

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

28th Year—Number 5.

Hereford, Deaf Smith County, Texas, Thursday, February 16, 1928.

Seth B. Holman, Publisher.

DATE SET FOR GREAT CIVIC CELEBRATION ON DEDICATION OF LIGHTS

HEREFORD HISTORY MADE AS HUNDREDS OF VISITORS THROUGH HERE FOR BIG SALE

Records of Attendance and Quality of Cattle Offered at Auction Are Established Wednesday Afternoon at First Annual Combination Hereford Breeders' Sale. McDonald Pays Top Price of Sale for Female.

Before a crowd estimated at between 1,000 and 1,500, Col. Fred Reppert, of Decatur, Ind., Wednesday afternoon sold fifty-seven head of the choicest Hereford cattle ever offered here for a total of \$38,415, in the first annual combination Hereford Breeders' Sale.

A female from the C. O. Keller herd of Canyon, one of the best cows sold, brought the top price of the sale, going to D. L. McDonald at \$1,500. The T. G. Hensch Company of Baton, New Mexico, sold the next highest price, purchasing a female from the D. L. McDonald lot at \$1,125. Other high sales included three of \$1,100 each and two of \$1,000.

Many Bought Here. Cattlemen of this region bought more of the cattle than those from any other city. Hereford, Texas, was given as the home address of eighteen of the purchasers.

Winston Brothers of Snyder, Texas, were the highest individual buyers purchasing six females for a total of \$2,505.

Crowd Is Large. Beginning at 10:00 a. m., three hours before the sale was scheduled to begin, the crowds began pouring into the pavilion, so that by 12:00 o'clock even standing room was practically exhausted. More than 200 out-of-town cars were parked outside the sales pavilion.

Promptly at 1:00 p. m. Col. Fred Reppert mounted the rostrum and called for the first bull to be brought out for sale. Within six hours the last of the fifty-seven head had been knocked down to the highest bidder, establishing a record for sale attendance and class of cattle offered which promises to remain unbroken for some time to come.

Success of this, the first sale of its kind held here, prompts the managers to announce that the event will probably be held on an annual basis. Hereford, Texas, has now the undisputed title of "The Home of the Hereford Industry."

Lutherans Will Join Campaign Beginning Soon

Members of the congregation of the Lutheran church in Hereford have entered into the week-long national campaign to make Lutheranism better known throughout the United States. It was announced today by the pastor, Rev. W. F. Halama. This campaign began on Sunday, February 12, and will continue until Saturday, February 18.

Several books on Lutheranism and the teachings of Luther have been ordered by the church here and will be put into the library. Included among them are "The Book of Concord," "Luther in the Light of Recent Research," and "Concordia Cyclopedia."

Beginning Friday, February 24, Reverend Halama said, Lutheran churches throughout the country will put on a series of revival services over a period of six weeks.

People of Hereford are invited to attend these meetings which will be held nearly every night at the court house.

According to Reverend Halama, the growth of the Lutheran church in America dates from 1624, when Lutherans first began to worship secretly in what is now New York City, after they had been forbidden to worship by Governor Stuyvesant. Today the Lutheran church in America numbers 4,000,000 baptized members, attending 16,821 churches and served by 11,101 ordained ministers.

Famous Local Pioneer Dies On Health Trip

Funeral services Tuesday morning marked the passing of one of Hereford's oldest pioneers, John Edward Gyles, many years a resident of this city, who died Friday, February 10, at Corpus Christi, Texas, where he had gone last fall to recover failing health. Mr. Gyles died at the age of seventy-four years, three months and twenty-eight days.

Mr. Gyles was born at Charleston, South Carolina, on November 12, 1853, where he grew to manhood. He later resided successively at Chattanooga, Tenn., Springfield, Mo., and Hereford. All of his life he was an active worker in the church, first in the Episcopal denomination and later as a Presbyterian.

He is survived by his wife, a daughter, Mrs. R. D. Cowan, of Aurora, Mo., two sons, Frank A. Gyles and Wilson Gyles, of Hereford.

Bishop E. C. Seaman of Amarillo assisted by the Rev. Jas. T. Ross, conducted the services which were held at the First Presbyterian church at 10:00 a. m. Tuesday and interment followed at West Park Cemetery.

Snow Offers Good Chance to Kill Rabbits

"Now that the ground is covered with snow and forage is necessarily scarce, this would be a fine time to make use of the remainder of the jackrabbit poison left from the recent campaign," County Game Warden declared this morning.

Good results from the campaign, Mr. Dunkle, said, can still be proved upon and this is a particularly opportune time to put out more of the poison. Rabbits will be much more likely to turn to the poison as a food than they would if other food was abundant.

Several people still have some of the poison left that was intended for use in the drive. Those who wish may obtain more of the poison free upon application at Mr. Dunkle's office. He suggests Saturday as a good day, both to obtain it and to put it out.

Snyder Again Owns Service-U-Like Station

Announcement of a business change of interest to Hereford motorists was made this week when it was learned that Glen Snyder had purchased the Service-U-Like Filling Station, located at the corner of Third Street and Miles Avenue.

Mr. Snyder built this station and operated it himself until about eight months ago, when he sold it to J. C. Clayton.

Mrs. Clifford Acker and little daughter, Mary Ann, and Glen Noble Webber left Friday morning for Brownfield to visit Mr. and Mrs. Glen Webber and little Miss Kathryn Jane Acker. They returned Sunday evening.

John W. White, editor of the Friona Star, spent Friday afternoon here on business.

Weldon Burney of Canyon visited friends here Wednesday night.

SCHOOLS COMBINED

Three Schools in District No. 2 Vote Consolidation At Meeting Held Last Friday. May Lead to High School Later.

That the three schools located in District No. 2 will consolidate into a single unit was decided at a meeting of the residents of that district held last Friday night at Dawn. Schools included in the district are those at Dawn, Askren and Rice.

According to County Superintendent Earl W. Wilson, the plan for the consolidation as discussed Friday night would include a centrally located school house to take care of all the pupils in the district, with free transportation furnished to the students.

This consolidation probably marks the first step in the organization later of a four year affiliated high school for the district, it is understood.

Homer Wilson Family Moves to Littlefield

Mr. and Mrs. Homer T. Wilson left Saturday morning for Littlefield, where they will make their future home.

Mr. Wilson has been in the poultry and produce business in Hereford for the past several years. He was formerly associated with E. D. Hicks in the West Texas Feed and Seed Company, and for the past four months has handled the poultry business at Carl's Produce. He will be in the produce business at Littlefield.

Brumley Attends Meet Of Chevrolet Dealers

Production at the Chevrolet Motor Company factories throughout the United States is running at the greatest clip on record, according to G. W. Brumley, Hereford Chevrolet dealer, who returned this week after attending the annual Texas-Oklahoma dealers' meeting held at Oklahoma City last Friday night. More than 500 dealers and banker associates were present at the meeting which was said to be one of the most comprehensive sales presentations ever staged in the industry.

Following the afternoon session, Friday, dealers were guests of the Chevrolet Motor Company at a banquet at the Huckins Hotel. This meeting was the eleventh of a series of thirty-four being held this winter from coast to coast.

Federal Man Here to Help With Tax

For the convenience of those who are required by law to file Federal income tax returns, a deputy collector of internal revenue will be at the First National Bank here on Tuesday, February 28, it was announced this week.

