

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 36.

Hereford, Deaf Smith County, Texas, Thursday, September 22, 1927.

Seth B. Holman, Publisher.

LARGEST FAIR IN HISTORY OF COUNTY OPENS AT PAVILION TODAY

OPPORTUNITY CLUB MEMBERS RACE WITH TIME TO WIN MOST BONUS CREDITS OFFERED IN AUTOMOBILE CAMPAIGN

TRIPLE EXTRA VOTE OFFER ENDS AT 9 SATURDAY NIGHT NEVER TO BE REPEATED

Contestants Warned Not to Hold Subscriptions in Anticipation of a Bigger Offer. After 9 p. m. Saturday Credits Will be Slashed and Will Never Again Count as Much. Time to Enter.

KEEP YOUR EYES ON SATURDAY, 9:00 P. M.

Keep one eye on 9:00 p. m., Saturday, September 24th! And keep the other one on the lookout for subscriptions! Until that time you can get the very maximum credit for your efforts. After 9:00 p. m., Saturday, the schedule of credits will be reduced, and never again will effort count as much as it does now. The doors of The Brand office will close and be locked promptly on the stroke of 9:00 p. m., Saturday, and no one will be allowed to enter with subscriptions to be applied on the triple offer after that time. Don't be late, anybody!

LIST OF ENTRANTS.	
Hereford.	
Miss Lola Baker	53,000
W. Frank Ball	38,000
Mrs. Artis Daniel	52,500
Mrs. C. B. Eubanks	40,000
Miss Vesta Good	2,000
Miss Inez Jowell	32,000
Albert Ross	37,000
Black.	
Miss W. B. Schumann	37,000
Down.	
Miss Etta Christian	12,000
Dissect.	
Mrs. Carlos E. Reynolds	52,000
Flag.	
Miss Emma Beth Senter	37,000
Ford.	
Mrs. Fielding Johnson	2,000
Hew and There.	
Mrs. C. E. Tice	2,000
Jock.	
Miss E. Dora Smith	37,000
Jumbo.	
Mrs. Uilman Hunter	2,000
Progressive.	
Miss Velma Caldwell	34,500
Northeast Corner.	
Miss Sadie Allred	40,500
Summerfield.	
Miss Eva Noland	33,000
Westway.	
Miss Jewel Owen	2,000
Wye.	
Mrs. Will Addison	2,000
Wiberg.	
Mrs. K. L. Durrett	42,000

Car Smashed In a Collision With Standard

In the first accident to occur since the street light at the corner of Fourth and Main has been down for repairs, John Herr, of Down, narrowly escaped death early last Monday morning when the coupe in which he was driving hit the light standard and overturned. Mr. Herr had been visiting friends west of Hereford. He started home early Sunday night, but the condition of the roads following the heavy rains delayed him so that it was after midnight when he went through here. He was driving east on Fourth street and failed to see the low standard on which the street light rests. The car overturned and was severely damaged. Mr. Herr was alone. He escaped with only a bad shaking up. Miss Floyd Wilson left last Thursday for a vacation trip to Galveston and other cities in the southern part of the state. She will probably be gone two or three weeks.

Public Invited to Timely Talk by School Head

Speaking on a subject which should interest every person in Hereford, Sept. Dillehay will deliver an address next Sunday night at the First Christian Church on the topic, "The Home, the Church and the School." According to Rev. Thurman Morgan, pastor of the Christian church, the message is a message of vital concern to all parents. He had been asked to deliver the speech before the opening of school but was unable to do so. The address is intended by all of the people of Hereford and the general public is invited. As a duty to children in school, parents cannot afford to neglect this opportunity to hear Mr. Dillehay, said Rev. Morgan. An additional attraction Sunday evening will be a number of selections by the men's community chorus. This is one of the first public appearances of the group.

A. HERBST AND WIFE HERE.

Mr. and Mrs. Albert Herbst of San Benito, Texas, arrived overland Tuesday night and are visiting in the home of Mr. and Mrs. P. W. Price. Mr. Herbst was formerly vice-president of the First State Bank & Trust Company and is now cashier of the Farmers State Bank of San Benito. Both Mr. and Mrs. Herbst have numerous friends in this community who are glad to see them and wish them well.

AIRPLANE CRASHES

Amarillo Aviators Here for Fair Wreck Plane in Take-off in Field South of Hereford. Escape Unhindered in Smash-Up.

L. E. Mowrer and Emmett Myers, proprietors of the M & M Air Transport Company of Amarillo, escaped uninjured when the Hispano-Suiza airplane in which they were riding crashed to the ground during a take-off in a field a mile south of town. According to witnesses, the pilot, Myers, apparently was prevented from taking off and was forced to taxi the plane for a longer distance than he had intended. He did not begin to take to the air until he had nearly reached the fence and then, rather than run into the telephone wires, he chose to point the plane's nose groundward. Mowrer and Myers had come here to put on an exhibition stunt and fancy flying and to establish a passenger service during the fair. They were undecided last night as to whether they would bring another plane here.

Normal School Professor Sends Card from France

The Brand is in receipt of a post-card from Paris, France, signed by Frank Phillips, professor of agriculture at the West Texas Normal, and also proprietor of the Canyon Laundry. Mr. Phillips has leave of absence for a year and is studying agricultural conditions in Europe. Incidentally he is taking in the reunion of the American Legion in Paris. He says: "Man, one never knows what is coming next here. I just keep staying on another day or two—wonderful place."

C. C. Wall Opens in New Place As City Bakery

At last Hereford has an up-to-date, sanitary bakery, well equipped and as good as any in this vicinity. C. C. Wall, proprietor of the Sunshine Bakery, moved his establishment into the Cardwell building next to the post office, where it is now operating as the City Bakery. Mr. Wall has spent a great deal of money in improving his new bakery and expects to increase his line of stock. The biggest of the new items purchased for this purpose is the Meek reel oven, bought from the Bruce McDonald company of Kansas City.

According to Mr. Wall, the new oven has a capacity of 125 loaves, twenty-five more than the old oven which he has been using. It represents the latest development in ovens of this type and the public is invited to come in and inspect it. Mr. Wall is trying to give Hereford a bakery of which it can be proud and to prove that local products can be made as good as any. He has a complete line of baking pies, cakes and a complete line of the best pastries, he said.

Three Leases Taken in New Kerby Building

Cold weather seems to have in no way halted building plans on the new Kerby and Doughty brick block at the corner of Third and Main Streets. Walls and roof are nearly completed and interior work will start in the near future. According to J. E. Kerby, who is in charge of the operations here, three of the five business rooms have already been leased. The large room in the north section of the structure will be occupied by the L. W. Carlyle grocery and the twenty-five foot section adjoining has been leased for the Martin barber shop and F. M. Kester, optometrist. This leaves the corner room and that facing on Third Street still unoccupied. Miss Thelma Tynes, who is teaching this winter at Pampa, spent the week-end with her parents, Mr. and Mrs. Rex Tynes.

O. F. WEST IS VICTIM OF TRAGEDY

Popular Tailor Fatally Burned When Radio Aerial Comes in Contact With Light Wires.

O. F. West, proprietor of the West Tailor Shop, was fatally injured Tuesday afternoon when an aerial which he was putting up for his radio set came in contact with electric light wires. He was taken to the Hereford Hospital and died at 4:30 a. m. Wednesday. Mr. West was putting up an aerial at his home on 25-Mile venue and had selected the windmill near there as one of the terminals of the wire. He climbed up and made it fast, then threw the other end of the wire over the city electric light wires and went down to pick it up. He was knocked unconscious and was badly burned about the body. C. Runtton, a neighbor, happened to witness the accident and went to secure help. Neighbors telephoned to the Texas Utilities Company and Fred Oberthier, Jr., and J. H. Miller went to the scene of the tragedy. They succeeded in knocking the charged wire from West's hand and putting out the fire. Believing West dead the men sent for the ambulance but when he began to breathe a physician was summoned and he was taken to the hospital. He never regained consciousness. Mr. West was born in Jack county, Texas, October 6, 1894. He is survived by his parents, Mr. and Mrs. H. T. West, his brother, I. I. West, and his wife and two children, all of whom live in this city. Funeral services were held Wednesday afternoon at the First Baptist Church, the Rev. V. M. Cloyd officiating. Business houses closed during the ceremonies, between four and five o'clock.

What was termed one of the best addresses of its kind ever heard here was made Monday night when Dr. F. S. Groner, secretary of the Baptist general convention of missions, spoke on the subject of denominational work at the Baptist church here. Dr. Groner is making a tour of this section of Texas, speaking at a different town nearly every night.

Directors For Clean-Up Week Are Selected

People of Hereford are urged to get behind the big clean-up week cutting campaign begun here last week and help to give this town an appearance of which it may be proud. In an official proclamation, Mayor E. S. Ireland stated that citizens are requested to clean their premises of all weeds, trash and other refuse. "We have been somewhat lax in this important duty," Mayor Ireland said, "and if we neglect it much longer our town will become known as one of the most unsightly in the Texas Plains." In connection with this big project to improve the appearance of Hereford, President A. O. Thompson of the Chamber of Commerce, has appointed a committee to take care of the cleaning up of the business district. This group, with the blocks for which they are responsible, is as follows: Jack Cronin, chairman; Charles Bennett, assistant; Bonnie Brumley, block 11; Daniel, block 10, the Panhandle Lumber Company; block; Jack Cronin, block 17, the Star-Theatre block; Frank Gyles, block 17, the First National Bank block; Otto Masie, block 19, the Garrison Brothers block; Walter Dunlap, block 24, the First State Bank block; Arch Foster, block 25, the Western National Bank block; Rex Tynes, block 26, the Corner Drug Store block; and C. A. Skelton, block 27, The Brand office block. The committee has been hard at work this week getting the town in shape for the big county fair which opened here today. It is President Thompson's idea that matter of cleanliness at all times to time the city could always be kept in first class condition in the matter of cleanliness at all times instead of only for special occasions.

Last Students Leaving After Vacations Here

After remaining at home just as long as possible, despite the blustering assertions that they would "be glad to leave," the last of the students who are going away to school have left. A group left last night and drove by automobile down to College Station, but most of those who will be gone this winter waited until this week until the last. Beside those who drove to A. & M. College, Oliver Ray, Berlie Witherspoon and George Beams will attend from here also. Included in the list of girls who will be enrolled this winter at W. T. S. T. C. at Canyon are the Misses Norma Popelson, Pauline Wilson, Blanche McDonald, Gwendolyn Spradley, Polly Steele, Martha Duncan, Zella Mae Walser, Kathleen Hawkins, Ella Mae Broadwell, Moselle Hill, Grace Ferguson, Inez Jowell and Lois Baker. Artis Russell, Don Hobbs and Ira Foster will attend Texas Tech at Lubbock and Miss Wanda Wilkinson is a State College student. Misses Inez Clark and Gladys Seliger have gone back to T. C. U. at Fort Worth. Miss Flossie Bowman left Monday for St. Louis where she will study music this winter. Miss Doris Smith spent Thursday of last week in Amarillo shopping and attending the fair.

OPTICAL SHOP OPENS

F. M. Kester Establishes Optometrist and Repairing Business in West Tailor Shop; To Locate Later in the Kerby Building.

Hereford has another merchant, in a line of business the need for which has been felt here for some time. F. M. Kester, formerly of Lockney, set up an optical shop this week in the West Tailor Shop on Third Street. He arrived in town last Friday, accompanied by his son, Clifford, who will assist him in the work. Mr. Kester was in Hereford about two weeks ago considering a possible location here. He secured a lease for one of the rooms in the new Kerby and Doughty building now under construction and decided to move here at once. "Because we feel that Hereford really needs an optician of its own," Mr. Kester said, "we decided to take a temporary location at Mr. West's shop and wait until the new building is complete." For the present Mr. Kester will give most of his attention to the optical and repair side of the business. He will not install a complete line of jewelry until he moves to the new location. Mr. Kester's family will remain in Lockney for awhile.

BAPTISTS HEAR GRONER.

What was termed one of the best addresses of its kind ever heard here was made Monday night when Dr. F. S. Groner, secretary of the Baptist general convention of missions, spoke on the subject of denominational work at the Baptist church here. Dr. Groner is making a tour of this section of Texas, speaking at a different town nearly every night.

County Exhibit May Be Taken To Exposition

That the Deaf Smith county agricultural exhibit which took first place at the Tri-State Fair in Amarillo last week will be sent to Wichita Falls to the Texas-Oklahoma Fair was decided this week by those in charge. So far as is known now, the exhibit will be practically the same as that shown at Amarillo. About the only thing which will alter the present plans, it was stated, is the possibility of rain making it impractical to drive over the roads. While it is not known who will take the exhibit to Wichita Falls, it is certain that the delegation will be headed by R. O. Dunkle and T. D. Moss, two of those who had charge of the county booth at Amarillo. The Wichita Falls exposition will be held from October 1 to 6.

LAIRD VISITS HERE.

D. C. Laird, former local cattleman and now a druggist at Plainview, brought his daughter, Mrs. J. B. Elliston, to Hereford Friday where she took a train for Whittier, California. Mrs. Elliston has been visiting in Hereford and Plainview for the past two months. Dr. and Mrs. N. E. Greer and family of Lockney visited at the J. H. Brooks home Saturday night. Miss Frances Wilson who is teaching at Silverton, spent the week-end with friends here.

BUSTLE AND RUSH MARK FIRST DAY'S ACTIVITIES AT HEREFORD FAIR PAVILION

Crowds Throng to Scene of Annual Free Exposition. Superintendent Fox Expresses Satisfaction With Arrangements and Support Shown Him by the Chairmen. Success of Fair Seems Assured.

Year's First Wet Norther Drenches City

Hereford and vicinity were drenched Sunday and Sunday night with the best rain of the season. Beginning about seven o'clock Sunday morning, accompanied by the first real norther of the season, the rain continued practically unabated throughout the day and most of the night. The temperature took a sharp drop, reaching a minimum of 46 degrees during the course of the day. This was in sharp contrast to the warmth of the day before when the thermometer registered 87 degrees. Hotel and rooming house accommodations here were taxed to the limit by three or four o'clock in the afternoon as tourists and others driving through realized that the condition of the roads would necessitate stopping here overnight. Roads held up fairly well, considering the amount of rain. One stretch under repair about ten miles west was particularly muddy and a number of cars were reported stuck. Prospects for a bumper wheat crop were helped materially by this heavy rain. According to reports received here farmers around Hereford have already planted one-third more acreage in wheat than was raised last year. Work has been going on day and night to get the crop in before the rainy season. Following the storm Sunday, the weather cleared up and the temperature rose to around seventy. Indications were that the weather would be auspicious for the big Deaf Smith County fair which opened today.

