	34c
PEACHES	Dried, new crop Two pounds	34c
CRACKERS	2 lb Salad Wafers Per Package	31c
COCOA	Hershey's, 1 lb can 20c, 1/2 lb can	15c
HAMS	Country Cured, Whole or Half Per pound	28 1/2c

**Bakers Cash Grocery**  
MONT E. BAKER.

### Winter Time Is Coming!

—so better have your flues examined and repaired, or a new one made. See us for the kind of service you have been looking for.

We Build Tanks and Tubs.

### Barnhart & Shreve

All Kinds of Welding.

## Womack's Specials

FOR FRIDAY AND SATURDAY

CRACKERS, Merchant's, 6 lbs	90c
HONEY, Uvalde, New, 5 lb bucket	80c
COFFEE, fancy Peaberry, 1 lb package	40c
VINEGAR, apple cider, bring container, gallon	37c
DATES, Camel, pitted, 7 1-4 oz pkg.	15c
NUTS, mixed and walnuts or almonds, lb	25c

## Extraordinary VALUES

### In U.S. Royal Tires

HEAVY DUTY	REGULAR
1—33 x 6.00 \$14.05	2—22 x 6.00 \$11.50
3—32 x 6.00 \$15.55	1—28 x 5.25 \$ 8.90
1—31 x 6.00 \$13.55	2—30 x 4.50 \$ 6.60
6—28 x 4.25 \$10.75	USCO
4—29 x 4.40 \$ 8.30	1—33 x 4 \$ 8.00
ROYAL CORD	USCO
1—33 x 4 \$ 9.70	1—32 x 4 \$ 7.60
2—32 x 4 \$ 9.20	1—30 x 3 1/2 \$ 3.90 (regular)

Tubes at corresponding prices. These tubes are guaranteed and the price holds on only what we have in stock.

If you need any of the sizes listed above, you better hurry for they are going fast!

## Beavers Bros. Garage

Phone 383

# Never Before a Sale Like this

Beginning Friday and Lasting One Week Only

## NEW SILK DRESSES AT A BIG Reduction

THESE VALUES SPEAK FOR THEMSELVES



Brand new, just arrived from the factory, outstanding styles and materials, one assortment of values up to \$12.95 for \$8.95

### The La Mode Line of Frocks In Two Groups

\$16.75 Values for \$12.45  
\$20.00 and \$22.00 Values for \$16.75

### Our Very Choicest Frocks

#### THE FAMOUS PEGGY PAIGE LINE

—In a wonderful selection of the best we can offer in styles, materials and models. Transparent velvets, canton crepes, crepe-back satins and flat crepes, all specially reduced for this week only.

\$25.00 Values for \$19.75  
\$35.00 Values for \$26.75  
\$50.00 Values for \$41.75



Special Bargains On All Ladies' Coats During This Sale!

## D. R. GASS & SON

# Cash Specials

FOR  
**Friday and Saturday**

SUGAR, ten pound sack	38c	SPINACH, No. 2 1-2 can, 2 for	35c
COCOA, Hershey's regular 42c size, for	23c	STRAWBERRIES, gallon can	97c
COCOA, Hershey's regular 22c size, for	14c	CORN, Tender Sweet brand, 2 for	23c
PINEAPPLE, No. 1 flat, crushed	13c	PEACHES, No. 2 1-2 can, 2 for	35c
PINEAPPLE, No. 1 flat, sliced	15c	RAISINS, four lb package	33c

**Hereford Wholesale Grocery Company**  
L. W. CARLYLE

## Listen, Folks!

—Have you tried one of our  
**SHAVES AT 15c**  
**HAIR CUT AT 35c?**  
We do good work, give us a trial and let us prove it.

**Knox Barber Shop**  
First door north of Baskin Abstract Office.

General Shoe Repairing. We make our work stand up.



Bring your Canvas to Me for Repairs.

**Jack's Shoe Shop**  
Main Street.  
Next South of Baker's Grocery.

Mrs. O. A. Olson of this city, accompanied by her brother-in-law, W. A. French, of Amarillo, motored to Abilene, where they visited relatives and friends.

Miss Eva Ownbey spent Sunday in Amarillo and Canyon visiting her sister in Amarillo and friends in Canyon.

Folks, just to remind you—RICE still sells jacks—all sizes and prices. 1tc

Mrs. G. H. Brooks and son, E. T., spent last Sunday in Amarillo visiting in the home of her daughter, Mrs. P. J. Woolridge.

Have you seen the new Papee feed mill, hammer type, grinder? It is guaranteed to grind more feed than any other mill priced within \$175.00 of the Papee. J. A. WEAR sells them, first door south of the City Hall. 39-1c

Mr. and Mrs. R. H. Caler of Bellview, N. M., were here Monday attending to business matters.

WANTED—Tractor work; can do drilling, discing, plowing or anything that a tractor can do. Telephone 9014-ELB. ARCH CONKLIN. 39-1tc

E. B. Hanley and M. C. Matthews drove to Clovis Monday morning.

**POPULAR STORE SPECIALS**  
Men's Ribbed Union Suits, 98c  
Men's all leather work shoes \$1.79  
Men's and boys' rain coats, \$8.75 and up.

Mr. and Mrs. John W. Robinson left Tuesday morning overland for Dalhart where they will visit Mrs. Robinson's sister, Mrs. J. A. Witherspoon.

For Sale—\$22.50 per acre buys 100 acre place, 10 acres broke out and fenced, 1/2 mile to school. See L. BASKIN, Owner. 34-1tc

FOR SALE—Trade, practically new Allis-Chalmers 20-35 tractors. RALPH BARNETT. 38-2c

W. N. Jones made a business trip to Farwell Tuesday.

I buy my Drugs at CLARK'S.

Mrs. Wes Anthony and little daughter, Miss Helen, were in Friona the latter part of last week visiting Mrs. Anthony's sister, Mrs. C. W. Dixon.

Mrs. T. A. Ridgway of Canyon was here to spend the week-end visiting in the home of her son, Clay Ridgway.

"Emergency" tire chains are particularly good in helping you out of mud holes or to put on after you strike the muddy road. You don't have to jack up the wheel. RICH sells them. 1tc

Otis Burton of Muleshoe was here last Saturday.

Buy a Papee mill, feed your cows ground feed, and save one-third on your feed bill and increase butter-fat production one-third to one-half. Papee grinds 4000 pounds per hour. J. A. WEAR. 39-1c

Mrs. J. T. Jennings left for her home in Vancouver, Washington, last week. She has been here several weeks visiting in the homes of her three sons, B. R., Waldo and Carl Jennings.

A. C. Barnhart and family will leave the latter part of this week for Hot Springs, New Mexico. The Barnharts expect to be absent from Hereford for about four weeks.

Mrs. Charles Walser and family of Lubbock, were here to spend the week-end with Mr. Walser and Mr. and Mrs. J. C. Lance.

Charlie Hoover and family of near Bellview, New Mexico, were in Hereford shopping Tuesday.

B. N. Anderson and Harry Heaton of Amarillo, representing the Hardeman-King Feed Co., were in Hereford Tuesday morning transacting business and conferring with their local dealer, the West Texas Feed and Seed Company.

Mr. and Mrs. C. L. Bailey left Monday morning for their home in Bisbee, Arizona. They have been visiting in the home of R. L. Bailey, a brother.

D. O. Fox was in Dallas the latter part of last week making purchases for the Fox Mercantile Company.

The Hereford gin steamed up Tuesday afternoon to get everything in readiness for the ginning that is expected this fall. Various reports have come to the gin office of the probable yield of cotton this season, ranging from one to two hundred bales. H. L. Casbeer is in charge of the gin and has the machinery all ready to go.

Just received and in shipment of fresh milk bottles at RICE'S SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith. By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 8th day of October, 1929, by the Clerk thereof, in the case of H. A. Gudger versus J. M. Selts and T. J. Carter, No. 4084, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in November A. D. 1929,

it being the 5th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

All of the southeast quarter of Section No. 34, Township 5 North, Range No. 3 East in Deaf Smith County, Texas, the same being a part of Capital Leagues Nos. 376 and 389, the same being about 18 miles west and 14 miles north from Hereford and containing 100 acres of land.

Levied on, on the 8th day of October, 1929, as the property of J. M. Selts to satisfy a Judgment amounting to \$1,932.03 in favor of H. A. Gudger and cost of suit.

Given under my hand, this 8th day of October, 1929.  
JOHN H. MILLER,  
Sheriff of Deaf Smith County, Texas. 39-3c

**Listen In**  
**BILLIKEN**  
Arch Shoes

**Broadcasting**

- WGN CHICAGO TRIBUNE  
Every Friday, 8:30 p. m., Central Standard Time.
- KWK ST. LOUIS  
Every Sunday, 9:45 p. m., Central Standard Time.
- WBAP FORT WORTH  
Every Monday, 9:30 p. m., Central Standard Time.
- KOA DENVER  
Every Wednesday, 8:45 p. m., Central Standard Time.
- WLW CROSBY STA., CINCINNATI  
Every Thursday, 8:00 p. m., Central Standard Time.