He will assist tax payers in preparing their returns. No charges will be made for this service. According to the announcement, the matter of paying income taxes should be taken care of immediately in order to avoid the payment of penalty and interest.

CITY BOOSTS APPEARANCE OF SPECIAL

Chamber of Commerce Invites Surrounding Communities to Farm Demonstration Train.

Hereford and Deaf Smith county will be on hand to give the Farm and Home Demonstration special train the welcome it deserves, according to plans laid this week. The train will be at the Santa Fe station here at 9:00 a. m., Tuesday, February 21.

Operated jointly by the Santa Fe railway and the Texas A. & M. College, the train will contain a wealth of practical information which will be of benefit to every farmer and home owner in this county. Towns in which the train has already appeared this season are enthusiastic over the demonstration and have said that it is the best of the kind ever operated.

According to County Agent R. O. Dunkle, this will be an educational exhibit which few farmers can afford to miss. Mr. Dunkle is personally acquainted with most of the speakers who appear on the program and vouches for their authority. He especially urges the attendance of the members of the boys' and girls' clubs as several sections of the display and lectures have been designed primarily for them.

The Hereford Chamber of Commerce is behind the reception of the train here and have taken great strides toward properly advertising the event. Handbills to be distributed throughout this and adjoining counties have been printed and every effort is being made to attract a crowd.

Weather conditions will not affect the program, it is said, because preparations have been made to care for the crowds inside the train.

Farmers Enthusiastic As Heaviest Snow Falls

Farmers of this region awoke Thursday morning to find that the long-promised snow had finally materialized, covering the entire region in a blanket of snow of varying depths from one to six or seven inches. A new lease on life for the 1928 wheat crop was seen as this temporary relief continued unabated during the entire forenoon.

A drought of several weeks duration was broken last week as light rains and the year's first snow fell. By noon Thursday the total snowfall of the year was estimated at an average of three inches.

ERNEST WALKER DIES.

Funeral services were held last Saturday afternoon for Ernest Walker, of the Northeast Corner community, who died at St. Anthony's sanitarium at Amarillo. Young Walker, who was the son of Mr. and Mrs. J. P. Walker, was a student at the Fairview school and was well known in this county.

GENTRY BOY DIES

Young Son of Mr. and Mrs. W. A. Gentry Is Victim of Short Attack of Influenza. Burial Made in Local Cemetery Wednesday.

Hereford friends were shocked Tuesday evening to learn of the sudden death of M. O. Gentry, ten-year-old son of Mr. and Mrs. W. A. Gentry, which occurred at their home here. The boy died after a short illness of influenza.

M. O. Gentry was born in Chillicothe, Hardeman county, Texas, on September 29, 1917. With his parents, he moved to Hereford about four years ago.

Funeral services were conducted by Rev. O. M. Reynolds at the Church of Christ at 3:30 p. m. Wednesday and burial was made in the cemetery here.

Hereford Dealer Goes To Company Meeting

J. C. Cummins left Wednesday evening to attend the district meeting of the Frigidaire dealers to be held in Dallas on Friday, February 17. Eight of these meetings are being held this month in large cities over the United States and all Frigidaire dealers are expected to attend.

According to Mr. Cummins, the meeting is held chiefly with the purpose of giving dealers an advance view of the new series of electric refrigerators to be announced by the company soon. Several important improvements are being featured, Mr. Cummins says.

Ringer Takes Agency For Oakland Cars

That another automobile sales room will soon be located in this city was announced this week by C. P. Ringer who has taken over the Oakland-Pontiac agency for Hereford.

Mr. Ringer says that he will continue to deliver cars direct from Amarillo for a month or two, after which his agency will either lease or build a show room here. With the establishment of this new agency, Hereford dealers now represent nine different manufacturers.

Misses Addie Townsend and Una Beach spent Saturday in Tailla, attending the opening of the new sanitarium there.

Real Mocking Bird Holds Record Here

A mocking bird that really mocks is the prized possession of one Hereford family. No parrot alive is said to have better "vocal" faculties than the little bird owned by Mr. and Mrs. W. D. Kellehor.

According to Mr. Kellehor, the bird whistles in imitation of several other birds and can imitate Mr. Kellehor's voice to perfection. One of his favorite tricks is to make a noise like some one knocking at the door and then to mimic Mr. Kellehor's cry of "come in!"

Mr. and Mrs. Kellehor found the bird on the prairie near here about two years ago.

CITY HALL FORMAL OPENING TO BE HELD IN CONNECTION WITH NEW LIGHT INAUGURAL

Great Crowds Expected to Throng City On Date Set for Community Celebration Marking Two Forward Strides In Hereford's Mammoth Development Program. Everybody Has Special Invitation to Attend.

Aged Former Resident Dies; Is Buried Here

Mrs. J. E. Walker, well known former resident of this city and a Texas pioneer, died Tuesday afternoon at the home of her daughter, Mrs. E. W. McNutt, Amarillo. She had reached the age of seventy-nine years, eight months and eleven days.

Mrs. Walker was born in Kentucky on May 31, 1848, and moved to Fannin county, Texas, where she spent her girlhood. Following her marriage, she lived in Georgetown, Texas, for more than thirty years, after which she moved to Hereford. The family lived here for about eight years, and have spent the past eight years in Amarillo.

Funeral services were held in Amarillo at 1:00 p. m. Thursday, February 16, and interment was made at 4:00 p. m. in West Park Cemetery, Hereford.

Many Attend First Services In New Church

Despite inclement weather, great crowds were present last Sunday at the opening of the new \$10,000 Church of Christ at Dimmitt. The meeting was the first of a revival series being conducted by Evangelist O. M. Reynolds of Abilene, assisted by Foy H. Moody, student-preacher in A. C. C. at Abilene.

When stuccoed, the new structure, with its furnishings, will cost approximately \$10,000. The building is forty by sixty feet, with a forty by forty basement; a cement baptistry, two dressing rooms, two cloak rooms and all modern conveniences.

Evangelist Reynolds, who is now conducting his seventh revival in Dimmitt and his twelfth in Castro county, preaches every evening at 7:30. Another all-day meeting will be held next Sunday. Many visitors from Hereford and adjoining towns are expected.

Show Owner Reveals Plans On Visit Here

A little pre-season information concerning the 1928 activities of a well known former resident of this city was obtained Sunday when Mr. and Mrs. Fred G. Brunk, proprietors of Brunk's Comedians, were here to spend the day at the W. J. Smith home.

Mr. and Mrs. Brunk make their home at Wichita, Kansas, during the winter. According to Mr. Brunk, his troupe will go into training at Hillsboro, Texas, about March 8, and will begin to play West Texas towns shortly afterwards. He says that the show will be even bigger and better than in the past. One of the new features, just purchased, is an \$8,000 air calliope.

When Mr. Brunk lived in Hereford he was a member of the famous twelve-piece Brunk-Smith band, composed solely of the male members of the Brunk and Smith families here.

C. S. Richards spent Tuesday in Canyon on business.

Weather permitting, the great civic celebration to be held here in connection with the official inauguration of the new whiteway lighting system will be staged on Thursday, February 23, it was announced today. Preparations are nearing completion to welcome the largest crowd to Hereford which has been in this city for several years.

Mayor E. S. Ireland has announced that he will postpone the formal opening of the new city hall and fire station until next Thursday night, in order to accommodate people living outside of the city. Mr. Ireland and city officials will be on hand to officially dedicate the new lights and the new municipal structure.