Despite the threat of uncomfortable weather, prospects for the biggest and best county fair ever held here loomed bright this morning as record crowds began to stream into the fair pavilion when it was opened. Interest ran high in all of the exhibits, but it was generally agreed that the Jersey cattle show was one of the best. This is the first year that any such large-scale exhibit as this has been planned, and, thanks to Berry Orr and J. A. Parks, chairman, the show is proving successful. Homer K. Fox, general superintendent, was enthusiastic over the support given him by the exhibitors. "A week ago," he said, "I asked for more co-operation. Believe me, the people of Hereford have certainly responded within the past few days. Weather or no weather, Deaf Smith county is going to have a real fair."

Women of this county and Hereford have arranged a particularly attractive demonstration of culinary and domestic skill. More than one person was heard to wish that the judging would soon be over in order that some of the toothsome exhibits might be put to a more practical use. Mrs. Edith Hughes, head of that department, says that she could have asked for nothing better than the way in which the women here have given of their time and effort to put over this branch of the exposition. G. W. Brumley has done literally all that could be done to make the hog exhibit a big attraction, even going to the extent of putting up his own money for part of the premiums. Every county club boy or girl who brought a pig to the fair was awarded a special prize of \$1.00. Farmers in this vicinity have been working day and night and have almost completely bought out the stocks of local implement men. This did not hinder S. F. Rosson from arranging a first-class implement exhibit. A real automobile show is another of the big features. Homer Fox is in charge of this department, also. Every automobile mechanic who had any cars on hand is represented and the last word in automobiles of any price class may be seen. N. C. Vogels has a first class poultry show. Jack Cronin, L. W. Carlyle and L. Legrand have been hard at work and the result of their labor is evidenced in the impressive array of merchants' booths on both floors of the fair pavilion. Fifteen merchants have arranged exhibits of their wares, many of which would rank as rivals of Fifth Avenue show windows.

Clyde Gregg Arrives to Visit With Family

Clyde Gregg, son of A. W. Gregg, of Hereford, came in Tuesday for a two weeks visit with his family. Clyde is making his headquarters at Jacksonville, Florida, and is looking hale and hearty. Mrs. W. E. Dameron, Clyde's sister, and baby spent three weeks in Cherryvale, Kansas, visiting her sister, Mrs. J. E. Beyer, Jr., returning last Sunday. Mr. Dameron went out and brought his family home. Mr. and Mrs. J. E. Beyer, Jr., are expected here in a few days, when there will be a regular family reunion at the home of A. W. Gregg.

Mr. and Mrs. Robert Ross, of Lubbock, spent the week-end here with Mr. and Mrs. Albert Ross.

The Hereford Brand

PUBLISHED EVERY THURSDAY
SETH B. HOLMAN
 Publisher
 Also Publisher of
THE PRIONA STAR, PRIONA, TEXAS.
MRS. SETH B. HOLMAN
 Managing Editor.
HARRY W. SMITH Local Editor
VAN E. CURTIS Foreman
W. C. NIX Operator-Machinist
ANN MITCHELL Floorman

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Texas & Texans

By WILL H. MAYES

Texas Wool and Mohair.

Sheep and goat raisers of Texas are prosperous times just ahead. Their flocks are in splendid condition. Shearing is well under way, and the dry season has improved the quality of the fleece. Prices are considered fairly good and there is a prospect of an advance along with the advance in cotton prices. The flocks of both sheep and goats are being increased and improved. Many registered rams and billies have been brought in recently from other states. Good prices are being received for the stock that is being sold for slaughter. Most of the farms of Texas have room for at least small flocks of sheep or goats that can be cared for at small expense and that would yield a nice profit.

Famous for Berries.

Lindale, in Smith county, has proven that it pays a community to specialize in some one crop which it can produce to best advantage, but to diversify with others crops that can be grown. Lindale has become famous for its blackberries, 5,000 acres of land around the town being devoted to that crop and some 300 farmers and hosts of berry pickers sharing in the dividends that never entirely fail. Four thousand men, women and children are employed for six or eight weeks. Three canneries, having a combined capacity of 200,000

cans daily, are kept busy during the season. At other seasons these can sweet potatoes, preserves, jellies, beef and other farm products. These are largely sold over Oklahoma, Kansas, Missouri, Iowa and West Texas, Abilene being the largest wholesale distributing plant. An average of 100 cars of berries are shipped from Lindale annually and they bring in about \$600,000 a year. Lindale is prosperous.

Satterwhite On Self-Government.

Lee Satterwhite, the Panhandle statesman, presided recently at a conference in Washington of members of legislatures from 35 states, which he called to discuss centralization of governmental powers, repeal of the Federal estate tax and other taxation problems as related to Federal and State governments. In his opening address Mr. Satterwhite said there is need for "restoration of self-government" through a check upon centralization of power in the federal government. Quite true, and if Mr. Satterwhite will get his ear close to the ground he will find that there is in Texas somewhat the same feeling as to the encroachment of state government upon county and local affairs.

Odessa's Growth.

The recent growth of Odessa, in Ector county, is shown in the statement that in line with the installation of a \$145,000 waterworks and sewer system the city has motorized its fire equipment at a cost of some \$10,000. The explanation of this is that this was needed "to protect local property, including approximately \$8,000,000 in new business and industrial projects launched here during the last year." Can any other town of like size in Texas point to a greater year's growth?

San Angelo Junior College.

San Angelo has let a contract for \$250,000 for a building in which to conduct a municipal junior college.

City Loans

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

The junior college is intended to provide freshmen and sophomore instruction for students of the city and county. Educators are finding it cheaper and better to have young students take this work at home and much safer for immature students to be at home with their parents. At the age at which the high schools graduate boys and girls the home influence is very much needed. In the smaller schools, where the faculties are capable, the instruction is more personal than it can be in the larger schools and therefore better adapted to the youthful mind. For these reasons junior colleges are becoming popular.

Making An Education Possible.

Southwestern University has arranged to give a group of orphans a chance for a college education by starting a small farm near the University on which the boys may earn their way by the sale of milk, eggs, chickens and other small-farm products, to the University, the boys working under the supervision of a competent superintendent. This excellent idea is likely to grow. Why can't any college that is really anxious to help boys and girls secure an education establish not merely one, but several farms nearby on which earnest students may work to pay for their education? Doubtless there are a few well-to-do landowners near every school who would be glad to allow the use of land on which deserving boys and girls could work part of their time in their effort to get an education.

Two Modern Hotels.

Pyote, Ward county, is building two modern hotels of fifty rooms

each and is expecting to be able to take care of the large number of prospectors and visitors being attracted to that section. It is a mighty poor Texas town that is satisfied to get along now with poor hotels, and Pyote doesn't want to be in that class.

Texas Lignite Being Used.

Bastrop and Rockdale lignite mines are to supply the city of Austin with 45,000 tons of lignite during the next year under a contract recently made. Deaf Taylor of the University of Texas has made the statement that there is enough lignite under the ground in Texas to supply the state with all the cheap power it can use for an almost unlimited time. All that is needed to realize on this great volume of stored wealth is to encourage its fullest development.

Cream Station Profitable.

The News at Groveton says that the cream station established there by the Trinity Chapter of Commerce to take care of the surplus cream of Trinity county farmers although in operation only a few months is bringing the farmers a lot of extra money and that the skim milk fed to pigs and poultry is almost as valuable as the cream sold. Successfully conducted cream stations usually result in a short while the building of creameries.

In Much Accord.

The Northwest Texas Press Association has met in its 38th annual session and elected Geo. English of Stamford president; C. C. Hudson, of Iowa Park, vice president, and R. H. Nichols of Vernon secretary-treasurer; Geo. T. Spears, Jr., of

Graham, and Grady Roberts of Chillicothe were made executive committeemen. The elections were by acclamation and unanimous election and electees are being happy.

This is perhaps the strongest sectional press association in this country, doubtless for the reason

that it is always headed by able newspaper men.

Brand Want Ads Get Results.

M **SPECIALS**
Friday
 and
Saturday
OF THE FAIR

SAVES FOR THE NATION

Schillings Teas

1-4 pound, 22c 1-2 pound, 41c 1 pound, 80c

CRISCO

1 lb. 27c 3 lbs. 69c 6 lbs. \$1.34 9 lbs. \$1.98

One pound Powdered Sugar 11c

COFFEE 3 pounds with cup and saucer \$1.39

No. 2 HOMINY 8c

No. 2 1/2 HOMINY 12c

DATES, 25c size 19c

White King Washing Powder 49c

R. E. D.'S M Phone 249

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

Don't Miss the Big

CHEVROLET CARAVAN

In Hereford, Thursday Sept. 29th

Nearly 100 beautiful Chevrolet trucks and floats in mammoth parade

Come in today and let us explain the plan by which you may secure the FREE down payment on a Chevrolet which we are offering on that day. Balloons for the kiddies, too

Brumley Chevrolet Co., Inc.
Hereford, Texas

Visit Our Show Rooms When at the Big Hereford Fair Sept. 22-24

Summerfield

Rain has been the order of the day. A big one fell Friday afternoon and about noon Sunday it began to pour and kept it up until some time in the early hours of Monday morning.

Mr. and Mrs. Joe Kendall attended the fair in Amarillo last Thursday.

Mr. and Mrs. Walter Hawkins and son and Misses Mary Belle and Gertrude Atchley spent Sunday and Sunday night with Mr. and Mrs. Denson Hill.

Mrs. G. J. Ness of Boulder, Colorado, arrived here Sunday morning for a visit with old friends.

Mr. and Mrs. Jay Sanders spent Sunday with her parents, Mr. and Mrs. Louie Huckert.

Mr. and Mrs. W. L. Suttle and children and Miss Louise Atchley returned home last Tuesday from Olney where they had been visiting relatives. Mr. Suttle also visited his father at Idalou while away.

Mr. and Mrs. L. W. Blau and daughter spent a few days here last week visiting old friends.

W. G. Harris and family are

moving to Canyon this week where they will put their children in school.

Mr. and Mrs. Ky Lawrence and daughter and Rev. E. V. Brownlore spent Sunday in the Joe Kendall home.

Mrs. J. C. Lance spent Friday night with her daughter, Mrs. C. R. Walser.

Mr. Flowers of Sweetwater is here visiting his son, Adam Flowers.

The B. Y. P. U. will give a pageant, "Christ in America," October second. A cast with twenty-one characters.

A crowd of young people surprised Joe Storey with a birthday party Saturday night.

Mrs. Murdock of Lubbock is here visiting her sister, Mrs. L. Johnson.

C. R. Walser and family spent Sunday in the B. C. Roberson home.

West-Way Items

The wheat farmers surely have an excellent season for sowing wheat after the fine rain.

Several of our people attended the Amarillo fair last week.

Mrs. Ellis Wilson has gone to Abilene for a visit with her mother.

Miss Nola Mae Weerus and Anna Lee Hauser spent the week end with the Hartman girls.

On account of the rain Sunday there was no Sunday school, but hope we have a large attendance next Sunday.

School will be dismissed Friday for the school children to attend the fair and especially for the benefit of those who have club projects.

Mr. Moore sold his cows to Carl Owen of Whodoro and Frank Vetter delivered them.

Mr. and Mrs. Frazier's daughter of Waco arrived Sunday night for a visit with them.

Mmes. Vaughn and Gore canned corn two days last week.

G. F. Owen and family had Sunday dinner with G. N. Wilson and family in their new home.

Gertrude Wilson had the misfortune to cut her arm when she fell and broke a glass out of the school house door Monday.

Mr. Keese drove the school truck last Wednesday while Mr. Short went to Amarillo and got his stock of groceries.

QUAKES PHOTOGRAPHED.

Records of earth tremors in practically all parts of the world are photographed by the electric-magnetic photographic seismograph operated by Dr. Arnold Romberg, professor of physics at the University of Texas. The seismograph is installed in the basement of the main building of the University, a short distance from Dr. Romberg's office.

NOTICE OF ELECTION.

WHEREAS, the City Commission of the City of Hereford, Texas, deems it advisable to issue bonds of the said City for the purpose hereinafter mentioned:

THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION, of the City of Hereford, Texas, that an election be held on the 10th day of October, A. D. 1927, at which election the following proposition shall be submitted:

"Shall the City Commission of the City of Hereford, Texas, be authorized to issue the bonds of the City of Hereford, Texas, in the sum of TWENTY-FIVE THOUSAND (\$25,000.00) Dollars, payable serially, or otherwise, not to exceed forty (40) years from their date, bearing interest at the rate of five (5) per cent per annum, payable semi-annually, and to levy a tax sufficient to pay the interest on said bonds and to pay the principal thereof as the same become due, for the purpose of constructing a City Hall and Fire Station in and for the said City of Hereford, Texas, as authorized by Chapter 7, Title 22, Revised Civil Statutes of 1925, and the Constitution and laws of the State of Texas."

The said election shall be held at the Court House in the City of Hereford, Texas, and the following named persons are hereby appointed Managers of said election, to-wit: H. B. Webb, J. H. Pittman and J. C. Hicketts.

The said election shall be held under the provisions of Chapter 1, Title 50, of the Revised Civil Statutes of 1925, and the Constitution and laws of the State of Texas, and only qualified voters, who are property taxpayers of said City shall be allowed to vote at said election.

All voters who favor the proposition to issue the bonds shall have written or printed upon their ballots the words:

"FOR THE ISSUANCE OF BONDS"

and those opposed shall have written or printed upon their ballots the words:

"AGAINST THE ISSUANCE OF BONDS."

The manner of holding said election shall be governed by the laws of the State relating General Elections.

A copy of this order, signed by the Mayor of the City of Hereford, Texas, and attested by the City Secretary of said City, shall serve as a proper notice of said election.