**Drs. Heard & Wiltshire Dentists**  
Phone 234  
Office Over Corner Drug Store

## FURNITURE VALUES

—Our stock is hard to beat in Living Room, Dining Room, and Bed Room furniture. We also carry a nice line of odd chairs, rockers, chiffonettes, kitchen cabinets, beds, springs, mattresses, dressers—and when it comes to rugs and floor coverings, believe me, we have real values in Wilton, Axminster and velvet rugs. Our stock is not as large as we would like to carry, but the selections are beauties and very durable.

—Don't fail to see our stock before buying elsewhere, for if you do we both lose.

**Jones Furniture Company**  
Phone 111.

**D.R. Gass & Son**

All  
**Texas Products**  
Oil, Gas, Greasing, Tube Patching  
Firestone Tires and Tubes.  
**N. J. LENOX**  
At Texas Filling Station

We invite you to attend our three days  
**Special Thursday, Friday and Saturday**



—We have about fifty beautiful dresses to select from, in lovely styles as well as quality, in Crepes, Crepe Satin and Georgettes.  
Values \$20.00 to \$25.00 to sell at \$12.50

—Another group of dresses in wonderful values at \$9.75

—All the new wanted colors and materials.

—Also have a large selection of COATS both in Sport and Satin broad-cloth dress coats. Come in and see—the prices speak for themselves.

**FASHION DRESS SHOP**  
Phone 291

Located With the Vogels Millinery Parlor

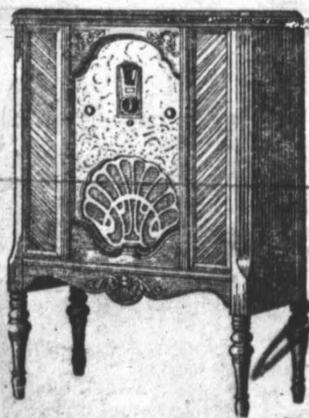
## ARE YOU READY FOR THE HUNTING SEASON?



—Our stock of equipment for the game season is complete—ready for your inspection and selection. Be ready to get out with the first hunters October 16th.

We will have plenty of rent guns.  
Get your hunting licenses here.

**STREU HARDWARE CO.**



## A NEW SHIPMENT OF PHILCO

8 Tube Neutrodyne-Plus. Balanced-Unit Lowboy Radios Received This Week

—They are going fast—get in your order early. You not only get the best Radio in the Middle West, but you get Lee Electric Service with it. That means you get the benefit of our experience, in installation, wiring, connections, adjustment of the machine,

Isn't It Good Judgment to Buy Electrical Equipment from An Electrician?

**Lee Electric Co.**

Phone 452

The Beautiful Lowboy  
Installed Complete for  
\$150.00

—Eight tube neutrodyne-plus, electro dynamic speaker, wall plug free, nothing else to buy, ready to run. Small down payment, and twelve monthly installments.

Ask for Free Demonstration!

**CLASSIFIED**

WANTED—A woman to do housework. Phone 99. 39-1tp

WANTED—Block fields to graze. See of phone me. O. G. HILL. 382c

WANTED—A Poland boar, four to six months old. GEO. W. SMITH, Box 697, Phone 9025-F2. 38-1tc

**Lost and Found**

LOST—A pair of Chase press wheels and attachment on the road between Carl Williams and old Ryan place. Reward. Under please return to the J. A. WEAR Implement Co. JAS. R. ROBINSON. 39-2cp

**Wanted**

WANTED—Plowing, combining, etc. or any kind of tractor work. G. W. BRUMLEY, Phone 39-1tc

WANTED—I will buy your malse heads and ear cobs when matured. G. W. BRUMLEY & SON, Hereford, Tex. 39-1tc

**New and Used Gas Stoves**

A variety of good-sized gas stoves, etc.

SAW FILING

**J. H. Daniel**

NEW AND SECOND-HAND STORE

PHONE 266

**LOOK!**

Have your radiator repaired before cold weather sets in. We are equipped for the most tedious job.

Radiator, Mechanical and Electrical Work Our Specialty.

RADIATOR WORK GUARANTEED FOR SIXTY DAYS.

**Boazman and Lindsey GARAGE**

With W. A. Smith Filling Station.

**FILL UP!**

BUY IN

**FILL UP FOR WINTER**

with **ALAMO Lump and Nut COAL**

Colorado's Best

More heat from Alamo and less soot.

**West Texas Feed & Seed Company**

Phone 265

FOR SALE—Two improved five-acre tracts. Good farms. DAVY GRIMES. 39-4tp

FOR SALE—Choice young Poland China boars, can be seen at my place on 25-Mile Avenue, about 20 miles north of Hereford. A. K. WEBSTER. 39-2tp

**For Rent**

FOR RENT—Light house keeping rooms; home located on pavement. Phone 148. 39-2tc

FOR RENT—Two furnished light housekeeping rooms, 522 I Avenue. MRS. C. H. ARNOLD. 39-1tp

ROOMS—Light house keeping, first floor, east of Presbyterian church. ROSA SPEER. 39-1tc

FOR LEASE—Have raw action to lease out three years, wheat farming. L. BASKIN. Phone 138. 39-1tc

FOR RENT—Furnished bed room, close in. Phone 24-J 300 East 5th Street. MRS. J. M. BOONE. 39-1tp

FOR RENT—Furnished apartment upstairs. Phone 19. 39-1tc

FOR RENT—Bed rooms in modern home. Phone 114-J. 39-1tc

FOR SALE—Lots No. 22-23 and 24 Hough sub-division of Block 5, Evans addition, Section 6, block K-3, one block east and half north of high school. Will have some terms. Write 418 S. College, Tulsa, Oklahoma. 37-4tp

FOR SALE—Coles' hot blast range cook stove, in good condition. Mrs. C. E. WADE. 37-1tc

FOR SALE—Hoosier kitchen cabinet, practically new; new hot blast heater, almost new four-burner Perfection oil burner cooking stove. See P. B. SOWELL, or phone 1, at Jones & McLean's. 37-1tc

**Heels & Soles**

Rubber or leather heel tips, ladies ----- 25c

Regular, ladies ----- 50c

Rubber heel, men, ----- 50c

Half soles ----- \$1.25

We use the best of leather. A few pairs of boots for sale.

New barrel Neats Foot Oil gallon, \$1.00

**J. C. Copeland Shoe Shop**

On Third Street.

\$32.50 per acre buys fine half section, four miles out; 16 acres broken out; well, and fenced. L. BASKIN, Phone 138. 35-1tc

FOR SALE—Royal Portable typewriters. Ask the user. They're the best. Take one home and demonstrate it to your satisfaction. Trial free. Terms. JOWELL M. MURCHISON. 32-1tc

FOR SALE—Lots of city lots, worth the money. See me for bargains. JOWELL MURCHISON. 31-1tc

**On Metal**

I am the most popular character in the world, the colored face of the U. S. dollar. I am on my metal to serve you and always ring clear and true to the E. B. Black's says Your Cash.

**E. B. Black & Co.**

We Are Satisfied With Small Profits

FOR SALE—Ten room home, mostly modern, with many recent improvements; close to school. Priced extremely low. Box 303, City. 29-1tc

(Additional Want Ads on Page 10)

**BENTLEY'S CIGAR & NEWS STAND**

CIGARS AND TOBACCO—ALL MAGAZINES AND NEWSPAPERS

WEST 2ND STREET

**Hoffman Cash Grocery**

CORNER FOURTH AND MAIN

**Friday and Saturday, Only**

WALDORF TOILET PAPER, four rolls ----- 21c

CORN, Standard, No. 2 Can ----- 11c

COFFEE, Arnholz, pound ----- 45c

DATES, Black Palm, pitted, 10 oz. ----- 21c

WHEATIES, package ----- 11c

OLEO, Kokoheart, pound ----- 23c

White Swan COFFEE  
Three lb Can, \$1.56

Tulia Flour  
48 lb Sack, \$1.70  
Guaranteed

RICE, White House, two pound package ----- 19c

OATS, Mother's China, package ----- 31c

HONEY CAKES, per pound ----- 23c

TOMATO SOUP, three cans ----- 22c

PEAS, Concho, No. 2 can ----- 12c

RAISINS, 4 pound package ----- 32c

SUGAR, Ten pounds ----- 62c

CRACKERS, three gallon pail, Itens ----- 90c

HAMS, light weight, per lb ----- 29c

HAMS, Picnics, boneless, per lb ----- 24c

Above prices are strictly cash and will not be charged.

**Lodge Directory**

LODGE NO. 449.  
School of Instruction Every Thursday night

Wes. Brady, W. M.  
J. S. Jones, Secretary

HEREFORD LODGE  
No. 476, E. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome

L. I. West, W. G.  
L. H. Foster, Secretary.

**For Sale or Trade**

FOR SALE—Several new five-room modern residences; reasonable terms. See L. SHARMAN at R. H. Kemp Lumber Co. 39-2tc

FOR SALE OR TRADE—Auto for sale or will trade for truck, or what have you. O. K. HIGGINS. 37-4tp

**STOVES STOVES**

GAS RANGES

Gas Ranges in the Safetomatic Type.