Club Backs Project. Through its publicity committee, the Hereford Chamber of Commerce is behind this movement to stage the celebration upon this occasion, and is boosting arrangements to the utmost. Having such a demonstration, it is believed, will result in a wealth of publicity for this city.

Dozens of entertainment features have been planned for the occasion. A short program of speeches has been arranged, which will be followed by the throwing of the switch which will bathe the city of Hereford in a splendor of light for the first time in its history.

Hour Is Set.

The crowd will meet at the west side of the Texas Utilities Company building for a few minutes at 8:00 p. m. Under direction of Ralph Smith, or one of his assistants, the high school band will give a free concert beginning shortly after 7:30. An automobile show, to be held in conjunction with the celebration, is one of the features. Most of the dealers have already agreed to have on hand a few of their latest models.

Following the light inaugural, the doors of the new city hall and fire station will be thrown open to the public for the first time. Workmen have finished operations on the building this week and painters will be finished by Monday or Tuesday of next week.

Windows Are Features.

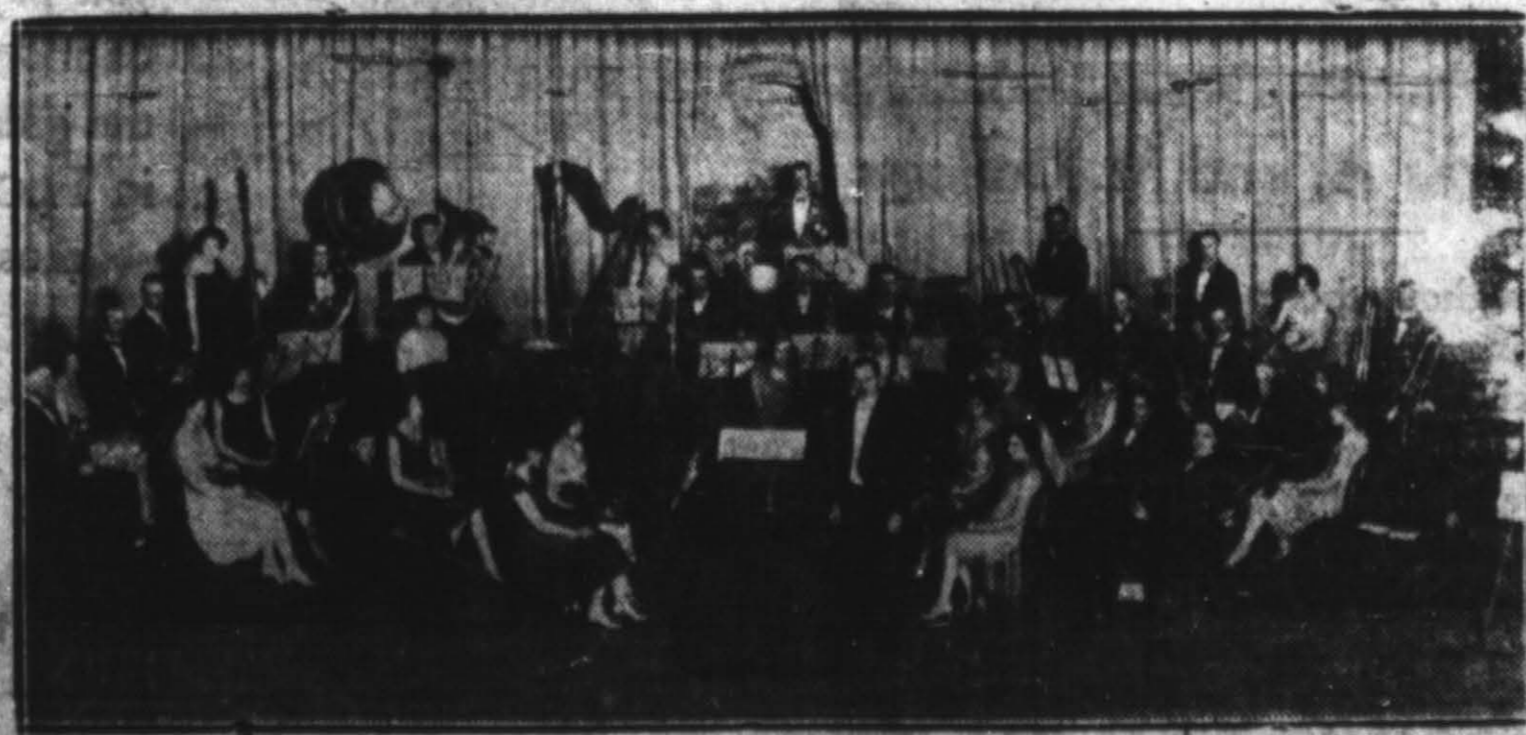
Of prime interest in connection with the celebration is the window unveiling to be held by the merchants of this city. Merchants are expected to decorate their windows behind drawn curtains some time during the first part of the week, the curtains to be removed Thursday night.

Hundreds of small but valuable prizes will be offered by merchants on that night. In order to learn details of the prize awards it will be necessary to consult merchants before Thursday night and to be present at the opening of the celebration when the plan will be explained in detail.

This is not a Hereford celebration only—it is designed for those living in rural communities as well. Certain prizes will be offered to some of those coming from the rural districts which those living in town cannot obtain. "On the whole, it will pay everyone in the Hereford trade territory to be present and help us in the celebration," one of the managers said today.

Paul Guthrie of Chicago spent Tuesday in Hereford on route to Fort Worth.

Mrs. G. A. F. Parker went to Amarillo Friday to attend the Britain-Kraft concert.



The Amarillo Philharmonic Symphony Orchestra which will appear in concert at the high school auditorium here Friday night, February 17, under auspices of the high school. Their program will be a repetition of the one given at Amarillo recently. Prof. Ellis B. Hall is conductor.

THE HEREFORD BRAND

Published Every Thursday at
HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher
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MRS. SETH B. HOLMAN Associate Editor
ALBERT W. SMITH Local Editor
TELEPHONE 30

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NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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Zone One, Six Months	\$1.00
Outside Zone One, per year	\$2.50
Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00
ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.	

CAUSES FOR REJOICING.

The Plains country has many causes for optimism and thanks giving. The recent uncertainty concerning crop prospects has been largely dissipated through a series of light drizzles and repeated small snows, including a lot of cloudy and windless days, all of which has put the much needed moisture in the top of the ground, enabled farmers to get to work, and means a good wheat crop, if not a bumper one. Well spotted wheat men state that fields that were properly tilled and planted are in good shape and have stood the dry weather of the past few months wonderfully well. Only those patches which were "scratched in" are potential failures. Only when weather conditions are absolutely "right" do farmers of this variety get by, any how.

Another cause for rejoicing has been the satisfactory cattle prices of the past fall, from a range standpoint, as well as from the standpoint of the registered industry. Breeders of registered cattle especially are smiling over prices and conditions. Recent sales held in this section have been more than satisfactory, and the big community sale this week promises to set another high mark to shoot at.