The Mayor is authorized and directed to cause said notice of election to be posted up at the City Hall, and at two other public places in the City of Hereford, Texas, for at least thirty full days prior to the date of said election.

The Mayor is further authorized and directed to have said notice of election published in some newspaper of general circulation published in said City, and which notice shall be published once each week for four successive weeks,

the date of first publication being not less than thirty full days prior to the date of the election.

E. S. IRELAND,
Mayor, City of Hereford, Texas.

ATTEST:
GRACE SKELTON,
City Secretary,
THE STATE OF TEXAS,
COUNTY OF DEAF SMITH.

I, Grace Skelton, City Secretary of Hereford, Texas, do hereby certify that the above and foregoing is a true and correct copy of an order of election passed by the City Commission of the City of Hereford, Texas, on the 7th day of September, 1927, as the same appears of record in Volume 2, Page 34, Ordinance Record, of the City of Hereford, Texas.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 8th day of September, 1927.

(SEAL) GRACE SKELTON,
City Secretary, City of Hereford, Texas.



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

FLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

ATTENTION, HOG FEEDERS

The weight of hogs which the packers want is changing now, as it always does about this time of the year. During the hot summer months the small hogs weighing from 125 to 160 pounds, were the top hogs. If you will notice the papers now you will see that the 180 to 210 pound hog is bringing the most money. So, you see, it will pay you to make them that weight.

It will also pay you to bring them to my pens on Thursday and Friday and get the high dollar for them. I don't do much driving over the country begging you to see me your hogs. That costs money and somebody must pay for it.

Pounds and dollars is what you want, and what I am prepared to give you.

Yours for Honest Weights and Square Dealing,

G. W. BRUMLEY

L. C. PENNY

LAWYER
First State Bank & Trust Co. Building
Office Phone 3, Home 198

MARCELLING - 50c

HAIR CUTTING, 50c
Call for Appointment Telephone 32
Mrs. Sam Hutson
AT SPROWLS-CRONIN & COMPANY HEREFORD, TEXAS

Simplified!

STEP TO THE 'PHONE!

Call 116

Then rest assured that your grocery wants will be fulfilled with exactly the same care and consideration that would be shown were you to pick out the merchandise with your own hands.

We Are Hereford's Leading Exponents of "SIMPLIFIED MARKETING."

MONT E. BAKER

Cash Groceries

Progressive News

Some good rains have fallen in this vicinity during the past week which were appreciated and badly needed by the farmers. Some of the farmers have a good feed crop which needed the rain, and others needed rain on their wheat.

The cold rain which fell all day Sunday prevented Progressive's having Sunday school and singing.

Horace Herabey who has been visiting home folks for the past few days left for Lubbock last Thursday where he will attend school this term.

Mr. and Mrs. Herbeau who live on 25-Mile Avenue and who now own the place formerly belonging to Chas. Hodges, motored to Amarillo Saturday to attend the fair. They were accompanied by Glen Ratcliffe and Perry Caldwell.

Elmer Sharp left for Vernon last Saturday.

To Break a Broody Hen.

The longer a broody hen is allowed to sit on the nest the longer it requires to get her back into laying condition and consequently the greater the loss in egg production. To break the hen from sitting put her in a broody coop where she can be properly fed and watered. The broody coop should have a slat bottom in order that the air may circulate from beneath thus keeping the body of the hen cooler, thereby tending to break-up the hen's broodiness.

The nighthawk, formerly wantonly shot for sport, is really one of the most useful of birds, and an insect catcher of great value. These birds scoop their prey out of the air on the wing. Biological Survey experts have examined stomachs of nighthawks and have found more than fifty different kinds of insects representing thousands of individuals, in a single stomach.

AUTHENTIC MODES

WINTER COATS

[Ladies Coats - \$9.95 to \$75.00]
[Children's Coats - 2.98 to 14.45]

An advantageous purchase brings these splendid coats to you at much below their actual value. Brand New—of the most luxurious type! Authentic modes—distinguished ones, too—lavishly featuring exclusive furs in new shawl collars, deep cuffs, and entirely different detailed treatment.

Soft, supple fabrics of excellent quality, in lovely new autumn shades. Cut along graceful, feminine lines in a fascinating array of flattering models. Every coat beautifully lined. And, of course, the finest tailoring and workmanship as befits fabrics and furs of such superior quality

A Small Deposit Will Reserve the Coat You Select Until October Fifteenth.

SPROWLS-CRONIN & CO.



CHRYSLER "62"

AUTOMOBILES.

And it won't be long, either, until some industrious person is

driving the Chrysler being offered by

THE BRAND

Speed, power, stamina, beauty—man, it's got everything, that classy, snappy, up-to-now Chrysler "62."

L. W. HOUGH

Dealer

Hereford, Texas

COAL



How many more days like last Sunday will it take to make you realize that NOW is the time to fill that coal bin of yours?

Every day we are filling orders for our two well-known brands, the DIAVOLO and MUTUAL. There is no better time than the present to call and let us quote our very reasonable prices.

This coal is delivered direct from the mines and from the car, resulting in a substantial saving since you are not called upon to pay handling costs.

Jones & McLean

Phone 1

We Deliver

CHURCH ANNOUNCEMENTS

First Baptist Church.

V. M. OLOYD, Pastor.

Despite the rain and mud we had all our regular services last Sunday. Our attendance was small compared with Sundays when the weather is good, but we feel that the day was well spent.

The Men's Bible class at the theatre building next Sunday morning at nine-thirty. Come.

Brief reports will be given Sunday by those who attend the Association meeting at Tulla.

Sunday school 9:45.

Preaching by pastor, 10:45 and 8.

B. Y. P. U. at 7:00. Prayer service Wednesday evening at 8:00.

"He turneth the wilderness into a standing water, and dry ground into water springs."—Ps. 107:35.

First Presbyterian Church

JAS. T. ROSS, Pastor.

Have the churches of Hereford lost their crusading spirit? There is much idle prattle along this line. At this church on next Sunday morning as at all the other co-operating churches of our community an announcement of the most vital interest to every good citizen will be made. On which side of the line do you belong? Are you a soldier or slacker?

Regular church services at 11:00 and 8:00, with Judge Owen P.

Smith at piano both hours. A prelude series by Judge Smith will preface the services of the evening hour. The special message which was planned for last Sunday morning will be delivered on Sunday next at the same hour.

Christian Endeavor with Miss Audrey Carroll as leader will meet at 7:15. The reorganization promises great things for Endeavor. Let every sincerely good Endeavorer show his colors now. Woman's Missionary Society will meet on Wednesday at 2:30. Church-Nite on Wednesday also at the hour of 8:00.

The pastor will preach at Dimmitt on Sunday afternoon at 3:00 o'clock. To each and every service of this church we bid you one and all a most sincere and hearty welcome.

Methodist Church

A. B. DAVIDSON, Pastor.

Sunday school 9:45. E. B. Black, superintendent. Classes for all. Junior church 11. Mrs. Bryant, superintendent. Epworth League 7. Raymond Hawkins, president.

Preaching by pastor at 11 and 8:00 o'clock. Morning subject, "Faith, Obedience and Failure." Evening subject, "What Life Spells Here and Hereafter."

Our fourth quarterly conference held by Rev. W. M. Pearce of Angillo, will be held next Tuesday night, September 27. Reports from Sunday school, Epworth League and Woman's Missionary Society for the year will be given. Also report from treasurers of board of stewards for the year will be given. All church officials for the ensuing conference year will be elected at this conference. Members of the church and all officials of the church are urged to be present. Conference will meet at 8 p. m. at the church.

You are cordially invited to hear all these services. Special music by the men's quartette at night service. Be sure and hear them. The sermon will be on one of the greatest in the Bible. The pastor will help you to answer the soul's greatest question, "where will I spend eternity?" and "what will happen to the soul beyond the grave." Whether you believe in the Bible or not you will be interested in this sermon.

First Christian Church

REV. THURMAN MORGAN, Pastor.

At the 11 o'clock services Sunday there will be a very important announcement made. It is concerning the greatest problem facing our little city. Will you be there to hear it?

Then at the evening services, Superintendent C. H. Dillehay will speak on the subject, "The Home, the Church and the School." This is a community interest. Every citizen should hear this address. Come and bring your friends.

Remember our Sunday school begins at 9:45.

Communion services at 11:00.

Junior C. E. at 6. Miss Nina Crawford, superintendent. She is well qualified and efficient in this work.

Senior C. E. at 7 o'clock. Come early.

Address by Superintendent Dillehay at 8:00 o'clock.

FOURTH QUARTERLY CONFERENCE.

Rev. W. M. Pearce, presiding elder, will hold the fourth quarterly conference for the Hereford Methodist church Tuesday night, September 27, at 8 o'clock. All official members and members of the church are urged to be present. All officials for the ensuing conference year will be elected at this time. Also reports for the year's work will be given.

PUNKIN HOLLOW HAPPENINGS

Scrofula Sugars went to a barber shop while at the county seat Saturday and saw the barber strike a match and hold it close to his customer's hair. Scrofula said it was the first time he ever saw anybody looking for them with a light and right out in company, too.

Grandpa Granter wondered the other day if Grover Cleveland was still president.

Salem Hostetters is fast catching on and taking up with the ways of high society and has begun to call washing himself "taking a bath."

Uncle Shug Stagers went to town to borrow a little money the other day and insisted on keeping the note he signed so he would be reminded to pay the money back.

The horse doctor says that he is not sure but he thinks that one of Clabe Clabbers mules has high blood pressure. This is the first case of any of the new fangled diseases to appear in Punkin Hollow and is thought to have been caused by Clabe dolling him up in store bought harness.

Parson Joshua Tuffshell said in his sermon Sunday that the man was supposed to be the head of the family but that the woman was nearly always the feet and legs of it.

Miss Charissa Hoople says that competition may be the life of trade all right, but that she notices that when competition gets right warm over a man that the man usually slips away from the competitors and marries a girl nobody thought of him marrying.

Gus Hoolah has been to so many all day singings and has eaten so much fried chicken this summer that he was seen trying to crow the other day.

Blonds are considered by business men to be temperamental, too independent, inclined to keep irregular hours, tactless, bluffers and inefficient, according to a recent survey.

A set of false teeth was presented to a London hospital by an old lady with the hope that some poor patient might use them.

Come to the Fair Sept. 22, 23, 24



The One Minute Fifty-two, Today's Finest Electric Washer

Quicker Washing.

Times and housekeeping methods change. Housewives of today demand an Electric Washer to do their work quickly, quietly and thoroughly. This is the reason why the One Minute Fifty-two is gaining nation wide popularity. It washes quicker, with safety, than any other washer in the world.

Sold on time payment terms and demonstrated in any home without charge or obligation

ONE MINUTE MANUFACTURING COMPANY
NEWTON, IOWA, U. S. A.

Texas Utilities Company

The pirana, a species of little fish not more than eight inches long, has been found in the Galba district of eastern Bolivia. This fish will attack and tear the flesh from the bones of any man or beast that enters the water where it has its habitat. The great topographic map of the United States, which has been under construction for a generation and will cover when completed more than an acre, is less than half finished.

SPECIAL

Marcelling and Wax
Marcel, 40c
Mrs. J. H. Miller Phone 84



FAIR WEEK SPECIALS

Ladies' Dresses

A Special Fair Week Offering of Ladies' Dresses

More than four dozen of them—in Satins, Crepe Back Satins, Flat and Georgette Crepes in all of the new wanted shades for Fall. Sizes from 16 to 46. These Dresses are all new, received only this week. Specially priced this week.

Your Choice During the Fair—

\$15⁴⁵

Children's Dresses

In Gingham, Prints and Percales. New Shipment just received. Beautiful new styles for school wear. Sized from 8 to 14.

Special Price During the Fair Only—

98c

Fox Mercantile Company



There's a Difference in Bread



OH BOY! BREAD AND LASSES!

Something sweet to satisfy the kiddies' "sweet tooth," and HOLSUM Bread to put pep in the young body! Such a combination is hard to beat.

HOLSUM is a good foundation for jam or syrup, and it's a good one on which to build rugged health for the family, too. It's an honest food—one that gives you more than your money's worth of good taste and nourishment.

And it's clean—you couldn't bake it cleaner—for it comes from an institution that is recognized as a model bakery.

So don't say bread - say
HOLSUM

Sold by All Leading Grocers in Hereford, Tex.