Famous Circulator Heaters in the very latest patterns and in all sizes.

We have something new in Cool Heaters that will please you both in efficiency and beauty.

**KERR-ANTHONY HARDWARE COMPANY**

**LAMINEX DOORS**

Will Not Shrink, Swell or Warp!

No condition of weather or changing temperatures ever affects Laminex Doors. They are built up scientifically and "welded" with Laminex water proof cement. You've seen Laminex advertised in the Saturday Evening Post. We carry a variety of sizes in popular patterns.

Let Us Quote You Prices.

**R. H. KEMP LUMBER CO.**

The Place for Good Lumber.

Shopping Dollars Do Their Duty Here—NOW!

Every reason suggests that you do your fall shopping now! These values are REAL!—Real because hundreds of stores united their buying to make the prices close to cost.

This monthly selling event is not a featuring of odds and ends at "Cheap" prices. Every offering is new—for our policy holds that style and quality figure first in every honest value. Come this week!

**OCTOBER "Three-Star" SPECIALS**

\*Manufacturer \*Wholesaler \*Retailer

Each cooperated to make these values Real!

**S-Piece "Sharp Cutter" Kitchen Set!**  
Consists of bread knife, pie knife, paring knife, butcher knife and cooking fork—all of fine quality stainless steel. **98c**

**A Timely Selling—Unbleached Sheetting!**  
Fine count, heavy-weight, sheetting, 31 inches wide, bleaches readily. Very special. **35c**

**Sensationally Priced WASH FROCKS!**

The Misses Styles (14c29) **\$1.79**

Three Ladies Styles (36c46) **\$1.79**

From the first full production of a leading style

The styles are entirely new, made of the latest fabrics, featuring the popular dark shades. All styles have long sleeves.

**"Klondike" BLANKETS!**

66x80 (Double) **\$2.95** Sateen Bound

These fine yarn, mixed blankets were made to sell for over \$2.50. The patterns are the new block plaids, 3 1/2 lb. weight. High colored borders. Colors: Blue, Rose, Gray, Orchid, Peach and Green.

Men's Fancy Rayon HOSE!  
Brand new patterns, from a leading manufacturer. Fine gauge, rayon plaited, assuring exceptional wear. Ass. colors. Sizes 10 to 11 1/2. **19c Pr.**

They Have "IT" Fancy Rayon Suspenders!  
A feature for young men! Newest high colored patterns, 3 1/2 inches long, non-elastic web, white kid tab ends. **42c**

Our Share of Thousands of Yards! **Cambric Prints!**

House dresses and children's school frocks will cost much less than you planned! Our share of this united purchase goes at 19c a yard. Fine eight square quality, developed in latest floral and conventional motifs. Guaranteed fast. **19c Yd.**

These "Three-Star" Values at this store exclusively

**D. R. GASS & SON**

LOOK FOR THIS OUTSTANDING VALUE EVENT MONTHLY!

**For Sale or Trade**

**FOR SALE**—A New Perfection 3-burner coal oil bath room heater, with 20 gallon tank, also a five-burner Quick Meal coal oil range; both like new. Also two coal heaters. A. H. ELSTON, one block west of city hall. 38-1fc

**FOR SALE**—Several thousand bundles hegar, fine feed, good heads, 5 cents a pound, delivered in town. See offer with Ralph Barnett. 38-2fc

**FOR SALE**—One registered Jersey male, a good one. See J. B. HARRIS, seven miles southwest, Route No. 2. 38-2fc

**FOR SALE**—By owner, choice chicken ranch, close in, terms if desired; also choice business lots; also ornamental ferns. Cheap. Address P. O. Box 473, Hereford, Texas. 29-1fc

**LOW PRICES** and easy 6 per cent terms on the following. Improved section 8 miles out; raw 320 only 3 1/2 miles out; improved 40 acres edge of town; 320 acre tract 20 miles northwest; close in 200 acre improved place; improved five acre place, electric lights; well located town property; 480 acres 7 miles west Dimmitt; improved 14 acre place close in; improved quarter 25-Mile Avenue; close in 320 acre on air line; blinker light; 21 acres under irrigation, electric service; 2 acre tract with natural gas. Ask for details on any of above. L. BASKIN, Phone 138. 29-1fc

(Additional Want Ads On Page 9)

\$350.00 buys one block of ten lots, gas available. L. BASKIN, Owner.

**NOTICE OF TRUSTEE'S SALE**

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. Notice is hereby given that, whereas, on the 10th day of May, 1927, Harry K. Denmead and Adelaide B. Denmead, his wife, James L. Denmead and Ruth K. Denmead, his wife, and Dwight H. Denmead and Marguerite W. Denmead, his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee, and to George A. Kennedy first successor Trustee on the hereinafter described real estate for the benefit of the legal holder of one promissory note and for better securing the payments of said note, the same being in the principal sum of \$8,500.00, dated May 10th, 1927, executed by Harry K. Denmead and Adelaide B. Denmead, James L. Denmead and Ruth K. Denmead, and Dwight H. Denmead and Marguerite W. Denmead, and due and payable two years after its date, bearing five per cent interest per annum until maturity, and 7% interest after maturity until paid, and now owned and held by Harold R. Weinacker, which Deed of Trust appears of record in Volume 30, on Page 299 in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8, on Pages 117, to 120 inclusive, in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the property covered by it; and, whereas, the said Harry K. Denmead and Adelaide B. Denmead, James L. Denmead and Ruth K. Denmead, and Dwight H. Denmead and Marguerite W. Denmead have made default in the payment of the note described in said instrument, leaving

\$9,581.89 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weinacker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust, and to act as Trustee thereunder; and, whereas, the said beneficiary Harold R. Weinacker has requested me, George A. Kennedy, first substitute trustee named and appointed in said Deed of Trust, to enforce said trust;

Now, therefore, I, George A. Kennedy, Trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such Deed of Trust, sell at public vendue to the highest bidder, or bidders, for cash, at the Court House door in the town of Hereford, in Deaf Smith County, Texas, in which such property is partly situated, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the

Annual Bargain Offer  
**THE AMARILLO NEWS**  
and Big  
**SUNDAY NEWS-GLOBE**  
Daily and Sunday  
\$5.00  
Save \$3.00 by subscribing now.  
**JOHN ROBINSON**  
NEWS STAND

5th day of said month, the following real estate so described in and covered by such Deed of Trust: All of those certain tracts or parcels of land lying and being situated partly in Oldham County and partly in Deaf Smith County, Texas, to-wit: All of Sections Number One (1), and Two (2), in Block D, in Deaf Smith County, Texas; Sections Ninety One (91) and Ninety Two (92) in Block K-6, in Deaf Smith County, Texas; Sections Two (2), Twenty Six (26), Twenty Seven (27) and Twenty Eight (28) in Block K-11, in

Deaf Smith County, Texas; All that part of the East Half of Section Fifty Six (56) in Block K-6, which is situated in Deaf Smith County, Texas; Southwest Quarter of Section Number Thirty Seven (37); the Northwest Quarter of Section Number Forty Two (42); the Southeast Quarter of Section Number Fifty Seven (57); all of Section Number Sixty Four (64), situated in Block K-6, in Oldham County, Texas, and that part of the East Half of Section Fifty Six (56) in Block K-6, which is situated in Oldham County, Texas.

Witness my hand, this the 1st day of October, 1929.  
GEORGE A. KENNEDY,  
Trustee.

**MILK BOTTLES**  
To our patrons who do not return our milk bottles, a charge of 10¢ will be made.  
PRINCE DAIRY  
S. O. WILSON DAIRY

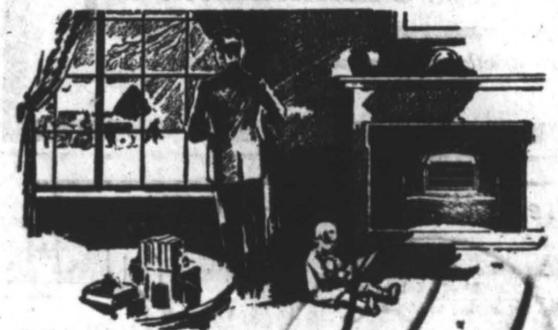
I buy my Dogs at CLARK'S.

**Ray Barber, Auctioneer**  
Superior Sales Service  
Phone 241 Hereford, Texas

**An Appreciation**  
—Our business during the first month of our existence in Hereford was far beyond our expectations, and it goes without saying that we are grateful.  
—We promise a continuation of a sincere effort to please and we hope to add to our list of satisfied customers.  
**DEAF SMITH COUNTY ABSTRACT CO., Inc.**  
C. P. McCollough, Manager.  
ABSTRACTS LOANS

**5% LAND LOANS**  
Correct Abstracts  
**THOMPSON & IRELAND**  
Hereford, Texas

**When Winter Grips — Here's Extra Heat In Abundance!**



Outside the window pines the snow-laden wind strives with icy finger tips to find a way into your home. But inside all is warmth and cheer, for on the hearth the Radiantfire casts forth its rays...