From a civic standpoint there are many causes for congratulations. The completion of the paving program, now under way, the new City Hall, attractive and proudful, enlarged fire fighting facilities, and the addition of over a hundred street lighting lamps, including the improved White Way down town, all have meant money in circulation, activity in many ways, a spirit of "carry on" that is indicative of the times and prospects.—But—

LET'S CLEANUP

The West Texas Chamber of Commerce, in a letter addressed to all member towns, cautions us about the need for putting our best foot forward the coming spring and summer, when the tourist crop invades the country. The communication is so pointed and significant that we reproduce it here in full:

"There is always self satisfaction in the knowledge of our own convenience and pleasure. However, the opportunity to add to the pleasure and convenience of others should be a constant challenge.

"The tourist season is soon to open, and with the efficiency of our roads which are constantly improving, West Texas is becoming the mecca for thousands of tourists from all points of the compass. The year 1928 will see the largest influx of tourists of any time in the history of the State. In addition to the great desire for people of the country to visit West Texas this State has been signally honored this year by having secured at least three National conventions, two of them being international. Reference is made to the Biennial convention of the General Federation of Women's Clubs which convenes in San Antonio, May 28th; the National Democratic Convention which convenes in Houston June 29th; the American Legion Convention which convenes in San Antonio, Texas, during the early part of October. These three conventions will attract people from all over the country, thousands of whom will journey through Texas by motor transportation.

"All of these facts being true, we can not resist the opportunity of making an appeal to our member towns to give full attention to the question of 'Civic Attractiveness' in order that these tourists and travelers may secure the very best possible impression of our great region. In addition to this, we are also urgent in the request that great attention be given to the marking of public highways. This is especially appealing to strangers within our gates, and a great convenience to everyone. Other States are far in advance of Texas along these lines, and we are, therefore, put to the necessity of admitting our shortcomings. But it is not too late to overcome these inconveniences and we are of the opinion that there is no better time than at the present.

"Good will, service, accommodations and fellowship are great selling points. Let West Texas show, in a most approved way, a welcome to the visitors of this section by carrying out the various suggestions made above."

Texas & Texans

By WILL H. MAYES

Texas Empires.

There was a time when Texas had a feeling of pride in being called the "Empire State." Texas development has reached a point when there are empires within empires, and writers and speakers frequently speak of the empire of East Texas or West Texas or South Texas or North Texas. Lately we are beginning to hear still further empire divisions, as the Empire of the South Plains. Speaking of that section, W. A. Thomas, president of the Texas Association of Real Estate Boards, recently said in a speech at Lubbock: "This vast staked plains section is destined to be the seat of one of the greatest populations in the entire South." Mr. Thomas, who has been in California and Florida booms have had their day and that those states are suffering from the reaction due to high pressure real estate salesmanship.

Sounds Warning.

Mr. Thomas, like many other Texans, fears that Texas may be inviting field for grafters and promoters who have been operating to

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AMARILLO.

prosperity of a kind that Texas is now enjoying attracts unethical real-estate dealers. He said: "A veritable empire awaits them, and they are almost ready to come in and ply their illegal and unethical tactics, fleecing the property owners and citizens of their fortunes." To avoid this he urges a thorough organization and co-operation on the part of responsible real estate dealers of the state.

Would Stop Tenancy.

From 1920 to 1925 there was an increase of 17 per cent in the number of farms in Texas operated by tenants and in 1925 60.4 per cent of the Texas farmers were tenants. Three fourths of the cotton grown in the state is grown by tenants. All agree that this is not best for agriculture or for the centers that depend largely upon farming. The happiest and most prosperous people are homeowners. Landlords recognize this and most of them would sell their farms if they could but so long as tenants rely upon cotton as the single farm crop they will likely never make enough financial headway to become landowners. The hope for a change in conditions rests in the encouragement by landlords, bankers and merchants of diversification on tenant farms, with dairying, poultry and livestock given especial attention.

Conditions Improving.

There are indications all over Texas that farming methods are changing for the better. For instance, three items in one column of a Sunday paper tell of new interests in three separate places. From Clarendon it is seen that there are more orders being received for baby chicks than ever before and that more dairy cattle are being brought into Donley county than at any time in its history, there being now three times more milk cows than a year ago. At Plainview farmers are putting in large numbers of feed grinding mills and are using home-ground feed instead of the kind formerly shipped in. At Lamesa 75 head of registered dairy cattle and the same number of registered hogs have been brought in during the past year, there now being 5000 high grade Jersey cows in Dawson county. Both Clarendon and Lamesa report need for creameries and that the need will likely soon be supplied.

Creameries Being Built.

When between 2000 and 3000 people attend the opening of a new industry, the people are clearly interested. That number were at the opening of a new creamery at Ballinger recently and 1,000 went to the court house to listen to an address on dairying and the creamery industry. At Center \$15,000 was subscribed by the citizens in about two hours after a proposition to build was submitted to the people. Ballinger and Center are about 400 miles apart but interest in dairying is becoming as strong in one part of the state as another.

Profits from Cows.

Here is why Center was so quick to subscribe money necessary to secure a ready market for dairy

products: Some 90 miles from there at Longview, Joe Goodjohn owns four cows. His feed bill for the cows last year was \$414.55. He sold milk and butter produced by those cows to the amount of \$1,479.00. The Center people may not have known about his returns from his cows, but they knew something of the profits that the farmers have been realizing from milk shipped to Shreveport.

Sectional Co-operation.

The nine counties of Wilbarger, Foard, Hardeman, Cottle, Motley, Childress, Donley, Hall and Colmanworth, in North Texas, realizing that they have general characteristics of a like kind and that there are many distinct advantages to be obtained through their co-operative efforts as a unit, have formed the Pease-Red River Valley Association to advertise their section and to work together in whatever ways may be suggested from time to time for their mutual good. Like organizations of counties having common interests are being created in many parts of the state, usually through the efforts of the chambers of commerce and the county farm and home demonstration agents of the several counties.

Dan Crowover's Crown.

Dan Crowover lives in Burnet county and is blind. He doesn't spend his time in self pity, though he has been blind since he was 20 years old. When he graduated from the state school for the blind at Austin in 1900 he became a farmer and broom maker. He began experimenting at improving the native pecan trees on his Colorado river farm. He now has nearly 400 acres in pecan orchards that produce an average annual income that about equals the value of an ordinary Colorado river lands. He lives in a two story eight room modern house on his place and with his blind brother operates a successful broom factory. He has set an example in the pecan industry that many of his neighbors are following. He has proved that



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The program presented throughout this campaign, which lasts for a period of six weeks, is intended to bring to the farmers of Texas new and practical ideas that will assist them in making their operations more profitable and their living more comfortable. The Santa Fe Railway endorses this program, prepared by the A. and M. College, and submits it to the communities it serves.

FOUR CARLOADS OF EXHIBITS—A REAL AGRICULTURAL SHOW OF STRONG EDUCATIONAL VALUE AT

HEREFORD, TUES. FEB. 21, 9:00 A. M.
NEAR SANTA FE STATION

where there is the will almost any handicap may be overcome.

Musical Development.

If the Rio Grande valley bandmasters' association accomplishes what it has started that section of the state will become famous for its interest in music. The associa-

tion has set for its goal the organization of a band in every school in the lower Rio Grande valley and in line with that effort has recently organized bands at San Juan, Pharr, Santa Rosa and Weslaco. In this undertaking the valley band leaders have set a fine example for others to follow.

Hondo Against Incorporating. Hondo recently voted 210 to 50 against incorporating the town. Law abiding little Medina county city. It has been non-incorporated for 80 years, has up-to-date water-works, electric lights, natural gas, and good streets and the precinct has not had a constable for years.