CLASSIFIED

Wanted
WANTED—Special nursing and confinement cases. Call 9001F9. **MRS. EDDITH McDONALD.** 361p
WANTED—Quilt and blanket cleaner. **MRS. W. V. PHILLIPS**, second house east of nursery. 35-2p
TRANSFER—Light hauling and delivery done quickly on short notice. Phone 116. Charges reasonable. **ARCH CONKLIN.** 10-4t
SALESMAN WANTED—Man with car to take charge of Singer machine agency for Hereford and Canyon. Good commissions for a hustler. **SINGER SEWING MACHINE COMPANY, Amarillo.** 36-2p

Lost and Found
STRAYED—One 3 year old yellow Jersey cow. Notify **L. J. KUPERT**, 36-1to

For Sale or Trade

1924 model Ford touring car, in good condition, to trade for 1926 or 1927 Ford coupe; will pay cash difference. **W. A. DOUGHERTY.** 36-1tp

FOR TRADE—Good grain truck and No. 3 International combine, used two wheat seasons, for chickens, cows or hogs. **JOE MITCHELL.** 36-4tp

FOR TRADE OR SALE—Twenty acres close in; in cultivation; clear of debt; will trade for house and lot in town. **FRED MILLARD.** 29-4t

Notice

NOTICE—Farm and Ranch, the best farm paper published in Texas, will be sent free the remainder of the year to all those who subscribe now for three or five years at the new low rate of \$1.50 and \$2.00. Write or call **W. Frank Ball**, authorized representative for Deaf Smith and adjoining counties. Phone 147. 36-4tp

For Sale

FOR SALE—National Pressure Cooker, bought last year; only used a few times; cheap. **GEORGE MILLARD.** 36-1tp

FOR SALE—Good Jersey milk cow. **RALPH SMITH.** 36-1tp

FOR SALE—Nearly new Osborne row binder, new three-section harrow, all other farming tools, consisting of riding plow, lister, corn planter, wagon, go-devil, two sets harness. Also two work teams, one span 1100 pound horses, six and seven years old; one span 1300 pounds mares, six and seven years old. Several good Jersey cows and heifers; some milking, others fresh soon. See **J. B. PHILLIPS.** 36-1tp

BUY GEORGIA MARBLE monuments of lasting quality at wholesale prices plus my small commission. **IRVIN S. HAMILTON, Agent.**

FOR SALE—One 14-hole Superior wheat drill; a bargain if sold at once. Phone 193 or see **IRVIN S. HAMILTON.** 36-1t

FOR SALE—One five-piece bedroom suite. For information go to **GRANDPA WOMBLES Place.** 36-1t

WHO WANTS MY LOTS?—Nos. 15 and 16, Block 31 1-2 Evans Addition, Hereford. Submit your best offer to **J. S. WARNER**, 206 W. 4th, Santa Ana, California. 35-4t

FOR SALE—My home on East Third Street, and some choice residence lots; good terms. **ALVIN C. THOMPSON.** 36-4t

Leading piano manufacturer has in this vicinity one grand, two upright and two player pianos to store with responsible parties or will sell cheap rather than ship back. Address **BOX 355, Chicago, Ill., Dept. C. D.** 35-3t

GENUINE Winter Barley seed, \$1.00 per bushel. See **D. H. ALLMAN**, 9 miles south of Hereford. 34-3tp

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

For Rent

FOR RENT—Furnished five-room house on Lee Avenue; close in; reasonable. Call **T. H. HINES.**

FOR RENT—Modern 5-room house. Phone 152. 36-1t

FOR RENT—My building now occupied by the Carlyle Grocery. **A. H. ELLISTON.** 36-4t

FOR RENT—Modern four room house; close in; on pavement. Phone 152. 36-1t

FOR RENT—Light housekeeping rooms; good location; close in; very reasonably priced. Phone 199 or see **EARL PHILLIPS.** 35-2p

FOR RENT—Several nicely furnished bed rooms. Phone 134. 35-2tp

FOR SALE—Modern nine room house; large basement with furnace. Phone 134. 35-2tp

FOR RENT—Five room, modern home, partially furnished, close in. Enquire of **MRS. W. A. MILLER.**

FOR RENT—Three 14 x 14 foot rooms; 30 acres of pasture, garage, small shed, windmill, 3 1-2 miles of town section. Phone 198. 34-1p

FOR RENT—Bedroom for couple, close in. Phone 120J. 32-1tc

FURNISHED rooms to rent, also bedroom. **MRS. ED CONNELL.** 32-4tc

FOR RENT—Modern five room apartment. See **L. BASKIN**, or phone 188. 29-4t

FOR RENT—Two unfurnished rooms. Phone 224. 28-4t

Easy to Clean and Easy to Keep Clean
Aluminumize Your Kitchen, Madam Housewife!
 Aluminum cooking utensils are so easy to keep spotlessly clean, so light to handle. And your own experience has taught you that good aluminum never wears out.

Our complete stock affords many valuable suggestions.

We would be pleased, also, to show you our newly increased line of cooking and heating stoves at prices just a little below what you had expected to pay. **NEW PERFECTION** oil stoves.

Streu Hardware Co.



Enlargement

In pursuance of our constant policy of enlargement, we are receiving daily fresh additions to our large stock of highest grade merchandise.

Our selling force, too, has been increased by the addition of **R. H. Womack**, who has been in this line of work in Hereford for fifteen years.

If you are looking for "SPECIALS" come in today. All of our prices are specials, meeting those of any competitor.

G. B. WARREN
 GROCERY

Wildorado.

The farmers were cheered by the big rainfall received here. Prospects are good for a bumper crop of wheat next year.

Many attended the fair at Amarillo Saturday. The school children from here had tickets for that day.

Mrs. W. T. McClain got first prize on caramel cake at the fair. This makes four years in succession that she has won the blue ribbon on her cake exhibit.

Miss Carmen Calahan won one of the cars in The Sun's contest. The zone meeting of the Ladies' Missionary Society was held in the Methodist church here Tuesday.

We hear that **Mrs. F. H. Wood** is worse.

Mr. and Mrs. O. W. Green were in Wildorado Monday.

Mr. Kruse, Mrs. Carl Fuqua's father, is no better this week.

Miss Mildred Brady spent Friday night with **Miss Lorraine Dandel.**

Mrs. Jim Daniel won several prizes at the Tri-State fair on needle work.

The new steam heating system recently installed in the school building here seems to be working fine these cool days.

The roads were so slick after the rain Sunday that many of the tourists had to spend the night in Wildorado. After two or three hours' sunshine on Monday the roads were dry enough for use.

Mr. and Mrs. Pat Roland visited **Dr. and Mrs. Roland** Sunday.

Loss by Rain
Doesn't Worry
Amarillo Men

A few dispositions and afternoon plans were probably ruined by the rains Sunday, but if the Panhandle-Plains benefited thereby, people should not complain.

That is the unselfish attitude of **Col. H. H. Haines**, secretary-manager of the Amarillo Board of City Development. As secretary-manager of the Tri-State fair held there last week, Colonel Haines announced that wet weather during the entire week of the exposition was responsible for a financial loss of about \$10,000 to fair officials.

"However," said Colonel Haines philosophically, "Amarillo can afford to lose a few thousands of dollars if the Panhandle thereby can make a few millions in wheat."

For Quick Service in the Job Printing Line. See **THE BRAND**

We Must Move

Before we move, however, we must reduce our stock to a considerable extent. Our gigantic removal sale is still going on, featuring values seldom equalled in Hereford.


This is a strictly business proposition—we must move, and you, of course, are looking for real bargains. Every item in our stock is priced to move.

LET'S GET TOGETHER!

L. W. CARLYLE

Ready to Please You

We are ready to serve you in any and every way that an up-to-date bakery can serve. A complete line of every day needs in baked goods—a prompt and satisfactory service when you need something special. ; ;



The CITY BAKERY
C. C. WALL, Proprietor

Double Duty Suits

TWO PAIRS TROUSERS
\$24.75

Cheviots, Worsteds or Unfinished Worsteds in plain colors or fancy mixtures. With a good sprinkling of hair-line stripes. Single or double breasted coats, smartly correct for men and young men. Two or three buttons.

An unusually large selection now means great range of choice in size and model. In all wanted sizes.

The illustration shows one of our big **FAIR WEEK SPECIALS**. Other marvelous values in men's and boys' suits include:

Boys' \$12.50 Suits at \$10.00	Men's \$30.00 Suits at \$24.75
Boys' \$17.50 Suits at \$14.75	Men's \$35.00 Suits at \$29.75
Boys' \$20.00 Suits at \$16.00	Men's \$40.00 Suits at \$33.75
Boys' \$25.00 Suits at \$19.75	Men's \$50.00 Suits at \$42.50



D. R. GASS & SON

West-Way Items

G. W. Wilson and two of the men of the Chevrolet garage left for the new school truck beds which are in Oklahoma City, on Tuesday morning.

Mr. and Mrs. G. P. Owen spent Sunday with **Mr. and Mrs. G. W. Wilson** in their new home.

Mr. and Mrs. Wilson moved into their new home Saturday afternoon.

Mr. and Mrs. Herman Gray returned from Nebraska Friday and report a nice trip.

Mr. Houser has gone to Lubbock on business.

Women of this community are now gathering up things for our booth and are going to make it a success this year.

The rain which fell Sunday was appreciated very much by the farmers of this section.

The store which is just across the road from the school house now has most of its supplies and the school children are getting their school supplies there now.

Miss Anna Lee Houser and **Nola Mae Weems** were guests of **Myra** and **Oleta Hartman** Saturday and Sunday.

Adrian Sims Notes

We are having good rains and much of the wheat is up.

Lige Ellison transacted business in Hereford Thursday.

Elizabeth and **Virginia Chapman** spent Sunday with **Ruth Long**.

Elbert Whitten, Ray, Elizabeth and **Virginia Chapman** of Simms school, go eight and thirteen miles in the morning and return again in the afternoon to school at Adrian since the schools have been re-classified.

Mrs. Lige Ellison and son, **Glenn** and **Glenn Slaughter** of Crosbyton came up to their farm Saturday, returning home Sunday.

E. C. Chapman and family and **Monroe Chapman** and wife ate Sunday dinner with the **J. M. Chapman** family.

Do Women Read the Advertisements?

Do you? Do you clip recipes from the fascinating messages that advertise a new salad oil, a new frying fat, a new cake flour? Do you think twice about your skin, those wrinkles at the corners of your eyes, your telltale past-thirty neck because of beauty ads that bring romance about happiness, love and youth?

In planning advertisements, the question is often asked: "Do women read advertisements?" The experienced advertiser answers: "Yes—if they are interesting and instructive to read."

This is the spirit of the best modern advertising. More and more, the ideal is to show you definitely how a new product can work to your well-being, your pleasure in life, your greater happiness. By reading advertisements, you can be a better housewife, a more efficient home manager, a shrewd and thrifty buyer. The advertising pages of this newspaper contain information that is valuable and important. If you do not read advertisements, join the large army of women who do, in order to know the best things to buy for yourself, your children and your home.

Reading Advertising Regularly Is Keeping Up With the Times In the Most Economical Way.

Our Fall Stock IS HERE

—Every day we are unpacking large shipments of new merchandise—all bought with the idea of saving money for our customers. We are anxious to show you our new and up-to-date items, and can assure you that you will not be disappointed in either price or quality.

SKELTON'S VARIETY STORE

Gridiron Fans To See Team In Action Here

Hereford gridiron fans will have their first chance to see the local football team in action tomorrow afternoon when, as an extra feature of the big county free fair, the Hereford high school eleven meets Tulsa on the high school grounds.

Enthusiasm over this year's prospects is running high and students and friends of the team are planning to usher in the season with a big celebration. Tonight at 7:30 there will be a shirt-tail parade downtown and tomorrow afternoon just before the game there will be another parade from town to the high school. Tonight a free concert by the high school band, directed by Ralph Smith, is planned.

According to C. W. Humble, director of athletics, the team is very anxious to win this game as the first of the season showing should make a favorable impression upon the team's followers.

Season tickets were put on sale Tuesday. They are sold for \$1.50 and admit to all home games. The team has a new bus this year and, according to Mr. Humble, they are anxious to make this a successful year financially in order to pay for it.

As for the team itself, Coach J. Forrest Riggs is optimistic. "We have practically a new team," he said, "with only three last year's men on the squad. We are hoping to make up in intensive training and ambition what we may lack in experience."

"Fortunately the team is heavier this year than it was last, particularly in the line. The average weight increase is more than five pounds per man."

Coach Riggs has not announced any particular line-up, as tonight's practice will be necessary to help him in the selection of his first-string squad. Never before, he says, has he had such a uniformly high-class bunch from which to choose. He plans to play as many of the team as possible tomorrow afternoon in order to get some sort of line on how they shape up in actual conflict.

The game tomorrow is called for 3:30 p. m. Admission is 25c and 50c.

Try a stuffing for green peppers made of equal parts of fresh corn, cooked macaroni (in small pieces), and tomato, seasoned with butter, salt and pepper. Any minced cooked meat on hand may be added.

Fair Awards In Literature To Ladies Here

That Hereford deserves a place in the sun on the strength of her accomplishments in belles lettres as well as along the line of agriculture at the Tri-State Fair, was evidenced last week when the announcement of literary awards was made there.

Mrs. Grace Guthrie and Miss Ina Gregg were entered in the competition, which, according to those in charge, was the stiffest in years. Both of them took prizes with their entries.

In the four classes of competition seventy-three persons were entered. Judging was done by Willard O. Hawkins, famous critic and author, of Denver. Mr. Hawkins said that because of the general high quality of the work submitted, his task as judge was especially hard.

Mrs. Guthrie was entered in three of the four classes, taking prizes in all of them, and Miss Gregg took prizes in both of the classes in which her work was entered.

In the poetry contest Mrs. Guthrie placed first and Miss Gregg third; Miss Gregg's short story was awarded second and Mrs. Guthrie's third, and in the personality sketches Mrs. Guthrie won second. Premiums offered in all classes were, first, \$15.00; second, \$10.00, and third, \$5.00.

Forests Stop Erosion.

Forests reduce erosion. Any vegetable cover tends to reduce erosion, but forests usually perform this function more effectively and permanently than any other type of vegetation. This is because of the thick mat of leaf litter and branches which they drop upon the ground. Furthermore, they are constantly feeding humus into the soil itself, increasing its porosity and binding its mineral constituents.

CONTEST

(Continued from Page One.)

possibilities of this great triple offer, and the advantages they can gain under it, is apparent from the increasing enthusiasm and energy they are putting into the work. As fast as a contestant fills one book she starts right out on another, determined to fill as many as possible and turn in the stubs before the time expires. This is true not only of Hereford contestants, but those in the country as well. In fact, the country ladies and those

Meat Eaters Rule the World!

—It's history—look up the dope and you will find that Meat and Bread have formed the foundation of the world's diet since the beginning of time.

HOW ABOUT A SAVORY SOUP BONE FOR THESE CHILLY DAYS?

It's a welcome change from the diet of the past warm weeks. Or a choice, tender cut of STEAK, or perhaps some delicious lamb chops that will literally make your mouth water?

The Palace Meat Market

CROSTWAIT and SANDERS

For SNAPPY Market SERVICE

Telephone 293

We Deliver

in the outlying communities and smaller outside towns bid fair to outdistance their more metropolitan Hereford sisters. There are storms of credits gathering in Sumnerfield, Dimmitt, Wildorado, Black and other places that will break with considerable fury when the final check-up comes. Contestants outside of Hereford have the advantage of having their entire community to look to for support, without having to divide the results of their efforts. These communities are behind their representative to a man, and so its looks like a pretty battle of ballots to determine the ultimate winner of the beautiful Chrysler.

Watch the Count.

Today's standing of credits, not including reserve credits, was tabulated by the campaign manager at 12 noon yesterday. The next count will appear next week and there will undoubtedly be some startling changes by that time.

The great race is attracting intense interest and commanding attention for miles in every direction from Hereford. The subscription of this newspaper is mounting higher and higher, and it is doubtful if there will be many homes within many miles from Hereford that will not be receiving the Brand regularly when the campaign is over. The spirit of friendly competition is pushing the workers onward, upward, forward in their struggle to outdo each other in salesmanship.