Thousands of families everywhere have discovered the value of clean, convenient and economical gas burning Humphrey Radiantfires for auxiliary heating in the home. Let us show it to you.

**WEST TEXAS GAS CO.**  
The **HUMPHREY** Radiantfire

**"Square Shootin'" Texas rewards Square Dealing**

— so we lay our cards on the table to the people of the Southwest

OVER A HALF CENTURY ago, when six-shooters and longhorn cattle were in vogue, the Waples Platter Company started the distribution of coffees and foods, housed in a tent on the banks of Red River in Indian Territory. Shortly thereafter the business was moved to Denison, which was then the terminal of the Katy Railroad.

Texas is a big state. Technically it is one state, but geographically she is a half dozen. To those who think a trip through seven states from Boston to St. Louis is never-ending, this same distance can be covered without leaving the borders of Texas.

The grit and courage of the people of the great Southwest is reflected in the development of its vastness, laying the foundation for the homes of great industries and enterprises which have today materialized.

During the forward march of Texas, more than 1,000,000 loyal people of the Southwest have made the Waples Platter Company one of the largest food distributors in the United States. That is important. Not just because it is now a big business—but because it presents an obligation which must be discharged in full to deserve the continuance of your patronage.

Naturally, you haven't realized the business you were building. Waples Platter Company is merely a name to many of you. But in thousands of households White Swan Coffee, Wapco Beans and many other Waples Platter products mean the finest quality that can be placed on a table.

Goodwill is the most precious asset of any company. It cannot be bought like a commodity. But can be established only by insuring the lowest price consistent with the highest quality.

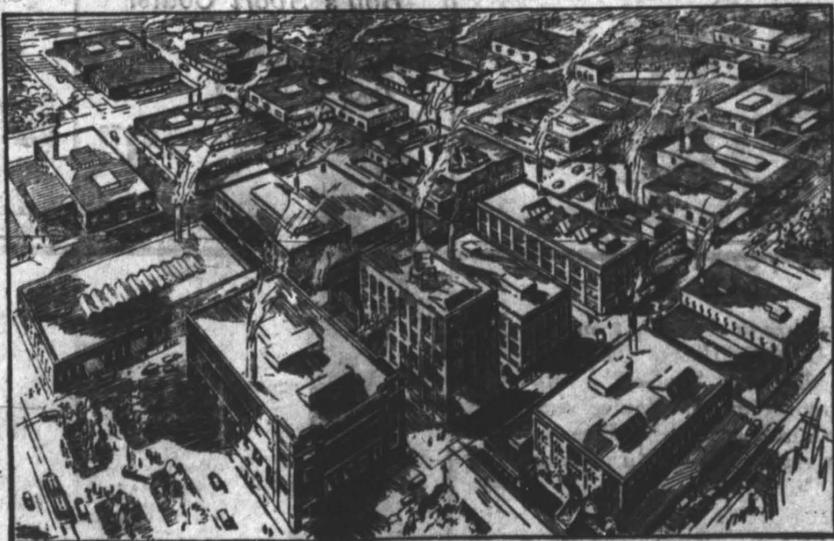
By going to the very source for its products, by controlling every step of their preparation and distribution, it makes sure that no finer foods can be brought into your home for the price you are asked to pay.

To guarantee this, the Waples Platter Company has become far more than a distributor of foods. It is importer, roaster, packer and preserver, selecting crops direct from the world's finest farms and plantations.

Every step from raw materials to the finished product is now supervised and packed under their own roofs. Twenty-five acres of land accommodate the many modern plants which our customers made possible to erect, and stand today as monuments to their patronage of this Texas institution.

This assures the permanency of a quality that has won your favor and acceptance, and at the same time bringing it to you at lower cost through more than 10,000 dealers who are freshly supplied from 22 Waples Platter Houses strategically located throughout this territory.

And now, with greater resources combined with facilities for greater economies, Waples Platter will endeavor to reward your loyalty with even higher quality and service.



Plants and houses of the Waples Platter Company situated at various points, grouped in one picture. In these plants and houses, White Swan Coffee, Wapco Beans and many other products are produced, packed and distributed.

**Waples Platter Company**  
TEXAS OKLAHOMA NEW MEXICO

- 22 HOUSES**  
maintained to assure prompt distribution and service to our thousands of dealers and millions of customers
- Fort Worth, Tex.
  - Dallas, Tex.
  - Denison, Tex.
  - Ada, Okla.
  - Amarillo, Tex.
  - Bowling, Tex.
  - Brady, Tex.
  - Brownwood, Tex.
  - Cleburne, Tex.
  - Clovis, N. M.
  - Dublin, Tex.
  - Gainesville, Tex.
  - Graham, Tex.
  - Greenville, Tex.
  - Lamesa, Tex.
  - Lubbock, Tex.
  - Marshall, Tex.
  - Memphis, Tex.
  - Ranger, Tex.
  - San Angelo, Tex.
  - Sanford, Tex.
  - Vernon, Tex.

**Friday - Saturday Cash Specials**

- Apple Butter, quart jar, Shadydel... 27c
- Dressing Best Food... 21c
- Rice, Water Maid, small 7c, pound... 9c
- Honey, Lone Star, half gal ex. 70c, 5mb 80c
- Grapes, Tokays, 3 lbs... 30c
- Candy Kisses, pound... 10c
- White Swan Coffee, 1 lb with tumbler... 59c
- White Swan Coffee, 3 lbs with tumbler or cup and saucer... \$1.77
- Soap, Crystal White, 10 bars... 38c
- Kraut, medium size Kuners, 3 cans... 25c
- Apples, Our Favorite, gallon... 49c

VERNON FLOUR AT COST.  
**Carl's Cash and Grocery**  
Carry Phone 324

**ORGANIZED AT DAWN**

Parent-Teacher Association is part of the Dawn school. City schools are not alone in organizing to give more efficient service 'is an evident fact. Friday afternoon the parents and friends of the school met and organized the first Parent-Teacher Association with about fifty enrolled as members.

Mrs. A. W. Sternberg, a P-T. assistant of Canyon, gave an interesting address on the work and duties of a Parent-Teacher Association.

The following officers were chosen: Mrs. L. H. Smith, president; Nettie Golden, vice president; Joe Greer, secretary-treasurer; Mrs. August Frye, membership chairman, and Miss Carol Corbett, publicity chairman.

The Dawn P-T. A. will meet Friday night, October 11, at 7:30. Interested are requested to be members.

**POSTMASTER DONNER HOME FROM P. M.'S CONVENTION**

Postmaster E. L. Donner reached home the latter part of last week from Sacramento, California, where he attended the National Postmasters Convention September 18 to 21. Mr. Donner said the convention was largely attended there being more than a thousand of them in attendance. The convention was held in the assembly hall in the State Capitol and several noted post office officials were present, including Postmaster General Brown and his third and fourth assistants. On his return trip, Mr. Donner visited friends in Southern California.

**Here and There.**

Attendance at Sunday school is increasing here being about 75 here last Sunday, including several visitors.

Mr. and Mrs. H. M. Mobley spent the week-end at the farm. Farmers are very busy cutting the new crops and planting cotton. There are some fields of very good cotton in this county.

Mr. Maples took Hogan to camp last Wednesday where he will make the sanitarium for observation. He is still confined to the hospital, is reported to be slowly improving, much to the satisfaction of his friends.

Mrs. Ersk Williams and Mrs. Jim Bagwell spent Wednesday with Mr. Henry Allman.

Mrs. J. B. Harlan spent Thursday in Hereford and while there attended a shower given by Mrs. Dick Whitelide for a recent bride, Mrs. Malcolm Cassell.

J. J. Lindsey purchased the Counts home in Hereford last week and intends to move his family to town soon. Ray Axe is on the sick list this week.

O. E. Flynn of Groom, who recently bought the Doak farm, arrived last week with household goods. Mr. and Mrs. Doak are visiting their children and then expect to spend some time at Glen Rose. We are sorry to lose these people from our community.

and wish they every success possible in their new home.

Mr. and Mrs. J. B. Harlin spent Sunday in Hereford at the Jack Robinson home.

I. E. Woolery has moved his family to Canyon where they have purchased a poultry farm.

Mrs. John Gaetz and sons returned Thursday morning from an extended visit in Minnesota and Wisconsin.

Miss Florine Hunter spent Sunday with Misses Alma and Ruby Andrews.

Mr. and Mrs. W. S. Dixon attended singing at Frio Sunday afternoon.

DR. D. K. ROBINSON  
Residence Phone 171-W

DR. R. R. WILLS  
Residence Phone 114-W

**DRS. ROBINSON & WILLS**  
MARK BUILDING  
Phone 282

The  
**POST OFFICE  
GROCERY**  
*Has Broke Out!*  
with  
**NEW STOCK**  
and  
**RED HOT PRICES**

Something will be given away every Saturday.  
**YOU'RE BEAT IF YOU'RE NOT HERE!**

**SPECIALS FOR FRIDAY AND SATURDAY:**  
CABBAGE, per lb ..... 3 1-2c  
KRAUT, Kurer's No. 2 cans, 3 for ..... 25c  
HOMINY, Kurer's No. 2 cans, 3 for ..... 25c

First door south of the post office.