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MANY HEREFORD RESIDENTS ATTEND FORMAL OPENING OF NEW AMARILLO HOSTELRY

With the opening of the one million dollar Capitol Hotel in Amarillo on February 15, people of Hereford and vicinity were welcomed by Ed B. Mayer, the builder, to one of the most excellent and modern hotels in Amarillo. No effort has been spared to meet every requirement of the most discriminating patronage.

Situated in the heart of Amarillo, the Capitol Hotel is easily accessible from the business, shopping and theatrical districts of the city. For the travelling business man, it is as easily accessible from the wholesale, jobbing and industrial districts. For the traveler it has been located on the highways and on the only corner in the city which permits the hotel to face the entrance of the Santa Fe depot, the Fort Worth & Denver depot, and the business districts of the city. Only a block or two from the city auditorium, to the Masonic Temple, Elks Club, Court House and Federal Building, it represents a convenient location for the traveling public.

The Capitol Hotel is a six story and full basement, first class fireproof, reinforced concrete structure and has incorporated such lasting materials as the finest marble, granite, tile and terra-cotta to withstand the depreciation of time. Other features of the hotel include 300 rooms, each and every room equipped with full tiled beautiful bath room, with choice of tub or shower, full panel walnut Ser-Vent door, with prompt valet service department; modern and complete ventilating equipment, which washes and cools the air in the summer, or heats it in the

winter. This air cleansed from the dust of the street, flows into the lobby, mezzanine, dining room and halls at all hours; circulating ice water in every room; from complete ice plant installation; water softener installation for the entire building; telephone in every room, guest room suites of walnut, designed especially for the Capitol; a delightful and beautiful cafe, two high speed elevators; equipment and furnishings ranging in quality with that of the finest hotels of the world; electric lighting so featured as to create a pleasing surprise to guests.

Three life size mural paintings constitute features of the hotel which are of particular interest to visitors. These visitors portray in vivid reality the history of Northwest Texas from the covered wagon days down to today.

A. Carlisle Young, manager of the Capitol Hotel, brings with him the experience gained through 24 years of association with leading hotels. After eight years experience in Cincinnati and Cleveland, his next ten years were spent as assistant manager of the Huckins Hotel at Oklahoma City. From there to the Tulsa Hotel, then to Bellevue, and for the past year and a half as assistant manager of the largest hotel in the South, the great Rice Hotel, at Houston.

Ed R. Mayer, owner and builder of the hotel, is also president of the Johnson Ranch Royalty Company, Rock Creek Oil Company, and of the Board of City Development of Amarillo. This fine new hotel has been built by him as an expression of his faith in the future of the capital city of Northwest Texas.

tended staging at Frio Sunday. Mr. and Mrs. J. L. Hight and Mr. and Mrs. Fielding Johnson ate Sunday dinner with Mr. and Mrs. Howard Morel.

Mr. and Mrs. T. E. Major shopped in Amarillo Thursday. Mr. and Mrs. George Benson and Mrs. Floyd Benson went to Amarillo Friday night to attend the Brittain-Kraft concert.

Hardy and Marvin Thomas spent the week-end in Fairview with relatives.

Mr. and Mrs. Dewey Larson enjoyed radio at the Hardy Benson home Saturday night.

Mr. and Mrs. Howard Morel spent Friday evening in the Sherman Garrett home when 42 was played until a late hour.

F. W. and Byrdine Brunson spent Friday night with Leslie and Grace Johnson.

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

Burette Small and Howard Morel each sold and hauled several loads of cane seed to Hereford the past week.

Progressive News

Mrs. Grit Curtisinger and son, Wilbur Brand, spent Saturday afternoon with Mrs. Roy Hershey.

Miss Margaret Ricketts spent the week-end visiting in the home of her parents, Mr. and Mrs. Ira Ricketts.

Mrs. Ratcliff and Miss Mary called on Mrs. Coakrell Sunday afternoon.

Mr. and Mrs. W. M. Sawyer spent Saturday evening visiting his mother, Mrs. Ann Sawyer of Hereford, who is ill.

Monday night Mrs. Counts returned from Fort Sumner, New Mexico, where she had been on a business trip.

Saturday evening the neighbors and relatives surprised Mr. McKinzie. The evening was spent socially and in playing different

games. Refreshments of peaches, cocoa and cake were served to about forty guests. The guests departed at a late hour wishing Mr. McKinzie many more happy birthdays.

Mr. and Mrs. Jim Blagg spent Wednesday afternoon visiting Mrs. Jacobs.

Mr. and Mrs. John Rector spent the week-end with her parents, Mr. and Mrs. Russell.

F. D. Perkins and daughter, Miss Olive, entertained a few friends at dinner Saturday evening in honor of Mrs. Lea, of Denver.

Sunday evening Mr. and Mrs. Ray Hershey were hosts to Mr. and Mrs. Ira Ricketts and family, Mrs. Samuelson, Misses Lois and Gusta Samuelson and Messrs. Arnold Hershey, of Amarillo, Luke McBrier and Walter Galley.

Misses Gusta and Lois Samuelson, teachers at Progressive, gave a Valentine picnic for their pupils Tuesday noon.

Laeta Reeves spent the day Sunday with Ruth Parks.

Several members of the Progressive singing school were entertained Friday evening in the home of Mr. and Mrs. George Lewis.

A very pleasant evening was spent Wednesday at the Ben Reeves home. The basketball boys were entertained by their teachers and the basketball girls at a candy party. The children and young people of the community spent the evening playing games.

Arney News Items

Mr. and Mrs. Woody Campbell of near Happy spent last Wednesday night with his brother, Mr. and Mrs. Ross Campbell.

It was reported that a most delightful evening was spent by several who went on a picnic roast Friday night in Mr. Charlie Cox's pasture down on the branch. A delicious supper was spread.

Mrs. Laura Cole and son Claude

spent Friday with her parents, Mr. and Mrs. Charlie Cox.

Mr. and Mrs. J. F. Wilson and family spent Saturday visiting in the home of Mr. and Mrs. John L. Hammond.

A good crowd attended the ball game at Arney Friday afternoon.

Mr. Bill Hix visited in the Lillard Webb home Thursday night.

On Tuesday morning a heavy cloud came over from the northwest and a light shower of rain mixed with snow fell for several hours.

Mrs. J. P. Hutson left last Wednesday for Grayson county where she will visit relatives and friends for a month or two.

Messrs. Will and Henry Dixon were transacting business in Nazareth and Tulla last Thursday.

Miss Beulah Cox spent Tuesday in the home of Mr. and Mrs. Ross Campbell.

The many friends of Mr. Kress will regret to hear of his long illness from pneumonia. At this writing he is still in the Amarillo sanitarium. It is sincerely hoped he will be home and well again soon.

The many friends of Miss Ra-

chel Burks will be glad to know she is able to be back in school again after several days sickness.

Miss Cleeta Wilson spent Saturday night with Miss Beulah Cox.

Many were in a state of wonderment Sunday afternoon when a dust storm blew up. It proved to be nothing serious, with only a light shower of rain and a little hail.

Several of the young folks of our neighborhood drove over to Dimmitt Tuesday night to attend the basketball game. It was reported that much excitement was created.

Messrs. Koch and Cox, both of Happy were business visitors in the Ross Campbell home.