How to Enter.

There is still a good chance for new entrants. There is some territory still open, where very little has as yet been done, and a new

entrant from any of these districts would have just as good a chance now as if she had entered the campaign two weeks ago, for the reason that the credits are still there, undisturbed, so to speak.

The entry blank, good for 2,000 free credits, appears again in today's paper. By simply clipping it out, filling it in and sending or bringing it to the Opportunity Club Manager, Hereford Brand, you can

secure details of the big automobile offer. After this week, there will not be so much chance for new entrants, so if you want in you had better make the plunge now.

There are no obligations attached to entering, and it costs absolutely nothing to try for a prize. If you do not win a prize you will receive 20 per cent cash commission on your sales under the rules as already published.

Local People Enjoy Great Alamo Shows

With a glittering myriad of lights and the blare of many shows and concessions, the Alamo Exposition Shows, one of the feature attractions of the county free fair, opened here Monday night with record crowds.

The company, which is proclaimed as one of the foremost playing in the state, has a number of shows and concessions seldom equaled in Hereford.

Chief of the "modern miracles" presented in the tented city near the fair pavilion, is Madam Estelle, the noted mystic and mentaliste. Those who have seen her report that her clairvoyant powers are little short of marvelous.

Other features which have gained enormous local popularity are the motordrome in which a daring rider speeds on a perpendicular wall at the rate of seventy miles per hour, the athletic stadium with its group of trained athletes who agree to accept all challenges, and the many rides, and concessions.

What seems to be the best patronized ride, at least by Hereford boys and girls, is the merry mix-up on which are enjoyed all the thrills and none of the danger of real aviation.

GOOD ENROLLMENT EXPECTED

An enrollment of not less than sixty students is expected in the College of Pharmacy of the University of Texas with the opening of school this fall by Dr. W. F. Gridley, dean of the college. Dr. Gridley has been in Austin several weeks overseeing the work of moving the laboratory supplies and other equipment of the College from Galveston to Austin in accordance with the ruling of the Board of Regents at their last meeting.

Seniors who graduate in pharmacy this year will be the first students in the college who will have completed the three-year course now required of them, according to Dean Gridley, who says that there will be a number of courses which will be offered this year for the first time because of the third year class of seniors.

They Always Bite.

A man in a hospital for mental cases sat fishing over a flower bed. A visitor approached, and, wishing to be affable, remarked: "How many have you caught?" "You're the ninth," was the reply.

Brand Want Ads Get Results.

County's Prize Exhibit Pleases Commerce Club

Deaf Smith county, winner of the first place at the Amarillo fair was the chief topic of discussion at the noonday luncheon meeting of the Chamber of Commerce last Monday. After a short introduction by President Thompson, in which he expressed his satisfaction with the showing made by this county, the meeting was turned over to those who had charge of the exhibit at Amarillo.

Uncle Jess Roberson, raiser of pure seed, gave a short talk, discussing his methods of selecting pure seed. It was seed from his farm which took the prizes at the Tri-State fair.

Mrs. Bob Wilson, who was in charge of the domestic side of the exhibit, discussed her part in the fair, and C. W. Humble and R. O. Dunkle, who had charge of the arranging the booth, explained the various features in connection with that phase of the work.

T. B. Moss, who also was in charge at Amarillo, discussed the plans for the big Deaf Smith County Free Fair, today, tomorrow and Saturday. Homer K. Fox, superintendent of the local fair, also said a few words along that line.

Mention was made of the excellent showing made by Mrs. Grace Guthrie and Miss Ina Gregg, who took prizes in the literary competition at the fair last week, and it was voted to extend the thanks of the group to these ladies for their part in fostering the literary development of this region.

The luncheon next Monday will be held at the Hereford Hotel, it was announced.

Care for the Dry Cow.

The condition of the dry cow in regard to flesh should determine the amount of feed to give her. Cows producing 10,000 pounds or more of milk will need a considerable amount of both grain and roughage during the dry period. Cut down on the roughage considerably a week or ten days before calving as too much bulk may add to the discomfort of the animal. At this time feed a laxative grain ration. High producing cows when dry should have plenty of good legume hay or pasture, which is rich in protein and lime, and the grain ration should contain considerable quantities of bran and linseed-oil meal, which are rich in phosphorus.

The value of a performing circus lion is estimated at about two thousand dollars.

Try a Want Ad in THE BRAND.

PIGGLY WIGGLY

Quality Groceries Delicious Fruits Freshest Vegetables

Visit PIGGLY WIGGLY today—it will PAY YOU. Step inside the cleanest store you ever saw—check the prices—note the nationally known brands—help yourself to what you want—pay as you go out and take your purchase home with you.

SPECIALS FRI. AND SAT., SEPT. 23 and 24

Potatoes per hundred \$2.90 less than sk. 31c per pound 34c

Great West Flour 48 lbs. \$2.10

Folger's Coffee 1 lb. 49c 2 lb. 98c

Head Lettuce good solid heads crisp and fresh 9c

SPECIAL FOR SATURDAY ONLY

One Pound of Bulk Cakes and One Package Saltine Flakes 24c

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

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

FUN GALORE

ALAMO EXPOSITION Shows

'BEST THAT EVER CAME TO HEREFORD.'

300 - People - 300

10 - Big Shows - 10

Largest Amusement Enterprise Ever to Exhibit In Deaf Smith County.

25—Novelty Concessions—25
4—Riding Devices—4

Merry-Go-Round, Ferris Wheel, Mix-Up, Fairy Swing.

FEATURING MADAM ESTELLE

An internationally known Mentaliste, who answers any question asked her and reveals hidden facts. A marvelous feature. Madam Estelle puzzles scientists from coast to coast; who cannot understand how she can answer correctly and immediately any question that may be asked of her. Come prepared to ask what you want to know.

Madam Estelle will call upon you. She will tell you what you want to know about.

DARE - DEVIL

Motorcycle Rides

RACING at seventy miles an hour on a perpendicular wall. ATHLETIC STADIUM—Featuring good boxing and wrestling matches, in which all challenges will be accepted. HAWAIIAN SHOW—With a troupe of real Hawaiian singers and dancers. MANY OTHER ATTRACTIONS.

Hear the New \$5,000 Calliphone. Free Concerts On the Streets..

FREE PARKING SPACE FOR CARS.

6 DAYS AND 6 NIGHTS OF FUN

MONDAY TILL SATURDAY.

Sep. 19-24, Inc.

JUST RECEIVED

We have just taken over the agency for

MILLER TIRES

As a Special Introductory Offer during Fair Week Only we will sell

29x4.40 Tires at \$10.00 Don't Miss This!

Buick Service Station



A LIVING ON THE FARM

When the farmer can sit down to a table abundantly supplied with home-grown fruits and vegetables, milk and butter from his own cows, meat from his own hogs and eggs from his own flock, then he may well say, in all content, "THIS IS LIVING."

A living at home means just that and no farmer who gives his home wants his first attention need worry about a "hard winter" or a "lean year."

It is the aim and ambition of this bank to help every farm customer so that he may enjoy the independence and contentment of an assured living at home, with year-round profits all along the way.

Remember, the farm is, first of all, "a place to live and make a living."

Please bear in mind that Intensive Farming, and a living at home is the best possible basis for credit accommodation.

First National Bank

Prominent Canyon Man Moves to Kansas City

Canyon lost an old resident last week when Judge A. N. Henson, one of the foremost citizens of that town disposed of his property and moved to Argentine, a suburb of Kansas City, Kansas.

Judge Henson has lived in Canyon for the past twenty-nine years. He has been prominent in all civic affairs, having at different times, held positions as county judge, justice of the peace, county commissioner, school tax collector and mayor.

For the past few years he has owned and managed the Palace Hotel. The hotel will be operated from now on by C. N. Plaster and E. Cearly.

Federal and State Rules On Hunting Harmonized

In an effort to harmonize Federal regulations with state laws, hunting boundaries in the State of Texas were recently re-defined. New boundaries were made by an amendment to the regulations under the migratory bird act recently approved by the president.

This amendment prescribes an open season on mourning doves from September 1 to December 15 and on waterfowl, coots, gallinules and jacksnipe from October 16 to January 31 in Northwest Texas. The change in regulations was made to provide sportsmen in a portion of Eastern Texas an opportunity for mourning dove shooting which was previously denied them because of a conflict between state and federal laws.

reached its greatest expanse. The surrounding nations were brought under the sway of Israel until the Davidic reign extended from the Mediterranean Sea to the Euphrates River. All this was accomplished in spite of frequent defections within his own ranks. It was he who conceived the idea of the great temple the erection of which fell to his successor.

Solomon, son of David by Bath-Sheba, took up the task laid down by David. He was a man of great wisdom who in the early years of his reign added new luster to the wide empire of David. Under him the kingdom achieved great maritime importance and the period was one of extensive building, the temple having been begun and completed during his reign. In contrast to his father he was not a man of great military genius. He maintained, nevertheless, the wide empire of David through friendly treaties with surrounding nations and by numerous matrimonial alliances until his palace became a haven of as many diverse feelings, temperaments and religions as may be easily imaginable. The last years of his reign were characterized by a pitiable turning away from Jehovah and a contemptuous idolatry that bode ill for Israel.

Rehoboam, the haughty, insolent son of Solomon, took up the reins of government after Solomon's death. Idolatry continued in its grossest forms until little remained of the splendid religious loyalty of David's reign and the early years of Solomon's reign. Without any adequate program such as might have commanded heavy tribute from the people he embarked on a period of extravagant and extortionate taxation the oppression of which gave to the crafty Jeroboam the opportunity for a secession movement which resulted in the division of the kingdom and a setting up of the rival kingdom of Northern Israel.

Thus the kingdoms were well on their way towards the ruin which actually befell them. No nation can depart from the fundamentals of its own existence and hope to live. There must be loyalty to great ideals as the basis for national unity and national strength.

Quitaque—A city hall and jail are to be erected here at a cost of \$4,500. The building will be 20 by 40 feet, fire proof and of reinforced concrete.

THE SUNDAY SCHOOL LESSON

SUNDAY, SEPTEMBER 23.

REVIEW: THE EARLY KINGS OF ISRAEL. Read scripture lesson in Ps. 105:1-8, and Golden Text in Ps. 135:19. Four kings of the united kingdom pass before us in these lessons, including the one under whom the schism took place which rent in twain that union. It is a period of precedent making which is to determine the destiny of a people.

The prayer of the people for a king, though reluctantly answered of God, is fulfilled in the giving of Saul, stalwart young man of the tribe of Benjamin. His imposing figure impresses us with the crude ideals of a people who desire to impress the surrounding enemies with a sense of awe in the presence of physical mightiness. He was the symbol of Israel's might. Though large in stature he was a man small of heart. Envy and jealousy was so abnormally characteristic of him that it drove him at time to the verge of insanity. Then pressed upon by the enemy until death seemed inevitable he chose to die by his own sword rather than die by the hand of an enemy.

Saul was succeeded by David the son of Jesse of the tribe of Judea. He was a man of great valor and of deeply religious nature through possessed of great faults which found a counter virtue in capacity for deep repentance. He was thus styled "a man after God's own heart." Under him the kingdom

NEW STUDIO OPENED

Miss Elizabeth Meyer Illustrates Process of Lesson Teaching at Formal Opening of Amarillo

Every step in the instruction of a pupil taking a music lesson was demonstrated last Thursday night by Miss Elizabeth Meyer at the formal opening of her piano studio at the high school. Miss Meyer is conducting a branch studio of the Amarillo College of Music here. A large attendance at the opening was reported. In addition to explaining thoroughly the educational program of the studio, Miss Meyer played a number of piano selections.

Two branch studios of the Amarillo school have been opened here, one at the home of Mrs. A. A. Foster and the other at the high school building.

Former Citizen Here Attends Family Reunion

Word was received here this week of a large reunion of the Harman family at Harman, West Virginia. More than two hundred members of the Harman family were present.

S. L. Harman of Rickwood, West Virginia, will be remembered as the owner of the old Harman Dairy place in northeast Hereford. Mr. Harman is a merchant in Rickwood now, although he still has property interests here.

Shamrock Hatchery to Install Big Incubator

Leroy Stafford, one of the most prominent men in the poultry business in this section of the state, particularly in Wheeler and Colingsworth counties, has just completed plans to install a 47,000-egg capacity incubator in his hatchery at Shamrock, Wheeler county. In conjunction with his larger hatchery, Stafford intends to operate what is believed to be the first commercial brooding plant in the Southwest. The plant will take the newly hatched chicks and care for them until they are about six or eight weeks old. This, he claims, will lessen considerably the risk taken by those who purchase baby chicks.

In Austria all women in government employ must be addressed as "Frau" regardless of age and whether married or unmarried.

DATES COINCIDE.

Canada, county seat of Hemp-hill county, is making ready for the biggest annual fair in its history. The fair will be held this Thursday, Friday and Saturday, the same dates as scheduled for the Deaf Smith county fair to be held here.

The George Inn at Norton St. Philip, Somerset, is said to be 530 years old.

Your tongue tells when you need



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

Levi's
the
Password
for
LEVI STRAUSS
Overalls
A New Pair
FREE
if they Rip

USED CARS
with an O.K. that counts

Expert Workmanship—Genuine Parts

When we recondition a used car, the work is done by experts—to the regular factory standards of precision and excellence—using genuine parts.

If you are going to buy a used car, come to our salesrooms. You will find the car you want—at the price you want to pay.

Brumley Chevrolet Co. Inc.
Hereford, Texas
QUALITY AT LOW COST

Pickwick Service

NOTICE TO OUR PATRONS

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

The Revised Schedule Through Hereford Is As Follows:

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

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

Ray Barber

Pure Bred Live Stock and Farm Sales

AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

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

DR. J. W. HENDRIX
CHIROPRACTIC MASSAGE
Residence Phone 92
Second Floor Lambert-Buckner Building
FREE CONSULTATION AND ANALYSIS

QUICK JOB SERVICE AT THE BRAND

REAL ESTATE

CITY—FARM—RANCHES
Priced to Sell.
Real Estate Loans.

HILL & RICKETTS
Phone 358

Why bother with a Wash-Woman?