\$50,000 Worth of Finest New Fall MERCHANDISE!

West Texas Greatest

**15 DAY SALE**

**Starts Friday, Oct. 11**

Entire \$50,000 Stock of Highest Quality Merchandise Thrown On Sale at the Lowest Price In the History of This Section!

Never before in the history of merchandising have we ever taken such drastic action—made such drastic prices—at this season of the year. But we are determined to demonstrate the value giving ability of this store. Take your choice of anything in the store at these low prices. We are determined to make this the biggest year in our history—determined to make this store the shopping center for better merchandise and we are willing to make the prices—to convince every person in a radius of 75 miles that "IT PAYS TO MAKE THIS STORE YOUR STORE!"

**SPECIALS**

**FRIDAY ONLY SATURDAY ONLY MONDAY ONLY**

\$1.25 80 x 90 Krinkle BED SPREADS Friday, 9:00 A. M. <b>59c</b>	15c 2 1/2-inch Fancy ROUTING Saturday 7 1-2 yds 9:00 A. M. <b>39c</b>	Women's 75c RAYON BLOOMERS Monday 9:00 A. M. <b>29c</b>
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—To the first Fifty Customers Only—Limit one to a customer. Don't be late—Be on time.  
—Just enough for a quiet folks, and don't forget—Saturday at 9:00 A. M. One piece to a customer. Be on time.  
—To the first fifty customers at 9:00 A. M., Monday. Be on Time. Don't be late.

Just a Few of the Hundreds of Bargains Thruout the Store

Genuine HOPE MUSLIN 10c —The genuine Hope Muslin, folks, as long as 350 yards last, 10 yard limit.	30c 32-inch RED SEAL GINGHAMS 15c —All you want of this beautiful quality dress Gingham—all new patterns.	Men's \$2.25 WORK SHOES \$1.59 —Men's solid leather, first quality Scout Ball shoes, all sizes.	Men's \$1.25 Full Cut O'ALLS 89c —Men's full cut, triple stitched, white back, blue denim—all sizes.	Men's \$7.50 Sheep Lined COATS \$4.98 —Men's full length—sheep lined coats, all pockets and button holes leather reinforced.
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**SAVE NOW AS YOU NEVER SAVED BEFORE!**

35c 9-4 Brown Sheeting 23c —A full 81-inch width, round thread, medium grade sheeting, all you want at the lowest price in history.	20c 36-in English Print Percales 13c —A beautiful assortment of new Fall patterns in a fine grade color-fast prints.	36-inch, 20-cent Fancy Outing 13c —Full 36-inch width, regular 20 cent grade of fancy light and dark outings.	50c, 32-inch Absolutely Color Fast Gilbrae Gingham 29c —A beautiful array of fine patterns in the finest grade of 50c fancy Gilbrae Gingham.
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**FOX MERCANTILE CO.**  
HEREFORD, TEXAS

**DAY-FAN RADIOS**

PRODUCT OF GENERAL MOTORS

Quality That Looks Ahead  
A Full Twelve Months

Day-Fan's excellence has been developed by the application in an expert manner, of proved principles of radio construction. Day-Fan engineers are abreast of the most advanced work in radio laboratories. Research and experiment are a year-round job with them. The new is adopted when it is proved the best. This assures both modern design, on the one hand, and on the other, a stable quality that gives lasting service.

Day-Fan Radio will be the choice in thousands of homes. Day-Fan has kept abreast of the demands of the radio user, and again this year absolute Faithfulness of Reproduction and beautiful cabinets are the outstanding features of Day-Fan Radios.

You will appreciate the delights that Day-Fan Radio holds in store for you.

MODELS ON DISPLAY IN OUR OFFICE  
COME IN! SEE AND HEAR THEM!

Texas Utilities Co.

### Ward News Notes

The Willing Workers Club met Wednesday, October 2, with Mrs. G. M. Suggs as hostess. There were twelve members and one visitor, Mrs. Alfred Letcher, present. After a short business session and program, refreshments of ice cream and angel food cake were served by the hostess, assisted by Mrs. Saltzman. The next meeting will be with Mrs. Charles Vernon October 16.

Mrs. Reed Williams of Hereford visited Mrs. Suggs Thursday of last week.

Mr. and Mrs. Jack Hutson, Mrs. John Hutson and D. O. Williams were in Amarillo Friday and brought Miss Beatrice Hutson home for the week.

Mr. and Mrs. Bob Allison called in the Dean home Friday afternoon.

Miss Hughes spent the week-end with Miss Lillith Royal at Easter.

Mr. and Mrs. M. V. Gearhart and son, Charles, and Merritt Davis spent Friday night in the home of Mr. and Mrs. Wiley Roberson. They were returning from two weeks visit with relatives in Lawrence, Kansas, to their home in Hereford, Texas.

Mr. and Mrs. Jim Lipscomb had as their guests for Sunday dinner, Rev. Harper, H. A. Lipscomb and Mr. and Mrs. G. M. Suggs.

Mr. and Mrs. Snow returned to their home in Bridgeport, Oklahoma, last Wednesday.

Miss Garrett, Miss Hughes, Mrs. Gearhart, and Mrs. Roberson called on Mrs. Arlie Dean Friday afternoon.

Mr. and Mrs. Streams and family visited in the Jack Hutson home Saturday night.

Miss Charles Vernon's mother left Thursday night for her home in Sayre, Oklahoma.

Mrs. J. Copeland and Mrs. J. R. Copeland were callers in the Dean home Sunday afternoon.

Mr. and Mrs. J. P. Roberson, Mrs. W. A. Smith and son, James Neal, of Hereford, and Misses J. H. and J. R. Copeland visited in the Wiley Roberson home Sunday afternoon.

Miss Ann Copeland spent the week end with friends in Canyon and attended the football game between the Buffaloes, and A. & M. College.

Mr. and Mrs. Sammy Ledbetter of Vega spent Sunday in the home of her parents, Mr. and Mrs. Jack Hutson.

Mrs. Jeff Roberson and son, Edward Ray, spent Tuesday with Mrs. Wiley Roberson.

Mr. and Mrs. John Higgins visited in the home of Mr. and Mrs. Bob Higgins Sunday afternoon.

Mr. and Mrs. Homer Sharp spent Sunday in the home of Mr. and Mrs. George Lewis.

Leslie Locker took Sunday dinner with Beauford Hutson.

#### THREE-IN-ONE TOMATO.

We have had in the past three weeks giant tomatoes by G. P. Oliver, double cantaloupes by W. I. Kucker; horned tomatoes by J. A. Young, and now J. H. Lomas brings to The Brand office a set of triplet tomatoes, all grown from the same bloom. It looks like The Brand is going to be compelled to start a canning factory or broadcast the SOS call. Who'll be the next?

### Stomach Test Free

If poor digestion makes you suffer from gas, bloating, heartburn, acidity or sick stomach, try the Diolox 45 Minute Test. Absolutely harmless. Worth a fast. Five positive negative pills, no pleasant tablet form. No soda, dopes or laxative. Get Diolox from your druggist today for only 60c. Absolutely free under 10 money-back guarantee. If it doesn't ease stomach comfort in 15 minutes, and soon help restore good digestion.



**MILKWAY**  
To Health and Happiness  
The Brand Bossy

**DARLING BEGGARS**

"For little between-meals beggars, who are continually running in and bothering mother for something to eat—give them Prairie Dairie milk. It's the easiest and safest way to fill their little 'tummies,'" says The Brand Bossy.

**Prairie Dairie**  
Milk Is Good—Good for You  
Phone 1A

### NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH.

Notice is hereby given that, whereas, on the 10th day of May, 1927, James L. Denmead and Ruth K. Denmead, his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee and to George A. Kennedy first successor Trustee on the hereinafter described real estate, for better securing the payment of one promissory note in the principal sum of \$10,000.00, dated May 10th, 1927, executed by James L. Denmead and Ruth K. Denmead, and for the benefit of the legal holder of said note which is now owned and held by Harold R. Weisacker, which Deed of Trust appears of record in Volume 30 on Page 307 in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8 on Pages 127, 128 and 129 in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the property covered by it; and, whereas, the said James L. Denmead and Ruth K. Denmead have made default in the payment of the note described in said instrument leaving \$11,272.22 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weisacker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust, and to act as trustee thereunder; and, whereas, the said beneficiary, Harold R. Weisacker has requested me, George A. Kennedy, first substitute trustee named and appointed in said Deed of Trust, to enforce said trust:

Now, Therefore, I, George A. Kennedy, trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such Deed of Trust, sell at public vendue to the highest bidder, or bidders for cash, at the Court House door in the town of Hereford, in Deaf Smith County, Texas, in which such property is partly situated, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the 5th day of said month, an undivided one-third part of the following real estate so described in and

covered by such Deed of Trust: All of Sections 1 and 2 in Block D, and all of Sections 91 and 92 in Block K-6, and all of Sections 2, 26, 27 and 28 in Block K-11, all in Deaf Smith County, State of Texas, and that part of the East half of Section 56 in said Block K-6 falling within Deaf Smith County, State of Texas; also

The Southwest Quarter of Section 37, and the Northwest Quarter of Section 42, and the Southeast Quarter of Section 57, and all of Section 64, all in Block K-6 in Oldham County, State of Texas, and that part of the East Half of Section 56 in said Block K-6 falling within Oldham County, State of Texas,

together with all and singular the rights and appurtenances thereto in anywise belonging or appertaining.