The schools of Swisher county that have entrants in the tournament of basketball for boys were in Happy Friday for the much-planned-for day. Ten teams were present for the preliminaries, all of which were played off in the afternoon and evening. All the games were played in the gymnasium, which has recently been finished. A good number from our community witnessed the games.

Mr. J. E. Boyd and son Thomas were business visitors in the John L. Hammond home Wednesday afternoon.

Mr. and Mrs. Luster Hagg of Happy spent last Sunday in the home of his parents, Mr. and Mrs. Charlie Hagg.

"So you have a daughter, Olessa?"

"Yes, a little prodigy."

"In what way?"

"She is ten years old and doesn't play the piano."

Noise in New York City is estimated to cost \$6,000,000 a year, and think how much noise that amount would buy if spent carefully.

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, Palm-itch, Itchworms, Sores, Blistered Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 60c and \$1.00 a Jar; Soap 25c.

City Drug Store

Stop That Itching.

Flagg News.

Mrs. Charles Walker and Mrs. Fletcher Ramsey attended the dedication services of the First Presbyterian church at Olton last Sunday.

Arch Johnson spent the week-end with home folks in Canyon.

The Deaf Smith county singers are invited to attend the Castro County Singing Convention at Dimmitt the Fourth Sunday in February.

Mr. and Mrs. Sid Sheffy visited Mr. and Mrs. Monroe Baine Sunday afternoon.

The Ladies Aid met at the church Thursday afternoon. Only a few members were present. The next meeting will be with Mrs. Dixon at the hotel. Let all members be present.

Mr. and Mrs. Baine moved to their new residence on Thursday afternoon.

Adrian Sims Notes

The weather man has sent us snow and rain, for which we are thankful.

Al Jacobsen was in Adrian Friday.

Miss Midge Tummins, teacher in Adrian school, received a message Friday that her sister, Miss Merle, had been seriously injured in an auto accident. Miss Midge left overland for McLean

Friday night to be with her sister.

Norman Jacobsen and Mrs. Witte and children were Amarillo visitors Friday.

J. M. Chapman was transacting business in Hereford Saturday.

Victor Lemke and daughter, Miss Francis, were Adrian visitors on Thursday.

Misses Maude and Jessie Malone were in Hereford Wednesday.

W. Frank Ball, Farm and Ranch representative, was in Sims community Wednesday and Thursday of last week.

Dawson Blasingame and family were in Adrian Sunday afternoon.

The McLean children have entered school at Sims.

John Rector and wife were shopping in Hereford Saturday.

Messrs. R. O. Dunkle, George Lewis and N. C. Yogele visited with J. M. Chapman Wednesday afternoon.

Ford Doings

Rev. Hester of Vega preached Sunday afternoon.

A heavy snow fell Monday which wheat farmers appreciate.

Mrs. John Remple and little son returned home Thursday from Correll, Oklahoma, where they had been visiting relatives several days. They were accompanied by Miss Irene Remple who will be here through next week.

Mr. and Mrs. Sherman Garrett at

The Cream of the Tobacco Crop



Werrenrath, Concert Star, Finds Lucky Strikes Kindly To His Precious Voice

"In my concert work, I must, of course, give first consideration to my voice. Naturally, I am very careful about my choice of cigarettes as I must have the blend which is kindly to my throat. I smoke Lucky Strikes, finding that they meet my most critical requirements." *Ronald Werrenrath*

"It's toasted"

NO Imitation - NO COUGH

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

Advance Showing of the New Spring Modes

—Every delightful phase of interpretation of the new spring modes in millinery characterizes this advance display. For sports and afternoon wear especially, you will find here an irresistible assembly of the newest in Spring Millinery.

Children's Hats priced from \$1.25 to \$2.95
Ladies' Hats at \$2.95, \$3.95 and \$4.95

SPECIAL FOR FRIDAY AND SATURDAY

\$2.95 Ladies' Hose, \$2.00 \$2.25 Ladies' Hose, \$1.59
\$2.00 Ladies' Hose, \$1.39

SPROWLS-CRONIN & CO.

Housekeeping Is Fun

IF YOU WILL PUT MOST OF THE WORK ON TO YOUR ELECTRICAL SERVANTS

This little toaster, for instance, will save you so much time and trouble. No muss or bother, and anyone can operate it. Children think it fun to make toast "just like mother's" on this extremely practical household convenience.

TEXAS UTILITIES COMPANY

Announcement!

We Are Equipped to Give Better Service Than Ever Before.

Awning orders now for spring delivery will be priced at our low January figures.

Write us for prices and samples. We quote prices without obligation to buy.

Amarillo Tent and Awning Co.

206 West 10th Street.

A Breakfast Nook

Is but one of the charming improvements which a few feet of lumber and a few moments of work can accomplish to make any home more attractive and more livable. Let us plan with you for some of these attractive additions to YOUR home.

KEMP LUMBER COMPANY

CLASSIFIED

For Sale or Trade

FOR SALE OR TRADE—Clean stock of general merchandise, \$24,000 stock at cost, located at Davidson, Okla. Owner will exchange for a good farm in Panhandle. What have you? Give price and full description in first letter. Address BOX 2201, Amarillo, Texas. 3-4tc

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

For Sale

FOR SALE—Oil burning, Simplex brooder stove, used very little and guaranteed in good condition. Price reasonable or will trade for maize heads or threshed maize. J. THOS. WEBB, Phone 69. 5-1tc

RADIO FOR SALE—Seven tube superhetrodyne, the Rolls-Royce of the radio field. Reaches to the New England States and the Pacific Southwest. Full equipment and of course the price is right. H. L. WICE. 5-1tc

FOR SALE—Two coal burning brooder stoves, one 500 chick size, one 1000 chick size. MRS. W. C. RUSSELL, Phone 9006F5. 5-2p

FOR SALE—One two-row Emerson lister; one one-row John Deere lister. J. J. CRAWFORD, Black, Texas, Box 36. 5-1tp

FOR SALE—R. I. White Wyandotte cockerels, Fishel Martin strain. L. F. BEZNER. 5-1p

FOR SALE—Good milk cow, fresh. M. R. CORBETT, Phone 9016-F4. 5-1tp

SEED OATS for sale at 75c per bushel. F. J. AXE, 9012-F11. 5-1p

FOR SALE—Good higeria bundles. Five miles south on Dimmitt road. JOHN HENSCHKEID. 5-2tp

FOR SALE—Two registered Duroc Jersey boars, with pedigrees to prove that they are as good as any in Texas. J. J. CRAWFORD, Black, Texas. 4-2tp

FOR SALE—Lard for sale, 15c per pound. J. F. WARD, Phone 250. 3-1f

FOR SALE—A good baby carriage. See HAZEL SPARKS, or phone 119-W. 5-1tc

FOR SALE—Thirty White Leghorn hens. Phone 119-W or see FLOYD HACKER at Garrison's Hardware. 5-1tc

FOR SALE—Good assortment of grape vines. Phone 250. J. F. WARD. 3-1f

FOR SALE—Two hundred Ancona hens, now laying. E. M. COX. 34t

FOR SALE—Dressed hogs, weight 125 to 150 pounds. J. F. WARD, Phone 250. 3-1f

FOR SALE—Modern home, choice residence lots. Good terms. ALVIN C. THOMPSON. 52-1tc