You will never bother with a wash woman again, once you have learned from experience what satisfactory work we do.

SPECIAL
Extremely low prices on quilts and blankets during September only.

CANYON STEAM LAUNDRY

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

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

BUICK for 1928

One Glance tells the story

In Buick for 1928, everything you want to know about your car's performance—every indicator and dial—is before you, indirectly lighted under glass. Buick today offers greater beauty, luxury, and comfort than ever before—greater speed and power with quicker getaway. See the car that surpasses all others in popularity—and in value.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM
Sedans \$1195 to \$1995 Coupes \$1195 to \$1850
Sport Models \$1195 to \$1525

Norton Motor Company
Hereford, Texas

F. M. KESTER

JEWELER AND OPTOMETRIST

Eyes carefully tested and glasses fitted. Watch and Jewelry Repairing.

Present location in West's Tailor Shop on Third Street. After October 1 we will be located in the new Kerby and Daughy Building.

YOUR PATRONAGE APPRECIATED.

FOR QUICK JOB SERVICE SEE THE BRAND

DR. B. F. JONES, Dentist OF AMARILLO

Business necessitates my absence from my office during the next thirty days. Dr. Jones has agreed to take over the work during that period and I can recommend him most highly to the people of Hereford.
DR. D. E. TURRENTINE



Inquire into facts concerning the prize winning livestock at the Fair and you will learn that proper feeding played a most important part in their development.

Merit stock and poultry feed is the best balanced feed on the market today. If you want to develop prize winners feed only MERIT stock food. It is less expensive and there is no variation in its mixing. Made by Hardman King Company, Amarillo, Texas.

Come in and let us tell you more interesting facts about feeding. See us at our exhibit at the County Fair.

GOLDEN RULE

PRODUCE COMPANY

Phone 108 We Deliver

Visitors to the
HEREFORD

Free Fair

Make this your headquarters for
GAS, OIL AND
ACCESSORIES.
Tire Work Our
Specialty.

ABO FILLING STATION

We Give Gold Bond Stamps

Young Married People Have School Day Party

Young married people of the First Baptist church were entertained Friday night at the home of Mr. and Mrs. A. L. Manjeot with an old-fashioned "school days" party. All of the guests were dressed as they used to dress when they were kids in school and the decorations and games were arranged in the spirit of the occasion.

The reception room was decorated like a school room, with the desks and blackboard, and Mrs. Manjeot was the old-fashioned "school marm." Following the "recess" the pupils were told to look under their chairs for their lunch baskets, and after there were found the group adjourned to the lawn where a "well" was found containing feed lemonade.

"Kids" who answered the roll call were Mr. and Mrs. Sank Ramsey, Mr. and Mrs. F. Ferrell, Mr. and Mrs. Ernest Harman, Mr. and Mrs. C. W. Murray, Mr. and Mrs. Reed Williams, Rev. and Mrs. V. M. Cloyd, Miss Johnnie Estes and Miss Edah Parks.

Mr. and Mrs. W. A. Scott and daughter, Miss Sylvia, went to Greenville, New Mexico, last week to attend the funeral of Mr. Scott's nephew, Colin Atchley.

Circus Showing World Famous White Elephant

Hailed as the greatest feature of all time, Pawah, the world famous sacred white elephant of Burma is to be presented in the menagerie of the Ringling Bros., Barnum & Bailey combined circus when that show opens at Amarillo Thursday, September 22.

Pawah is the first of his kind to be found in more than three hundred years and the only sacred white elephant ever brought to America. He is accompanied by his keeper, Dr. S. D. Po Min, and attended by a retinue of fourteen native Burmese. This will be his only season in this country as the circus is under contract to return him to Burma at the end of the year.

Pawah is one of those rare elephants that the Burmese have long worshipped in the belief that in their huge bulk reposes the soul of the dead god Buddha. Certainly he is as different from the ordinary pachyderm to which the American audience is accustomed as day is from night. His eyes are white set with sparkling pupils and his white skin is soft and pliable. According to the French authority, Mr. Dussard, he is as "gentle as a kitten and as beautiful as a Greek statue."

This rare beast was found some eight years ago in the jungles of lower Burma, midway between Mandalay and Rangoon. Last summer he was brought to England under the protection of the British government and in the face of threats from the Buddhist priests who predicted that his departure from Burma would bring dire calamities. More than two million people saw Pawah when he was presented under the auspices of the London Zoological Society.

The bringing of this beast to America is in furtherance of the Ringling Bros. policy of constant enlargement.

The arctic proportions of this year's circus introduces five rings in place of the usual three. The big show's personnel numbers more than sixteen hundred people and nine hundred horses. A hundred double-length railway cars are required to transport its ten thousand and marvels, plus a special Pullman for Pawah and his attendants.

Former Hereford Girl Marries McKinney Man

Mrs. Syda Carter, of Pflug Point, Texas, has announced the marriage of her daughter, Josephine to Ben F. Smith, Jr. of McKinney, on September 14. Miss Carter will be remembered by many Hereford friends. She lived here until she was five years old and has often visited here.

After an extended wedding trip through the Northern states, Mr. and Mrs. Smith will make their home in McKinney.

Ira West attended the Tri-State Fair at Amarillo last Friday.

PRESBYTERIAN CHRISTIAN ENDEAVOR.

Sunday, September 25, 7:15 p. m. Topic: What would happen if all church members were Christians? Leader: Miss Audrey Carroll. Preliminary exercises and leader's talk.

The impression on those who are not Christians—Mrs. W. S. Kerr. Increased efficiency in the conflict with evil—Miss Agnes Fox.

It is to hasten the coming of God's kingdom—W. M. Hubson.

What part does Christian Endeavor play in helping church members to be really Christian?—Paul Simms.

General discussion. Let every Endeavorer read 1 Cor. 13:1-13 and come prepared to take part in the discussion.

CITATION FOR PROBATE OF WILL.

THE STATE OF TEXAS.

To the Sheriff of Any Constable of Deaf Smith County, Greeting:

You are hereby commanded to cause to be published once a week for a period of ten days previous to the return day hereof, in some newspaper of general circulation published in said county, which has been continuously and regularly published in said county for a period of not less than one year, the following notice:

THE STATE OF TEXAS,
DEAF SMITH COUNTY.

To All Persons Interested in the Estate of J. O. Zion, Deceased:

Gladys Zion has filed in the County Court of Deaf Smith County, Texas, an application for the probate of the last will and testament of said J. O. Zion, deceased, filed with said application, and for letters testamentary of said estate of J. O. Zion, which will be heard at the next term of said Court, commencing on the First Monday in October, A. D. 1927, the same being the 3rd day of October, 1927, at the Court House thereof in Hereford, Texas, at which time all persons interested in said estate may appear and contest said application, should they desire to do so.

Herein fall not, but have you before said Court on the first day of the next term thereof this writ, with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court this 14th day of September A. D. 1927.

(SEAL) L. H. FOSTER,
County Clerk and Clerk County Court, Deaf Smith County, Tex.
35-2t

SHERIFF'S SALE.

In cause Number 1641 in District Court, Deaf Smith County, Texas.

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, Texas, on the 7th day of September A. D. 1927, by the Clerk thereof, in the case of A. H. Elliston versus John Phelps et als, No. 1641 on docket of said court, and to wit: as Sheriff, directed and delivered, I will proceed to sell,

'Restwell'

Blankets, Very
Special at

\$5.00
THE PAIR



These high-grade blankets are being offered at rarely duplicated savings—only because we are able to make a special purchase. As always, we want to give our patrons the advantage of the lowest possible prices.

The famous "RESTWELL" Blanket is a mixture of only the purest wool and cotton. It will outlast any but the very most expensive of the pure-wool only blankets.

Beautiful plaid designs in a variety of assortments of wanted colors.

These blankets come in a generous size, large enough for any bed. Truly, this is a wonderful opportunity to purchase a needed commodity.

J. O. NEWELL

WE GIVE 2X GREEN STAMPS

QUICK JOB SERVICE AT THE BRAND

1095

Regular Meals Every Year

—Besides the "Snacks" eaten in between meals. That is the problem confronting every housewife in this community.

The FINANCIAL puzzle involved is a huge one for any family—and that's where our LOW CASH PRICES, based on small overhead and quick turnover, should prove very attractive to you.

TAKE OUT YOUR PENCIL AND DO A
LITTLE FIGURING

and then get our prices on your daily food supply—the result will astonish you.

Phone 293

R & F CASH GROCERY

R. F. ROGERS

J. B. FRANCE

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Balm. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Sore, Blistered Feet, Old Shin Sores—all of these have yielded to its wonderful healing power. 50c and \$1.00 A Jar Soap 5c. City Drug Store

About This Time of Year

Isn't Your Car Just the Least Bit "Balky"?

About Starting These Snappy Fall Mornings?

This weather is a real test of your gasoline. Fill your tank with TEXACO and listen to the welcome, ready response next time you step on the starter.

Texas Filling Station

M. D. WOMBLE, Agent

Come to the Fair, September 22, 23 and 24.

Astounding

Just the other day a strictly stock WHIPPET, locked and sealed in second gear, made the 135 miles between Los Angeles and San Diego in four hours and three minutes for an average of 33.3 miles per hour. This rate of speed is equivalent to 63 miles per hour in high gear.

In a \$10,000 car performance such as WHIPPET delivers would hardly be remarked upon; in fact, it would be just what you would have the right to expect. For a car in its own price class, however, the WHIPPET is little short of astounding.

Don't take our word for it. Come in and drive—once will be enough—and then paint in your own words the glowing picture of the pulsating power, ease of handling and remarkable beauty that are WHIPPET'S.

Whippet-Knight Motor Co.

Hereford, Texas

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

FOR QUICK JOB SERVICE SEE THE BRAND

While at the
FAIR
 Remember the
Stockman's Cafe
 HOME OF GOOD EATS
 and
 REASONABLY PRICED ROOMS
 Just a Step from the Fair Pavilion

DEAF SMITH COUNTY FREE FAIR, SEPT. 22, 23, 24.

Our Office Your Headquarters.

This Agency asks you, frankly, are you under insured? To make certain, take a minute to figure what it will cost to rebuild your property, or refurnish your home, after a disastrous fire. Compare that sum with the amount of your present fire insurance. If it is insufficient to provide money for complete restoration, it would be well to tell this agency to increase your policy at once. (There are two fires every minute somewhere.) While everything costs about \$2 per cent more than it did a few years ago, fire insurance can be provided for less than any period in ten years.

RALPH BARNETT, Manager
 HEREFORD INSURANCE AGENCY
 Phone 273



FRIGIDAIRE saves
 average of \$105³⁶ a year
 over ice refrigeration

Amazing facts reported by FRIGIDAIRE users
 Low cost of operation an achievement
 of FRIGIDAIRE engineering

MANY still regard electric refrigeration as expensive. To prove that this is not true of Frigidaire, we sought the opinion of some 10,000 users.

Saves \$105.36 per Year
 The answers were startling. They indicated savings even greater than we anticipated. According to carefully tabulated records, an average of \$105.36 per year—over and above all operating costs! These amazing economies are due to two things: (1) No ice bills. (2) No food waste.

A Scientific Achievement
 Frigidaire represents years of research and development on the part of Frigidaire Engineers, and the Research Department of General Motors—the largest organization of electrical, chemical and mechanical engineers in the world. In Frigidaire modern science has incorporated

elements that the exterior of the cabinet is of steel.

New, Low Prices
 To the wealth of evidence in favor of Frigidaire, add the new, low prices—the lowest in Frigidaire history. A complete model with Duco-finished enamel-lined steel cabinet—all ready to attach and operate from any convenient electric outlet—for the amazing price of only \$180 f.o.b. Dayton.

Few Dollars Puts It in Your Home

Frigidaire is used each day in the year. The whole family enjoys it. And it pays for itself with the money it saves, as proved by the signed reports of users. Visit our display room and see the new models. A small deposit puts one in your home. Then pay a little each month under liberal General Motors terms. Come in today.

F. H. OBERTHIER & CO.
 West Third Street Hereford, Texas
FRIGIDAIRE
 PRODUCT OF GENERAL MOTORS

Dimmitt Castro County News

DIMITT, September 20.—Alton Walker, a representative of the American Hereford Journal, of Kansas City, was here last week looking over the Hereford herds of George Burch and Charlie Mapes and others of this part of the territory and reports conditions as looking favorable generally. He clerked the Hereford Show at the Tri-State Fair.

Mr. and Mrs. E. A. Wright of Hereford visited in the parental J. R. Hastings home Sunday.

Mrs. C. C. Reynolds and son, Floyd, Mrs. J. M. Gollehon and Mrs. S. C. Huckabay and son motored to Amarillo last Saturday.

Clyde Shuford and Charlie Hastings motored to Lubbock Saturday where the former entered college for the fall term.

Mr. and Mrs. Horace Smith of Amarillo visited in the Sid Huckabay home last Friday night.

A large number of the farmers of Castro county have finished sowing wheat and are rejoicing over the fine rains that have fallen the past week.

T. F. Brice left last week for California where he has accepted a position with a motor company.

The cast in the P. T. A. play presented it to a good crowd at Sunnyside last Saturday evening.

Mr. and Mrs. Carlos Reynolds attended the fair in Amarillo last Tuesday and visited in the home of Mrs. Reynolds' sister near Happy Wednesday.

J. A. Buck has returned to his home in Crosbyton.

Mr. and Mrs. B. A. Fuller and sons and Mrs. I. B. Brooks and daughter attended the fair in Amarillo last Wednesday. Miss Christine Fuller accompanied them as far as Canyon.

Misses Jo Parks and Maurine Smith of Amarillo spent the weekend with home folks.

Charlie Hastings motored to Canyon Tuesday afternoon.

The Quicker Way.

One way to improve a herd of hogs is to use a purebred sire with grade sows. "But why," asks E. Z. Russell, swine specialist of the U. S. department of agriculture, "spend from seven to ten years of valuable time in breeding up, when a start can be made with the best there is? Hogs multiply so rapidly that if only one pure bred sow were purchased as a start, a good sized herd could be produced in a very short time. If one will take one good sow and keep her and save her sow pigs, breeding them regularly, he can produce more than 300 hogs in three years."

CITATION FOR PROBATE OF WILL.