Witness my hand, this the 1st day of October, 1929.  
GEORGE A. KENNEDY,  
Trustee.

### NOTICE OF SALE UNDER ORDER OF SALE

STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on October 1st, 1929, on a judgment rendered in and by said Court, on the 30th day of July, 1929, in favor of Carl Gilliland, and against Peter Cardinal, in Cause number 1749, on the Civil Docket of said Court, and entitled "Carl Gilliland vs. Peter Cardinal" I did on the 1st day of October, 1929, at ten o'clock P. M., levy said order of sale upon the following described tract of land situated in Deaf Smith County, Texas, as the prop-

erty of the said Peter Cardinal, to-wit:

All of Block 21, of the "Wedge Addition to the Town of Hereford," as shown by the plat thereof of record in the Deed Records of Deaf Smith County, Texas, containing 20 acres, and being a part of section or survey number 70, in Block K-3, and located about one mile west of the City of Hereford; and the fifth day of November, 1929, that being the first Tuesday in said month, between the hours of ten o'clock A. M. and four o'clock P. M. on said day, at the Court House door of Deaf Smith County, Texas, I will offer said land for sale, and sell at public outcry to the highest bidder for cash, all the right, title, interest and estate of the said Peter Cardinal, in and to said lands, as well as all right, title, interest and estate the said Peter Cardinal had in and to said lands on the 5th day of August, 1927, or at any time thereafter.

This the 1st day of October, 1929.  
J. T. CUNNINGHAM,  
Constable of Justice Precinct No. 1, Deaf Smith County, Texas.  
38-3tc

### Gas Forces Woman to Sleep in Chair

"Nights I sat up in a chair. I had stomach gas so bad. I took Adlerika and getting I eat burts me now. I sleep fine."—Mrs. Glenn Butler.

Even the FIRST spoonful of Adlerika relieves gas on the stomach and removes astonishing amounts of old waste matter from the system. Make you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Clarks Drug Store.—Adv.

## Better Meat

Juicy, succulent steaks that will mean a delicious dinner and a rosy afterglow. And, yet, the prices are far from prohibitive. As proof, come to the

### Texas Meat Market

Phone 353

If you should lift the body of every car

in Buick's field — and compare the chassis — then you too would choose

# The New BUICK

If you were to lift the body from the chassis of any one of a hundred cars—and compare the vitally important details of chassis design and construction—you would find Buick so outstandingly superior in all phases of fine car engineering that you would almost inevitably make Buick your choice. Here is what you would see in this famous chassis:

**Lovely Dynamic Shock Absorbers**—front and rear, combining to check both bounce and rebound, and providing degree of riding ease without parallel anywhere.

**And finally, such established chassis superiorities** as the famous double-deck frame of toughest steel... the massive side and cross members reinforced at points of stress to insure greatest long life... the celebrated torque tube drive, Buick multiple-disc clutch, self-lubricating differential, and numerous other features.

**Buick's great new Valve-in-Head engine**—developing 99 horsepower in the 124- and 132-inch models, and 80½ horsepower in the 118-inch models. Unapproached in sturdiness, all-round performance—ability, reliability and economy, as well.

**Buick's new Controlled Servo Enclosed Mechanical Brakes**—providing smooth, positive, silent braking, with minimum pedal pressure. And—because fully protected against dust, dirt and water—operating at maximum efficiency in any weather.

**Buick's new frictionless steering gear and new Road Shock Eliminator**—twin advancements introduced by Buick. The Buick wheel offering effortless control throughout its entire turning range—and the new Road Shock Eliminator assuring complete freedom from annoying jolts and jags.

**Buick's new, longer rear springs, and new**

When the list of Buick's chassis features—entirely aside from the irresistible appeal of Buick's new Fisher Bodies—reads like a roll-call of all that is soundest and best in fine car engineering... and when, in addition, you can buy a Buick for as little as \$1225, f. o. b. factory... what wonder that all comparisons lead to Buick! What wonder that more than 2,000,000 people have invested their money in Buicks—and that from two to five times as many are purchasing this new Buick as any other automobile priced above \$1200!

BUICK MOTOR COMPANY, FLINT, MICH.  
Division of General Motors Corporation  
Canadian Factories: McLaughlin Buick, Oshawa, Ont.  
Builders of Buick and Marquette Motor Cars

118" Wheelbase Models, \$1225 to \$1295  
124" Wheelbase Models, \$1465 to \$1495  
132" Wheelbase Models, \$1525 to \$1995

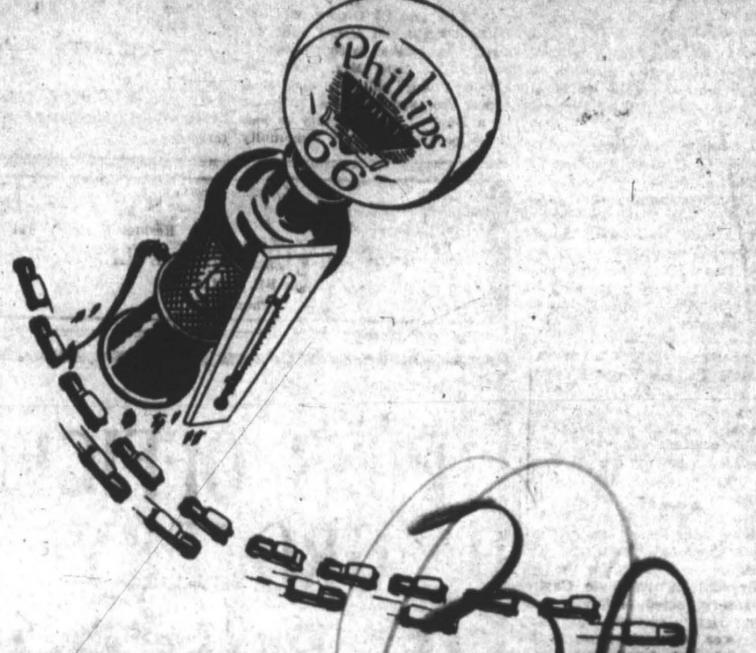
These prices f. o. b. factory. Special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan. Consider the delivered price as well as the list price when comparing automobile values.

## Norton Motor Company

Buick and Marquette Sales and Service Hereford, Texas

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

# THE ONLY ETHYL WITH "CONTROLLED VOLATILITY"



Here's a combination never before obtainable in any one motor fuel. All the famous qualities of Phillips 66—plus a few drops of Ethyl in each gallon, to eliminate knock. Result? Easy starting any weather—Instant acceleration—extra mileage—effortless, quiet power. Treat your car to the finest of Phillips 66 Ethyl—the only Ethyl that gives you Phillips 66 performance. Dispensed from sealed tanks to protect you against substitution.

## Phill-up with Phillips 66

Schley Avenue and Fourth Street Second and Mile  
T. E. Major, Local Agent

## PUBLIC FARM SALE AUCTION MONDAY, OCT. 14th

SALE BEGINS PROMPTLY AT 1:30 P. M.

I will sell at public auction, without reserve, the following live stock: located one mile south and five miles east of Hereford, or one-half mile north of Wyche school house.

- 22—HEAD JERSEY COWS AND HEIFERS—22
- 1—Jersey cow, age 5, fresh in sixty days, 4 1-2 gallons capacity.
  - 1—Jersey Cow, age 5, fresh, milking four gallons now.
  - 2—Jersey cows, age 4, milking 2 1-2 gallons now.
  - 8—Jersey heifers, age 3, milking now about 2 1-2 gallons.
  - 5—Jersey heifers, age 1, fresh in January and February
  - 5—Jersey heifer calves, 6 months old.
  - 2—Jersey heifers, age three and seven months.
- 80—HEAD FEEDER HOGS AND AND BRED SOWS—80
- 70—Head pigs, weight about 75
  - 10—Head bred sows, Poland-China and Durocs.

- MACHINERY
- 1—Ford truck, good condition.
  - 1—DeLaval cream separator, No. 12.

There will be other property consigned to this sale not listed on this bill.

TERMS: CASH.  
E. H. Elliston, Owner  
DICK DIXON, Clerk. RAY BARBER, Auctioneer.

### Summerfield

W. M. S. met at the church their regular day last Thursday when the program was led by Mrs. Kendall and enjoyed by all present.

Rev. Brownlow of Plainview filled his regular appointment Sunday morning and evening.

Mr. and Mrs. Brit Boyd of West Hereford were visitors in the morning home recently.