KINDLING, KINDLING—See Arch Conklin, the Transfer Man. Phone 109 or 9014-F13. 59-1tc

For Rent

FOR RENT—100 acres, six miles south of Hereford. MRS. E. E. EVANS, 727 S. Oak, Ottawa, Kansas. 5-2tp

FOR RENT—Light housekeeping rooms; modern conveniences. MRS. J. D. THOMPSON. 4-2tp

Wanted

33c for Natural Marcel wave, made with latest imported waver. Phone 330 or see MRS. W. B. PHILLIPS, West Sixth and Lee Avenue. 52c

Opening Needle Shop at my home, call and see BERTHA CROW, 310 East Third Street. 5-1tp

Anybody wishing a good, reliable, middle-aged woman for housework or nursing, please phone 190-J. 5-2p

WANTED—Girl for general house work; daytime only. Inquire at THE BRAND. 4-2tp

FOR GARDEN PLOWING or dirt hauling, call 19. RUSSELL DANIEL. 4-1tc

WANTED—To buy half section improved or unimproved near Hereford. Quote lowest price and terms, with full description and location in first letter. Address BOX 2201, Amarillo, Texas. 3-4tc

FLOWERDALE YOETHE'S NOBLE will stand for service in North Hereford. This bull was grand champion at the 1927 Deaf Smith county fair. As a four-year-old, his dam, Flowerdale Yoethe produced 12,676 pounds of butterfat in 305 days. Service fees \$5.00 at time of service. O. L. RUTHERFORD, Phone 344-W. 3-1tc

Lodge Directory

Hereford Lodge No. 476, meets every Monday night in Odd Fellows' Hall. Visiting brothers welcome. F. R. Givan, N.G. L. H. Foster, Sec.

Lost and Found

STRAYED—Black mule, weight about 800 pounds; came to my place about a month ago. JOE BERNAUER, three miles north on 25-Mile Avenue. 4-4tc

Farm Sale Dates

Col. W. S. Williams is in charge of the big farm auction sale to be held February 20 by A. W. Hruska of Adrian. This place, known as the Hindman farm, is located just eight miles south and one mile west of Adrian. Sale begins at 10:30 a. m. and free lunch will be served at noon.

One of the largest bills offered at a public sale in recent weeks will feature the mammoth auction to be held by Hickman and Webb at the Glenn Heckman farm, two and one-half miles east and a half mile north of Cleo store on Thursday, February 23. This will be an all day sale, beginning promptly at 10:30 a. m. Col Ray Barber is in charge, assisted by Bruce McLean.

Col. Ray Barber has been engaged to conduct a dairy sale to be held at the Mrs. J. G. Riddings & Son farm located one-half mile west and one mile south of Amarillo and Canyon highway on February 16.

People From Hereford May Attend Banquet

Hereford will probably be represented at the annual banquet and business meeting of the Panhandle Plains Historical Society to be held Friday, February 17, at Canyon. According to President T. D. Hobart, papers and speeches scheduled for the program promise to make this meeting the best in the history of the organization. Several men who are doing research work at the University of Texas will read papers which have been written as part of their requirements for a master's degree. Officers state that the number of tickets sold at the closing date, February 10, indicate the greatest attendance at the banquet in recent years.

THE MORAL ASPECT OF THE WAGE SYSTEM.

BY DR. FRANK CRANE.

Usually the money-making individual gets a very black eye from most high-brow writers. They think if a man does a thing in order to get money he should be somewhat ashamed of it.

I wish to say a good word for the desire to make money. It seems to me it is about the most wholesome desire in the human bosom.

What would we do unless people could make money? The gas we burn in the house would remain in the coal if there were no profits in taking it out and piping it to the residence.

You could not have electricity unless it paid somebody to bring it to your house.

You would have to do without most of the food you eat and the clothes you wear if somebody did not make a profit by supplying you with them.

We should be very glad to give these middlemen something for their brains. Without their services life would be barren indeed. Giving people wages or pay is the way we induce people to do something for us which we cannot do ourselves.

Formerly we had a system of slavery by which men did what we didn't want to do.

The conscience of the world rebelled against that. But we got a man to do for us what we do not want to do ourselves, we simply pay him. Without this system of paying people for their labor there would be none of it done for us.

The wage system beautifies our lives. It fills it with comforts and luxuries and the whole fabric of society rests upon it.

Every man or woman should not only be busy but should be busy doing something that the world is willing to pay for.

When somebody pays for what you do, you may be sure your work is needed. If you are just working for nothing you may be more of a nuisance than a benefit.

The wage system is a test by which you know that your work is appreciated.

No man should be ashamed of getting wages. Everybody of any account works for a wage in one form or another.

Of course he should do nothing dishonorable or disgraceful, but he should not do that, anyhow. So, eliminating all wicked or criminal or selfish acts, the best way to test the usefulness of your activities is to see whether anybody wants to pay for them or not.

Oh, the girls in Venice—they never walk home. But they keep their little figures in trim. When occasion demands it—they put it that way—They indulge in a vigorous swim.

THIS WEEK

By ARTHUR BRISBANE

SOMETHING NEW IN TAXES. MARRIAGE A SCHOOL. SAVE A LITTLE. PROTECT NATURAL RESOURCES.

A learned legislator says married women ought not to work, and if their husbands earn as much as \$2000 a year the woman's earning power should be taxed 20 per cent.

Under old laws a husband could take what his wife earned, even now in England he controls the children that she produces.

For the state to rebuke her industry by taxing her earnings 20 per cent would be something new.

Bolshevism decides that little girls must not play with dolls, because that encourages the bourgeois or capitalist idea of family life, developing a taste for motherhood and household duties.

Bolshevism interprets the little girl with a doll correctly, but will no more overcome the love of dolls than it could overcome the instinct of self preservation. Maternity is planted in the hearts of little girls by a Power far above Bolshevism, just as ambition of another kind is planted in the hearts of little boys. And that ambition is what makes Communism an impossibility.

Dr. M. S. Taylor writes from Chicago, "Contribute your opinion on legalizing companionate marriage."

That question was settled when Eve appeared from Adam's rib.

Woman is naturally monogamous, is determined to make man so, will do it eventually, and marriage is the school of monogamy.

A companionate marriage expresses doubt, proves lack of confidence on which marriage should be based, and, while it is perfectly legal now, divorce being legal, it is a poor, cold-blooded sort of marriage.

Fortunately, the average young couple have no doubts whatever, and only regret the marriage cannot last a million years, just to prove it.

Some times they are disappointed, nearly always through the husband's fault. But meanwhile, the children have been born, blessed with the influence of trust and affection.

The value of a man depends on the respect of his father and his mother for each other.

If husband and wife start marriage in doubt, each leaving the door open for escape, the children's inferiority will reflect their parents' "I may decide to quit" marriage.

The important thing in marriage is the quality of the children and the next generation.

William Fox has bought 307 more theatres, seating 350,000 for \$100,000,000.

Twenty-five years ago Fox got into the theatre business because his employer refused to raise his \$17 a week salary. Fox had just married. The employer said, "Not only I can't raise your \$17 a week, but you are getting \$2 too much. I am going to pay you what you are worth, \$15.00."

Fox had saved \$580 on \$17 a week, got control of a tiny moving picture theatre that could take in \$7.00 when packed. Now he has 356 theatres.