THE STATE OF TEXAS, To the Sheriff or Any Constable of Deaf Smith County, Greeting: You are hereby commanded to cause to be published once a week for a period of ten days previous to the return day hereof, in some newspaper of general circulation published in said county, which has been continuously and regularly published in said county for a period of not less than one year, the following notice:

THE STATE OF TEXAS, DEAF SMITH COUNTY, To All Persons Interested in the Estate of R. F. Farris, Deceased:

G. M. Sugas and D. F. Ashbrook have filed in the County Court of Deaf Smith County, Texas, an application for the probate of the last will and testament of R. F. Farris, deceased, filed with said application, and for letters testamentary of said estate of R. F. Farris, which will be heard at the next term of said Court, commencing on the first Monday in October A. D. 1927, the same being the third day of October A. D. 1927, at the Court House thereof in Hereford, Texas, at which time all persons interested in said estate may appear and contest said application, should they desire to do so.

Herein fail not, but have you before said Court on the first day of the next term thereof this writ, with your return thereon, showing how you have executed the same. Given under my hand and seal of said Court this 14th day of September A. D. 1927.

SEAL) L. H. FOSTER,
 County Clerk and Clerk County Court, Deaf Smith County, Tex.
 35-21

Northeast Corner

Sunday was a stay-at-home day for most everyone in this community. Only twenty-eight ventured out to Sunday school, but we think that a good crowd considering the weather.

R. C. Rogers, manager of the Opportunity Club, was in this community one day last week.

Messrs. Delbert and Roy Allred of Chillicothe arrived in this community Saturday night to visit relatives. Delbert works in a Chillicothe garage and was supposed to be back on duty Monday morning. They left Sunday afternoon and we feel quite sure they had their share of muddy roads.

A number of relatives took dinner at the Ben Floyd home Sunday.

Several delegates from Palo Duro attended the Baptist Association which met at White Deer Tuesday and Wednesday of last week. They heard many good talks from representatives of other communities and reported the best association ever attended and all present enjoyed it to the fullest extent. The association next year will meet with the San Jacinto Baptist church and we hope every Baptist can be present.

Mr. and Mrs. Elmer Womble are the owners of a new sedan.

A number from this community attended at least one day of the Amarillo fair last week. The fair was somewhat hindered the latter part of the week on account of rain.

Miss Kate Walker who works in Amarillo spent last week with her parents, Mr. and Mrs. J. F. Walker. Miss Walker also had to spend Sunday night here on account of bad roads.

Mrs. Coy Phillips and daughter spent an afternoon last week with Mrs. W. J. McClain.

Mr. and Mrs. Payne gave a farewell party before moving to New Mexico last week.

Willie Chappel is in New Mexico with friends.

A number of folks gathered at

—try our good

Coffee

Everybody's Talking

"FAIR"

These Days.

There's nothing Fair about our coffee—it's the BEST in town.

THE GRILL LUNCH
 320 MAIN

AUCTIONEER

W. S. WILLIAMS

Hereford, Texas

Service and Satisfaction

Is My Motto

PIANO FOR SALE

We have near Hereford a piano in fine condition which we will sell at a big reduction to save boxing and freight back to Denver. This is a good buy, and our payment plan makes it possible for anyone to buy a piano and never notice the payments. We will give particulars to anyone interested.

Use blank below and get information at once.

Please send information to:

Name _____

Address _____

KNIGHT-CAMPBELL MUSIC CO
 Denver, Colo.

YOUR GOOD WILL

Our used cars are sold with full knowledge and appreciation of the fact that the customer's good will is at stake.

Consequently our prices are reasonable and our cars are right.

BEAVERS BROTHERS
 HEREFORD, TEXAS

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

The Whittington Clinic

H. D. Whittington, M. D.
 Diagnosis, Surgery, Consultation.

J. R. Lemmon, M. D.
 Infant Feeding and Diseases of Children.

J. W. Hendrick, M. D.
 Internal Medicine, Diseases of Women, Obstetrics.

502-4-5 Oliver Bldg Building
 AMARILLO.

CALL US FOR

All kinds of REPAIRING

and

SHEET METAL WORK

FLUES? Sure, We Fix 'Em!

HEREFORD SHEET

METAL WORKS

If You Don't, You Should Have a "Pressing Engagement" With Us

With our \$1,600 additional equipment, we are able to offer you excellent service in all kinds of cleaning, pressing and repairing. Give Us a Trial.

BE PROUD OF THE APPEARANCE OF YOUR CLOTHES!

ORR TAILOR SHOP

Phone 16.

We Call For and Deliver.

Don't Be Unprepared

If These Cool Days Persist—They Evidently Will—It Is a Safe

Bet That Winter Is Just Around the Corner!

Don't Be Caught This Winter

—with a leaky roof or doors that won't quite close. Call your lumberman and let him figure with you on the thousand and one jobs which you really MUST have done before long.

Kemp Lumber Company
 Good Service



Your Confidence in
FLORSHEIM SHOES

A SHOE that bears the FLORSHEIM imprint must be good, must give you satisfaction. Back of the name is a reputation on which millions of men rely. To buy FLORSHEIM Shoes permanently is your best buy in shoes.

Always great value at

\$10

FOX MERCANTILE CO.

Hereford, Texas

Subscriptions
Count

**MORE
NOW**

Than They
EVER
Will Later

9 O'CLOCK

SATURDAY NIGHT, SEPT. 24th

"The End of An Opportunity"

How Awards will be made

The grand capital award, a 1928 Chrysler "62" Sedan, will be awarded to the Opportunity Club member who totals the greatest number of credits for the entire campaign.

After the winner of the Chrysler has been decided, a \$200.00 Diamond Ring will be awarded to the club member having the second highest total of credits.

An \$85.00 Diamond Ring will be awarded to the club member having the third highest total of credits.

After the winners of the diamond rings have been decided, a \$25.00 wrist watch will be awarded to the club member having the fourth highest total of credits.

"Wishing
Won't
Win
for
You,
But
Working
Will."

The Very Biggest and Best Extra Credits Offer In
**THE HERFORD BRAND'S \$5,000 AUTOMOBILE
CAMPAIGN**

ends promptly on the stroke of 9:00 p. m., Saturday. Are YOU stepping towards victory on this offer? Will 9:00 p. m. Saturday find you with everything possible accomplished?

SEE ALL YOUR FRIENDS

Collect on every possible promise and turn in everything available before the clock strikes 9:00 p. m. Saturday. Remember, you will never have as good a chance to win as you have right now! The Brand guarantees that the credit schedule will be reduced. None of the offers now in effect will ever be duplicated or repeated.

Win Your Car on This Offer

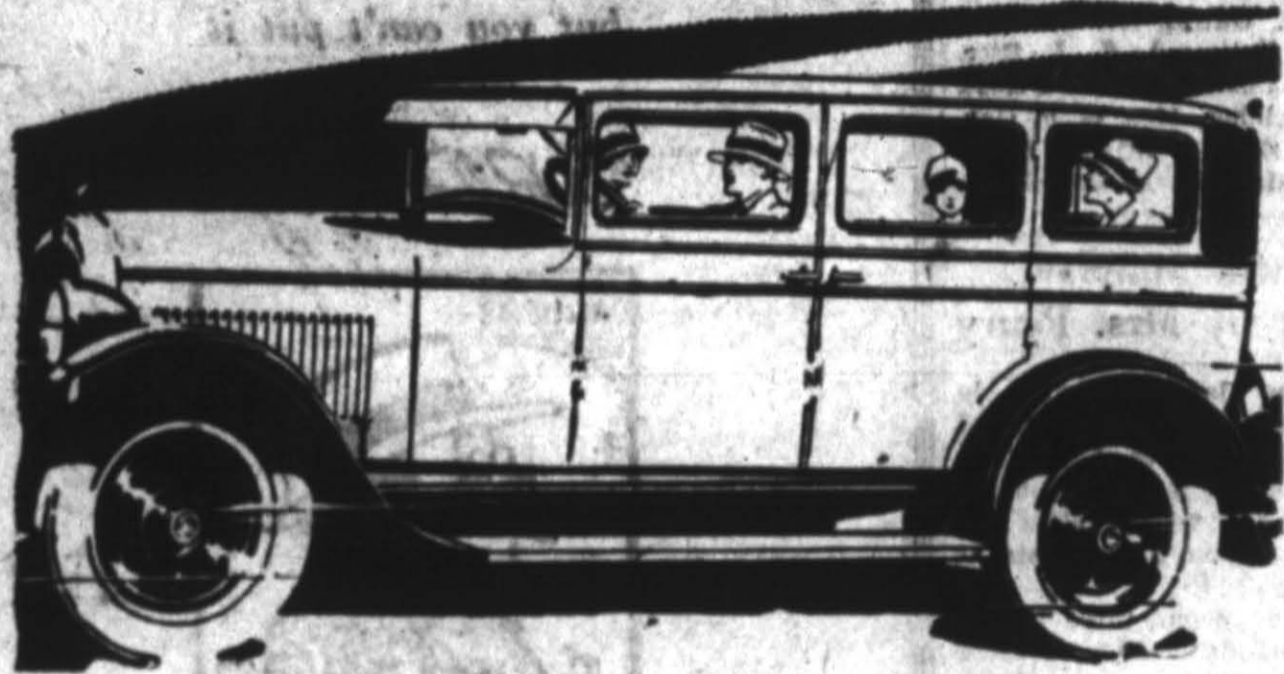
You can get the winning credits between now and 9:00 p. m. Saturday. It all depends on how hard you work. Put everything else aside and hustle!

Next
Week
the
Credits
Go

**DOWN!
DOWN!
DOWN!**

Do
Your
Best
NOW!

Grand Capital Award



1928 CHRYSLER "62" TWO-DOOR SEDAN

Purchased from and on display at

L. W. HOUGH, Dealer

Hereford, Texas

SECOND GRAND AWARD

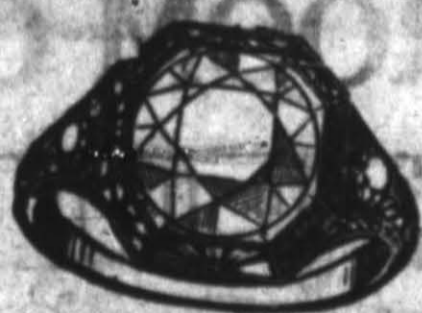


\$200.00 DIAMOND RING

Purchased from and on display at

HEREFORD JEWELRY COMPANY

THIRD GRAND AWARD



\$85.00 DIAMOND RING

Purchased from and on display at

HEREFORD JEWELRY COMPANY

FOURTH GRAND AWARD



\$25.00 LADIES' WRIST WATCH

Purchased from and on display at

HEREFORD JEWELRY COMPANY

How Subscriptions Count In Credits In the Campaign.

The following scale shows the subscription rates, and the number of credits given according to the amount paid. In addition to the scale below, a bonus of 150,000 EXTRA CREDITS will be given for each \$20.00 turned in between now and 9:00 p. m., Saturday, September 24th.

Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randal, Castro, Bailey, Farmer and Oldham Counties, Texas, and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.50 per year to all other counties and states with the same schedule of credits as above.

From September 20 to October 1st a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From October 6th until October 8th a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From October 10th until October 13th a bonus of 50,000 extra credits will be issued for each \$20.00 turned in. During the last two days of the campaign, October 14th to 15th, a bonus of 25,000 extra credits will be given for each \$20.00 turned in.

THE TRIPLE OFFER

(Expires 9:00 p. m., Saturday, September 24.)

150,000 EXTRA CREDITS

Given for each and every \$20.00 worth of subscriptions, either new or old, turned in before 9:00 p. m., Saturday, September 24. It is not necessary to turn in the entire \$20.00 at one time.

50,000 EXTRA CREDITS

Given for every book of ten (10) subscriptions sold before 9:00 p. m., Saturday, September 24.

30,000 EXTRA CREDITS

Given for every new yearly subscription turned in before 9:00 p. m., Saturday, September 24.

TWENTY PER CENT CASH COMMISSION.

Every Club member who remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time they start to work, and who fails to win one of the regular awards, will receive 20 per cent in cash for the gross amount of their subscription sales.

Use this blank with your first subscription:

My First Subscription
Good for 10,000 Extra Credits

Accompanied by the nomination blank and your first subscription, this coupon will start you in the race for these magnificent prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber _____
Address _____
Member's Name _____

BONUS CREDITS

Cash must accompany this coupon. When sent in with the Nomination Blank it will start you off with 12,000 credits.

Use this blank to enter the Opportunity Club:

My Entry Blank
The Hereford Brand Opportunity Club

Date _____

To Club Manager, The Brand: Please enter as a member of
"THE OPPORTUNITY CLUB"

Name _____
Address _____
Phone _____

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a member. If so requested, the nominator's name will not be divulged. You may nominate yourself or some friend, if you wish, by simply filling out the blank and sending same to the Club Manager.

The Opportunity Club Manager

Your old, leaky hot water bottle or fountain syringe. We will allow 25 cents in exchange for a new hot water bottle, fountain syringe or combination. Only one accepted in exchange. This offer good only for the next thirty days. These cold nights should remind you that it is time to get your new hot water bottle.

Wanted

City Drug Store

Headquarters for School Supplies

Phone 300

Hereford, Texas

Local Happenings

Mr. and Mrs. Herman Gray returned Friday from a visit to relatives at North Platte, Nebraska, and places in Kansas.

W. L. Pickett returned Saturday from a five-day business trip to Dallas.

Mayor E. S. Ireland has been out of town on business the past week.

Modern five room apartment for rent. See L. BASKIN, or call 168. 29-1f

Miss Moise Pitman, who is teaching this year at Black, spent the week-end here with her parents, Mr. and Mrs. J. H. Pitman.

Jack Cronin left last Wednesday for a business trip to Oklahoma.

Mr. and Mrs. F. U. Randall and son, Jack, of Amarillo, spent the week-end in Hereford at the home of Mrs. Randall's parents, Mr. and Mrs. G. R. Jowell.