Mrs. R. D. Lamb and daughter Annie, spent the week-end in Canyon recently visiting relatives and friends.

Charlie Noland who is attending college at Lubbock visited his folks over the past week-end.

Miss Marie Meharg who is attending the W. T. S. C. at Hereford was a visitor who home over the week-end. Miss Humphries and Marie Noland accompanied her to Canyon.

Lydia Schultz of Gattsville visiting in the home of her sister, Mrs. Schultz.

Mr. J. L. Dufford and family of Hereford and Carl Frye and family of the Eastern community were visitors in the L. Johnson home Sunday.

Mr. and Mrs. Major of Hereford were visitors in the A. M. Baker home last Sunday.

Mrs. L. H. Lookingbill entertained Misses Lorane and Opal Hayes and Lena Johnson of Hereford the past week-end.

W. G. Harris visited his family in Canyon a few days last week.

The C. R. Walser family who are living at Lubbock visited with friends and relatives over the past week-end.

### Sales of Sargon Total Millions

If you were told that literally thousands of well known men and women had stated publicly that a single medicine had relieved them of health troubles after all other medicines and treatments had apparently failed—it would sound impossible, wouldn't it?

Yet, that is Sargon's wonderful record.

So great has become the demand for Sargon and Sargon Soft Mass Pills that the Sargon Laboratory has been forced to increase its capacity from 5000 to 45,000 bottles daily.

"Phenomenal and bewildering," is the way one of the big drug jobbers of the country describes the marvelous demand.

One big New York firm, with wholesale branches in leading cities, is selling at the rate of more than one million bottles a year—or to be exact, 1,081,844 bottles in the past eight months.

Introduced in California in April of this year, the people of this State alone are now using it at the rate of more than one million bottles per year; or an average of one bottle for every family in the State; and so it is everywhere.

Why this enormous and ever-increasing demand for Sargon?

The answer is this:

Sargon is a new kind of medicine. It is different from any other medicine you have ever taken because it is based on new and remarkable discoveries in the field of modern medicine which have completely overturned many old, moss-grown theories we have known for a life-time.

That is why people everywhere are looking on Sargon as the one great outstanding health-giving remedy of the age. No wonder it is called the medicine with a million friends.

### SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an order for sale issued out of the Honorable District Court of Deaf Smith County on the 8th day of October, 1929, in the case of Catherine Schultz versus L. W. Dough, Walter A. Schultz, Roxana Paul, E. M. Dunn, E. C. Brodie, Empire Gas & Fuel Company, Incorporated, Gates Rubber Company, Empire Tire & Rubber Company, C. J. Puetz, Henry J. Anderson, Marvin Puetz and Roy Colson, No. 1729, and to be, as Sheriff, directed and delivered, I did proceed to sell, within the hours prescribed by law by Sheriff's Sales, on the FIRST TUESDAY in November A. D. 1929, it

Schula and cost of suit. Given under my hand, this 8th day of October, 1929.

JOHN B. MILLER, Sheriff, Deaf Smith County, Texas. 39-31R

### NOTICE OF SALE UNDER ORDER OF SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on October 1st, 1929, on a judgment rendered in and by said Court, on the 28th day of August, 1929, in favor of Charles S. Woodruff, and against Charles W. Hayes, in Cause No. 1724, on the Civil Docket of said Court, and entitled "Charles S. Woodruff vs. Charles W. Hayes," I did on the 1st day of October, 1929, at 10:00 o'clock P. M. levy said order of sale upon the following described tract of land situated in Deaf Smith County, Texas, as the property of the said Charles W. Hayes, to-wit:

All of blocks numbers 24, 27 and the North one-half of Block number 25, all in Mabry's addition to the Town of Hereford, containing 140 acres; and the fifth day of November, 1929, that being the first Tuesday in said month, between the hours of ten o'clock A. M. and four o'clock P. M. on said day, at the Court House door of Deaf Smith County, Texas, I will offer said land for sale, and sell at public outcry to the highest bidder for cash, all the right, title, interest and estate of the said Charles W. Hayes, in and to said lands, as well as all right, title, interest and estate the said Charles W. Hayes had in and to said lands on the 15th day of January, 1912, or at any time thereafter.

This the 1st day of October, 1929.

J. T. CUNNINGHAM, Constable of Justice Precinct No. 1, Deaf Smith County, Texas. 38-31c.

### NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Notice is hereby given that, whereas, on the 10th day of May, 1927, Dwight H. Denmead and Marguerite W. Denmead, his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee, and to George A. Kennedy first successor Trustee on the hereinafter described real estate, for better securing the payment of one promissory note in the principal sum of \$10,290.00, dated May 10th, 1927, executed by Dwight H. Denmead

and Marguerite W. Denmead, and for the benefit of the legal holder of said note which is now owned and held by Harold R. Weinaeker, which Deed of Trust appears of record in Volume 39, on Page 304 in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8, on pages 124, 125 and 126, in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the property covered by it; and, whereas, the said Dwight H. Denmead and Marguerite W. Denmead have made default in the payment of the note described in said instrument leaving \$18,251.00 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weinaeker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust, and to act as Trustee thereunder; and, whereas, the said beneficiary Harold R. Weinaeker has requested me, George A. Kennedy, first substitute trustee named and appointed in said Deed of Trust, to enforce said trust.

Now, therefore, I, George A. Kennedy, Trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such Deed of Trust, sell at public venue to the highest bidder, or bidder, for cash, at the Court House Door in the town of Hereford, in Deaf Smith County, Texas, in

which such property is partly situated, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the 5th day of said month, an undivided one-third part of the following real estate so described in and covered by such Deed of Trust:

All of Sections 1 and 2 in Block D, and all of Sections 91 and 92 in Block K-6, and all of Sections 2, 26, 27 and 28 in Block K-11, all in Deaf Smith County, State of Texas, and that part of the East Half of Section 36 in said Block K-6 falling within Deaf Smith County, State of Texas;

The Southwest Quarter of Section 37, and the Northwest Quarter of Section 42, and the Southeast Quarter of Section 57, and all of Section 64, all in Block K-6 in Oldham County, State of Texas,

### DEAD SHOT

For All Skin Diseases Such as Eczema, Tetter, Ringworm, Sore, Polio, Ivy, Insect Stings, Eruptions, also Cuts and Chiggers, Scabies, and Toe Itch. Manufactured and sold since 1891 For Sale by all druggists.—Adv.

### Bladder Irritation

If functional Bladder Irritation disturbs your sleep, causes Burning or Itching Sensation, Backache or Leg Pain, making you feel tired, depressed and discouraged, why not try the Cystex 48 Hour Test? Don't live up to the name today at any drug store. Put on the test. See for yourself what it does. Money back if it doesn't bring quick improvement and satisfy you completely. Try Cystex today. Only 60c.

**Dangerous Explosion Hazards in Homes**

**Plains Insurance Agency**

JOHN PATTON Manager

In order to reform liquid floor wax a housewife placed the bottle under a hot water faucet, thereby cracking it.

The glass generated by the heat was exploded by a lighted electric range four feet away and the room burst into flames.

Volatile cleaning fluids of all kinds require utmost precautions. Your home deserves adequate insurance. See us about it.

and that part of the East Half of Section 36, in said Block K-6 falling within Oldham County, State of Texas, together with all and singular the rights and appurtenances thereto in anywise belonging or appertaining.

Witness my hand, this 1st day of October, 1929.

GEORGE A. KENNEDY, Trustee. 38-31c

**DR. T. M. MONTGOMERY**  
EYESIGHT SPECIALIST  
626 Polk Street, Amarillo, Texas  
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.  
OFFICE RAY'S JEWELRY STORE,  
Telephone 188 for Appointment.



**Play Safe—Rent A Safety Deposit Box**

Do not take chances with your jewelry or valuables. In your home they may be STOLEN or destroyed by FIRE.

In our Safety Deposit Boxes they will be SAFE.

Start Saving Regularly NOW

We Invite YOUR Banking Business

**THE FIRST NATIONAL BANK OF HEREFORD**  
—a strong bank thoughtfully managed—

HEREFORD, TEXAS

MEMBER FEDERAL RESERVE SYSTEM

# Honest Values

that assure **DEPENDABLE TRANSPORTATION!**

**The Chevrolet Red "O.K. That Counts" Tag Protects Your Used Car Purchase.**

Every reconditioned car we offer for sale is identified by means of the Chevrolet red "O.K. that Counts" tag. This tag is the purchaser's assurance that the car to which it is attached has been gone over carefully by expert mechanics—that it has been thoroughly reconditioned—and that the price is based on the car's actual ability to render service.

Due to the overwhelming popularity of the new Chevrolet Six, we have on hand at this time an unusually large group of these "O.K." cars. Come in! You are certain to find the car you want—at a price that will save you money. Make a small down payment and drive your car away!

**LOOK at these Outstanding Used Car Values**

- Two Model A Ford Tudors, \$200 down, easy terms, like new.
- Two 1928 Chevrolet Coaches, \$200 down, easy terms.
- 1927 Dodge Sedan, a real buy in this car.
- Two 1928 Chevrolet Coupes; you should see these cars before you buy.