STEAR THEATRE

HEREFORD, TEXAS

FRIDAY AND SATURDAY
SEPTEMBER 23-24

WILLIAM SHAINES AND
SALLY O'NEIL
in

"Slide, Kelly, Slide"

MONDAY AND TUESDAY
SEPTEMBER 26-27

JULES VERNE'S
"Michael Strogoff"

WEDNESDAY AND THURSDAY
SEPTEMBER 28-29

"Cradle Snatchers"

with
Louise Fazenda, Sammy Cohen
J. Farrell MacDonald

FRIDAY AND SATURDAY
SEPTEMBER 30, OCTOBER 1

"Tin Hats"

with
Conrad Nagel, Claire Windsor,
Tom O'Brien and Bert Roach

TIME OF SHOWS:
7:30-9:00 P. M.

Mr. and Mrs. Wes Anthony went to Hollen, New Mexico, Sunday to visit in the home of Mrs. Anthony's sister, Mrs. C. W. Dixon.

Krank's toilet articles. CITY DRUG STORE.

Mrs. A. L. Manjot and baby left Monday evening for Buffalo Springs, Texas, to visit her parents, Mr. and Mrs. Ben S. Howton.

Mrs. Henry Gooch, of Amarillo, arrived last Thursday for a visit with Mr. and Mrs. P. W. Price, remaining over until Tuesday of this week.

Carry a second spare tire and save time and worry. RICE SELLS THEM.

We want YOU to come in and look at the new Chrysler "62." Don't think that just because it is a wonderful car you can't afford to own it. It is so reasonably priced that you can't afford not to. L. W. HOUGH, Dealer.

Mrs. M. E. Peck, of Shreveport, La., arrived in Hereford last week and is visiting her two brothers, A. H. and R. L. Elliston. Mrs. Peck has spent the summer in California and the Yellowstone Park.

Our prices uphold our reputation. SQUARE DEAL PRODUCE Phone 33.

J. A. Pitman was in Amarillo on business Tuesday.

We have exactly what you are looking for in the way of odd pieces to complete your home furnishings and also the very best in complete suites. Moderately priced, too. ANTHONY FURNITURE COMPANY.

Fresh vegetables may be obtained any time of day by driving one mile south to Baskin Irrigated Gardens. Big yellow house, or phone 138. 29-1f

Mr. and Mrs. A. O. Thompson and family spent the week-end in Amarillo.

Read about it, see it, hear about it, then come in and drive it. The beautiful Chrysler "62." The car The Brand is offering in its big Opportunity campaign. L. W. HOUGH, Dealer.

Think about it. Isn't it just a little bit ahead of anything else you've ever seen in the way of automobiles? The only thing slow about the new Chrysler "62" is the price. A remarkable value. Look it over at the Fair today, tomorrow and Saturday. L. W. HOUGH, Dealer.

Miss Mary Valentine visited here Friday at the home of her parents, Mr. and Mrs. Wink Valentine. Miss Valentine is teaching their year at Kelso.

Mrs. Ed Hamilton of Kansas City, Missouri, is visiting J. E. Golden this week.

George Barber of Emporia, Kansas, who is visiting his brother, Ray Barber, here, made a trip to the country around Midland this week to buy cattle.

Miss Merle Barber was an Amarillo visitor Saturday.

Rev. Jas. T. Ross was in Hereford Wednesday and Thursday attending a meeting of the Amarillo Presbytery of the Presbyterian church.

E. C. Brown, of Dallas, who travels for a school supply firm there, was in Hereford Tuesday interviewing Superintendent C. H. Dillehay.

Calvin (Doc) Council, of the Star Theatre, went to Lubbock Saturday night to meet his parents, Dr. and Mrs. M. T. Council, of Abilene.

Mr. and Mrs. Henry Wilkinson and family left Monday afternoon for Austin where their daughter, Miss Wanda, will attend the University of Texas. Mr. Wilkinson returned the latter part of the week and the family will remain there for the winter.

Just received, a big supply of Nux-Sal-Ven, Dr. A. H. Pruitt's famous egg producer. Costs less than a cent a month per hen. No eggs, no pay. This is worth a trial. HERFORD PRODUCE, Phone 171.

Have you seen the new balloon tire jacks at RICE'S?

C. J. Paddock returned Tuesday from a visit to his father, Frank Paddock, at Jackson, Michigan.

Judge and Mrs. L. C. Peary were in Amarillo Tuesday.

Mrs. D. R. Gass went to Houston Tuesday to spend the winter. She was accompanied by her daughter, Miss Mabel, who will return to Hereford after a short visit there.

Our RADIO B BATTERIES are new, fresh stock. AT RICE'S.

L. J. Runyon, manager of the Singer Sewing Machine Company at Amarillo, was in Hereford Wednesday.

When you get something for nothing, that is about all it is worth. We make a reasonable change and know it is worth it. AT RICE'S.

Olin Fuqua of the Corner Drug Store, returned Tuesday after an eight-day visit with relatives and friends in Amarillo.

Dr. W. F. Gabbert left Sunday night for Chicago where he will attend the big Dempsey-Tunney championship match tonight. He was accompanied by Dr. D. F. Gist of Amarillo.

We have exactly what you are looking for in the way of odd pieces to complete your home furnishings and also the very best in complete suites. Moderately priced, too. ANTHONY FURNITURE COMPANY.

G. B. Warren returned this morning from a trip to Tahoka. In company with Mrs. Warren, who is now in Erlona, he went this week to attend the fiftieth wedding anniversary of Mrs. Warren's parents, Mr. and Mrs. W. C. Cowan, of Tahoka.

Suction hose for automatic windshield wipers at RICE'S.

Always get our price before you sell your produce. HERFORD PRODUCE, Phone 171.

I have the latest thing in disc rollers and am now prepared to offer good service and do a first-class job. A. C. BARNHART.

Bake Sale by Presbyterian ladies, at Texas Meat Market, Saturday, September 24. Home-made cakes, pies, etc.

Enameled serials won't corrode and spoil reception. RICE sells them.

Buy fresh vegetables direct from the grower by driving one mile south of town, big yellow house. Goods will pull them for you, reasonable charges. 29-1f

Louie Olson of the Abo Filling Station, spent one day last week in Amarillo.

Ed Baskin, his son Jack, and Mrs. Geo. W. Pettyjohn, of Ponca City, Okla., spent two days in Hereford last week visiting L. Baskin. Mr. Baskin and Mrs. Pettyjohn are brother and sister of L. Baskin. This is their first visit to Hereford and all of them said they were favorably impressed with the town and surrounding country.

Formaldehyde, also copper carbonate to use for treating wheat to prevent smut, can be obtained at the CITY DRUG STORE.

Unbeatable prices and unbeatable service. SQUARE DEAL PRODUCE CO., Phone 33. Try us once.

Buy fresh vegetables daily at Baskin Irrigated Gardens, one mile south of town. Drive out and get them fresh and cheap. 29-1f

We have exactly what you are looking for in the way of odd pieces to complete your home furnishings and also the very best in complete suites. Moderately priced, too. ANTHONY FURNITURE COMPANY.

Mr. and Mrs. H. H. Marshall of Clyde, Texas, are visiting at the home of J. H. Brooks this week. Mrs. Marshall is a sister of Mrs. Brooks.

C. C. Gilbreath, of Columbia, Tennessee, is visiting with his brother, J. T. Gilbreath.

For Sale—Seed wheat, absolutely free from Johnson grass, \$1.50 per bushel. BRUMLEY AND NEAL. 34-1f

Mrs. A. E. London and son, Buel, of Beville, Texas, left Tuesday night after a six-months visit at the homes of her sons, W. H. and A. B. London.

The Hereford Music Study Club will have the 2nd meeting of the season next Monday at the home of Mrs. J. T. Gilbreath.

Bake Sale by Presbyterian ladies, at Texas Meat Market, Saturday, September 24. Home-made cakes, pies, etc.

BERLIN ANGELS MARRIES.

Friends of Berlin Angelo, former well known Hereford young man, were surprised to learn last week of his marriage in Kiowa, Kansas, to Miss Ruth Peary of that city.

Following their wedding trip, Mr. and Mrs. Angelo will live in Wellington where Mr. Angelo is employed by the Santa Fe railroad.

FOR SALE—One 12-hole Emerson wheat drill. J. C. OUMINGS. 31-1f

BRIDGE CLUB MEETS.

The Filles D'Heure bridge club met Friday afternoon at the home of Mrs. Jim Black. After a most pleasant hour of bridge Mrs. F. L. Lucas was awarded high score favor and Mrs. Ernest B. Handley received consolation prize. Late in the afternoon an ice course was served to the players.

NOTICE.

I am back in Hereford and any of my patients desiring Osteopathic treatment will please make arrangements to do so by appointment. FLORENCE B. MILLER, D. C., Resident Office Phone 158. 32-1f

Surprise Party Given for Gregg Birthday

Austin W. Gregg is eighty-two years young. Anyone who cares to dispute this statement is referred to Mr. Gregg himself.

Last Thursday night members of the Witherpoon-Estes class of the First Presbyterian church and their friends gave a surprise party in honor of Mr. Gregg's eighty-second birthday at his home on 25-Mile Avenue.

Mr. Gregg has been in Hereford for twenty years, all of which time he has been affiliated with the Presbyterian church.

The evening was spent playing games. Rev. Thurman Morgan, on behalf of the hunting fraternity, of which Mr. Gregg is an active member, presented him with a complete hunting outfit.

Included in the list of guests were Rev. and Mrs. Jas. T. Ross, Rev. and Mrs. Thurman Morgan, Mr. and Mrs. V. Witherpoon, G. M. Suggs, Mr. and Mrs. C. C. Ferguson, Judge and Mrs. L. C. Peary, J. P. Gatlin, W. M. Cogdell, R. A. Fullwood, S. J. Rice, Mrs. A. W. Chandler, N. G. Ross, Mrs. Habermacher, Mrs. G. P. Garrison, Mrs. E. J. Williams, C. C. Gatlin and Mrs. W. A. Carroll.

Two Parties Monday Given by Mrs. Peary

Entertaining lavishly twice in the same day is an art mastered by few hostesses. Mrs. L. C. Peary accomplished it on Monday, however, to the very evident delight and satisfaction of guests at both occasions.

In the afternoon three tables were delightfully entertained a bridge, and in the evening a number of people enjoyed a forty-two party at the Peary home.

Those who played bridge included the Meses. S. P. Rossen, H. K. Fox, W. F. Gabbert, A. A. Foster, F. H. Oberthier, C. G. Ferguson, Luther Hough, J. A. Pitman, H. L. Broadwell, P. W. Price, C. A. Skelton, M. B. McLean and Geo. Garrison. First prize was awarded to Mrs. Fox and low to Mrs. Hough. Mrs. Price won the cut prize. Delightful refreshments of ice cream and angel food cake were served.

Mrs. M. L. Steele and son, Sam, Miles Robinson, Mr. and Mrs. A. A. Foster and family and Rev. and Mrs. Jas. T. Ross were the guests in the evening.

The best method of feeding salt to dairy cows is to mix one to two pounds of salt per 100 pounds of grain, or from twenty to forty pounds of salt per ton of grain. In addition, have salt available so that the cows can get more if they desire.

Big Building Program Under Way at Tullis

Keeping step with other towns of the Panhandle, the city of Tullis has a real building campaign now under way. The residence section has been growing rapidly within the past two months. Fifty new homes having been added in that time.

The building boom has just begun to strike the downtown district in a big way. Five new business structures were started last week in a building program which calls for the expenditure of more than \$100,000 for such buildings.

More than 3,500 miles of brass wire are used annually by one company in the manufacture of bird cages.

German Potato Capacity Seven Bushels Annually

That Germans as a people eat more than twice the amount of potatoes per capita than are consumed in the United States was shown recently when a survey was completed by the department of agriculture.

In a comparison of the uses of the potato in the two countries it was shown that the average person in this country eats about two and two-thirds bushels per year, while the average German eats approximately seven bushels.

Even with this apparently huge consumption of the vegetable by the individual, only twenty-eight per cent of the crop is thus used, the remainder being used in the manufacture of starch and alcohol and for the feeding of livestock.

You can take a day off, but you can't put it back on.

U.B. Shifty



MAKE GOOD FARMERS BETTER

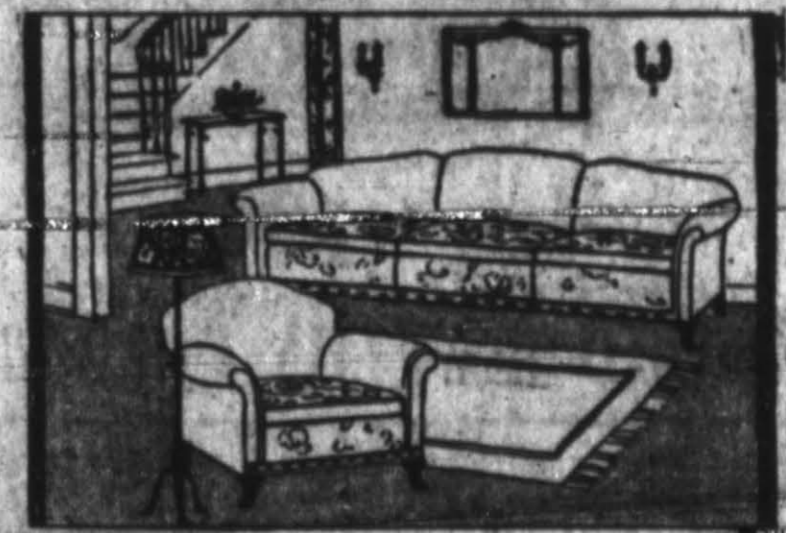
The community is full of good farmers, men who are conscientiously striving to get ahead.

Through systematic study of "better farming" we hope to be useful in helping those who will work with us to produce more and market to better advantage.

Better farming means merely more study—and we are here to help.

Western National Bank
"There Is No Substitute for Safety"

LIVING ROOM GROUPS



Anyone planning on furnishing a new home, or refurnishing their present living room, should take advantage of this offering of high grade living room sets at moderate prices.

QUALITY OF EACH SET IS FULLY GUARANTEED

Visit us next week while attending the Deaf Smith County Fair.

E. B. BLACK CO.

The Big Store With the Little Price

Get It With a **FADA** Radio

"Harmonated Reception" all of the time. And they satisfy!

Corner Drug Store
Dependable Druggist

VISIT THE HERFORD FREE FAIR