**Brumley-Chevrolet Co., Inc.**  
Hereford, Texas

**USED CARS** with an O.K. that counts

# FRIDAY AND SATURDAY SUGGESTIONS

## SHERWIN-WILLIAMS PAINT HEADQUARTERS

Now is the time to paint for real economy. All wood is thoroughly dried and seasoned by summer's blistering sun. The balmy fall weather is ideal for painting. And most important of all—you obtain full protection during the winter months when it is needed most. Neglect nothing. Your house, the garage, fences, shutters—every exposed surface should receive an armor-like coating of SWP.

**COVER THE EARTH**

Trade-mark Registered  
S-W Paint Products are sold the world over under this trade-mark

**SWP is the world's best paint bargain**

If your house were mine, the only paint used would be SWP. Long experience with all kinds has convinced us that it is the world's best house paint.

And it costs less on your home—remember that. Of course you can buy paints at a lower cost per gallon. But you are not interested in gallon price. The one thing of importance to you is, "how much will it cost to paint my house?"

SWP costs less per job because few gallons are needed. Its wonderful body thoroughly covers more square feet of surface per gallon.

And when the job is completed you have the best protection and clean, true colors that retain their beauty to the very last.

The best way to prove the economy of SWP is to get our estimate. Come in and see how convincing our figures are. You'll enjoy looking over our big, new book showing the latest color suggestions, too. Do it before ruinous winter doubles the cost of repainting.

Specify SWP and engage a good painter.

**This Is a Good Old World**

Certainly we have found it so, for it has provided us with a host of friends.

And we have found that when we meet the world with an out-stretched hand, there are always open arms to receive us.

We count you among our friends; your friendship among the blessings the world has given us. Drop in and let us tell you how glad we always are to see you.

Our Aim—To Help Improve the Panhandle

**PANHANDLE LUMBER CO.**  
Quality • Service • Courtesy



# GUARD Your HEALTH

GOOD HEALTH is something money cannot buy. YOUR health depends upon the care you give your system.

GUARD your health. Have a good Doctor and use our Good Drugs.

Let US be YOUR Druggists.

## City Drug Store

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

### Locals

Mrs. Lee Biggs of Amarillo spent Saturday visiting her sister, Mrs. Herman Stewart.

Mr. and Mrs. E. E. Fridley and daughter, Ursalee, spent Sunday in Amarillo with friends.

Mr. and Mrs. Herman Stewart and baby spent Sunday in Amarillo.

Mrs. Avis Durham and son, Otto Dean, were up from Olton last week visiting her brother, J. A. Young and wife, who live east of Hereford.

Val McMullen arrived last Thursday for a short visit with Miss Neva Majors.

Mr. and Mrs. Glenn Greer and family of Dawn were here shopping Saturday.

Those second spare tire carriers for Chevrolets are light, neat and cheap. At RICES. Etc

Mr. and Mrs. Walter Sinda and children of Enid, Okla., arrived Tuesday for a short visit with his brother and wife, Mr. and Mrs. H. P. Sinda.

FOR RENT—Modern light house-keeping rooms. Phone 224-J. 39-2tc

Mr. and Mrs. S. L. Easley motored to Amarillo on business Wednesday.

Alfred Allison, farmer living near Bellview, New Mexico, was a business visitor in Hereford last Friday.

Mrs. C. E. Tice, who lives south of town and contributes the "Here and There" items for the Brand's community happenings, was shopping in Hereford Friday and came by the Brand office to get acquainted with the manager.

\$350.00 buy the block of ten lots, gas available. L. BASKIN, Owner.

E. W. Kinney, Delco-Frigidaire dealer of Plainview, was visiting old-time friends in Hereford Tuesday.

B. D. Harper and son, John D., of Grandview, Texas, have been in Hereford this week looking after business interests in the Westway community.

John and Tat Munn of Cisco arrived this week to begin the new residence of O. L. Rutherford in North Hereford and expect to have it finished by the first.

Frank Givans left Sunday for Chicago to attend the World Series baseball games.

E. L. Kerns of Toledo, Ohio, was here the first of the week inspecting his farm. Mr. Kern has owned this tract of land for more than twenty years and has been a subscriber of the Brand since he purchased the farm.

Col. Ray Barber and family left Monday morning for Amarillo, where Mr. Barber auctioned a fine home Monday afternoon. The Barbers left Amarillo Monday night for Mason, Texas, where Mr. Barber will auction the famous Elgin O. Kothman white face cattle, consisting of 125 head of registered Hereford. They will return to their home here the latter part of this week.

A group of Hereford people motored to the cap rock near Bellview New Mexico, and took their dinner for a picnic lunch Sunday. They report a delightful time and lots of beautiful scenery. Included were Messrs. and Mrs. W. A. Daugherty and family, Archie Daugherty and family, W. V. Johnson, E. J. Kibbe and son, Dr. and Mrs. C. T. Kibbe and family.

Mrs. Archie Daugherty became ill Sunday and was taken to the hospital. No report as to her condition has been received.

Mr. and Mrs. A. K. Webster and son arrived here early Monday morning from Chicago where they have been visiting in the home of his parents. Mr. Webster formerly lived in the new town of Tack, north on 25-Mile Avenue about 20 miles from Hereford. The Web-

sters have recently moved to Amarillo where they will make their home for the winter.

#### BANES MOVE TO SALT LAKE CITY

Information given by Mrs. R. J. Kibbe, who called at The Brand office last Saturday, stated that Mr. and Mrs. L. C. Bane, of Emporia, Kansas, have moved to their new home in Salt Lake City, Utah, where Mr. Bane has taken a position as professor of public speaking in the University of Utah in Salt Lake City. Mrs. Bane will be remembered here as Miss Lora Kibbe, daughter of Mr. and Mrs. R. J. Kibbe.

A. J. Standford, of Tack, Texas, was a business visitor here last Monday morning. Mr. Standford attended the Chamber of Commerce luncheon at the Presbyterian church.

**INSURANCE**  
Loans--Bonds  
**HEREFORD**  
INSURANCE  
AGENCY  
JOHN McLEAN, Manager

**Cream O'Plains BUTTER**  
Ask Your Grocer for the BUTTER THAT IS MADE IN HEREFORD! All Grocers Have It.  
**Farmers Creamery Ass'n, Inc.**  
HEREFORD, TEXAS  
Phone 3

**FEW CAN HANDLE MONEY THEY DIDN'T EARN!**

Several thousand recent millionaires—"who thank God that their sons won't be compelled to undergo the work and hardships they endured"—are warned to put Junior over the same hurdles Dad jumped.

Any man can HAVE, but it takes ability to HOLD on to a concern, an estate or a realm.

Teach the value of money to Junior NOW.

**Western National Bank**  
"There Is No Substitute for Safety"

**HEREFORD BAKERY**  
Reynolds & Dunn

Special Discount on Pastry Products To Civic Organizations

**STAR THEATRE**  
HEREFORD, TEXAS

FRIDAY ONLY  
JACK HOLT  
in His First All-Talking Picture  
"The Dunnivan Affair"

SATURDAY  
OCTOBER 12  
WILLIAM BOYD  
in  
"The Leatherneck"

Also  
Fables and Talking Acts 2 Reel Talking Comps

**Snowdrift**  
ON DEMONSTRATION SATURDAY  
BY THE FOLLOWING GROCERS:

Hoffman Cash Grocery, Mont E. Baker Grocery, Hereford Wholesale Grocery, Piggly Wiggly Grocery, Carl's Cash and Carry Grocery

SPECIAL PRICES FOR SATURDAY ONLY:

Six Pound Can	\$1.29
Three Pound Can	\$.68
Two Pound Can	\$.47

**\$5,000.00 STOCK**

OF WILTON, AXMINSTER, VELVET AND TAPESTRY ART RUGS HAVE JUST BEEN RECEIVED!

—We are showing the most classy line of floor coverings in all departments of our store that it has ever been our pleasure to present. You will be interested to know that these fine rugs are much cheaper in price than for many years.

—Two car loads of new, up-to-the-minute furniture have just been unloaded and placed on display at our store. Inspection by you will reveal most wonderful values—as well as the beautiful new things.

—The new Victor Radio, the Crosley Radio and the Steinite Radio are now on our floor. Come in and let us demonstrate these wonderful machines to you.

—Our fall campaign of furniture selling has just begun and we shall make every effort to crowd the largest volume of business possible into the last three months of this year. We cordially invite your fall co-operation.

—You should see our gas appliances—gas ranges, gas heaters of all kinds, and water heaters. We can render you real service.

Our Motto—"We Sell It For Less."

**E. B. Black Co.**  
"The Big Store With the Little Price"

MONDAY AND TUESDAY  
OCTOBER 14-15

**Illusion**  
CHARLES HENRY NANCY ROGERS CARROLL  
A Garamount Picture

You were crazy about "Close Harmony"—you will go wild when you see "Illusion."

COMING SOON, "DANCE OF LIFE"