Always save something. If you have brains it will increase. If not, saving will keep you out of the poor house.

The Prince of Wales, hopefully desiring a revival, wonders whether human beings, invented earrings or trousers first. Man's passion for adornment, he thought, probably produced earrings before clothes.

He is about right. Darwin tells of Patagonian ladies, living in a climate often bitter, that would not think of coming from their huts to let a stranger see them until they had painted their faces and arranged their hair. But they did come out without one stitch of clothing.

A British seaman, by the way, owns a pearl earring taken from the ear of King Charles the First after his head had been cut off.

The United States pays more toward the expense of the League of Nations than any other country except Britain—although we are not in the League. That's usual. We paid more than any other nation for that big war—about fifty-nine million dollars a day while we were in it, and we lent the allied fighters ten thousand millions of dollars—yet it wasn't our war.

Our troubles will come in America when our natural resources are exhausted—coal, iron, oil, forests, etc.

At present we are busy using, wasting. Some day we may be busy regretting. Emil Kekich sent to Sweden by Herbert Hoover's department of commerce, reports that Sweden has solved her forest problem.

The annual growth of timber in Sweden has solved her forest problem by 100,000,000 cubic feet, or 1,200,000,000 board feet.

LIFE AFTER DEATH.

BY DR. FRANK CRANE.

A gentleman writes me a letter from which quotations are as follows:

"The other day my wife died. She was 39 years old. She was a martyr to her duties and to her children."

"After 19 years of marriage and hard work this wonderful wife and wonderful mother, who never complained, was taken from us."

"Now is the time when she could have taken life more easy and could have enjoyed the growing up of her children while preparing herself for old age."

"In two days she was gone. My duty towards the children will keep me going and going strong, but I feel the need for something that shall keep me going on myself."

"I would like to know if there is a season for such happenings and furthermore that the deceased one is happy in another life. Please hear the cry of a spiritual man left in the middle of life (I am not yet 49) deprived of the only one faithful companion and with nine children, from 18 to two and one-half years. I have the feeling that no other woman can ever enter my life."

"I need a number of thoughts that shall satisfy me mentally and emotionally that everything is for the best and some certainty as to the life after death."

There is no certainty of life after death. That is a matter that must be taken on faith and hope. Of it, we have a reasonable hope.

Those who live the higher life, that is above the animal, all have a feeling of another life.

While the Scriptures do not positively teach another life, they assume it, as Christ says, "If it were not so I would have told you."

Honor, patriotism, self-sacrifice, and devotion reach out into another life. In this life they are often thwarted.

What the Almighty's reasons were for taking this mother we cannot say. No one knows. But the best plan from any point of view is to go on assuming that He had a good reason. Nothing can be gained by giving up.

If we believe in the high purposes and devoted life of the deceased we shall ourselves participate in them.

If there is another life and the deceased is cognizant of our doings here, she cannot but be gratified to know that we are living up to our ideals.

The memory of this mother has faded into a memory, but that memory will continue to inspire and bless her children and her husband.

Barthelme Scores In New Crook Picture

Nickle Elkins, the young runner who so narrowly escapes the gallows, is assured a permanent place in the screen's role of honor as the result of Richard Barthelme's fine portrayal of this character in "The Noose," thrilling drama of the underworld which will play at the Star Theatre here on Monday and Tuesday of next week.

Richard Barthelme again demonstrates that he is one of the finest natural actors on the screen and handles a difficult role with finesse and grace. According to Manager W. L. Pickett, "The Noose" deserves its success because it is a good picture well played by the cast.

Best Man—Wasn't it annoying the way that baby cried all during the ceremony?

Maid of Honor—"It was dreadful when I am married I shall have engraved on the invitations, 'No babies expected.'"

Old Doc Bird Says:

You may feed a man brain food, but you can not supply the brains.



TRY OUR CAKES AND BREAD THE CITY BAKERY C. C. WALL, Prop.

Summerfield

We have been fortunate enough to get some rain and snow the last few days and we hope to get more soon.

Sunday school met on time Sunday with about 45 present. If the weather was threatening attendance was fairly good. After the study of the lesson Mrs. Abbott of Bovina gave a very interesting talk on her work among the Mexicans.

Mr. and Mrs. Walker and daughter Buna Vesta made a business trip to Muleshoe, Farwell and Clovis Saturday.

Mr. and Mrs. Alvin Wilson and children spent Sunday in the C. H. Walser home.

Misses Eva Noland, Leatrus Walker, Ellen Atchley; Messrs. Bill Eldman, Charlie Noland and Alvin Ellis attended the singing at Friona Sunday afternoon.

Mr. and Mrs. Bill Avens and children of Westway spent Sunday in the Jay home.

The W. M. U. met with Mrs. B. A. Atchley last Thursday. The next meeting will be February 23 in the home of Mrs. B. K. Greecan.

A new, modern, five room house is being built on the Obe Roberson farm southwest of Summerfield.

Mr. and Mrs. Charlie Roberson have moved to Canyon where Mr. Roberson has accepted a job as foreman on the Santa Fe tracks.

Easter Items

There was a good attendance at our literary meeting Saturday evening. Miss Beyer of Hereford.

brought the boys' and girls' glee club out and rendered a most delightful program.

Easter school went to Friona Friday afternoon for a basketball game. The game was played between the boys. The score was 28 to 19 in favor of Easter. Mr. and Mrs. Allen, Mrs. Chambers, Frye, Smith and Olive Stagner also went to the game.

Percy Estes and daughter from Dimmitt came out for the entertainment Saturday night.

Mr. and Mrs. Geo. Chambliss visited in the Kincaid home Friday night.

Miss Gene Hughes of Hereford spent the week end in the Chambliss home.

Mr. and Mrs. Henry Alliman visited in the Frey home one day last week.

Miss Eddie Lee Allen visited one night last week with her sister, Mrs. Sam Hunter of Jumbo.

Miss Nannie Fields spent the week end with home folks.

Rev. Tannery of Friona preached at Easter Sunday afternoon.

Mrs. Sullenger spent Monday with Mrs. Terrell and helped her can chicken.

Mr. and Mrs. Carl Frye and daughters were dinner guests of Mr. and Mrs. L. W. Carlyle of Hereford Sunday.

Mr. and Mrs. W. J. Sullivan attended the dedication services of

the new church at Dimmitt Sunday.

This coming week the series of services begins at Easter. Rev. Jas. T. Ross will open the services on Monday night.

That Kind of a Girl.

He—Why did you jump out of the car last night and start running home?

She—I was being chaste.

Bachelor—Yes, the world's a gloomy old prison.

Amorous Splicer—"That's because you're in solitary confinement."

Ned—"He plays a fair golf game, doesn't he?"

Ted—"Yes, if you watch him."

Baby Chix

OF QUALITY. Poultry Supplies. Garden and Field Seeds. Plants of All Kinds. Incubator Supplies. Ask for Price List. C. E. WHITE SEED COMPANY Plainview, Texas.

Magazines W. FRANK BALL. When you want to subscribe for a magazine, patronize your home-town agent. Just Telephone 147.

Thank You!! We Take This Opportunity to Thank the Public for Their Attendance at Our Formal Opening Sale Held Last Saturday. When ever you need groceries phone us your order. Remember the new number—87. The service, the quality of the groceries and the prices are all guaranteed to give complete satisfaction. Womack's Cash Grocery WE DELIVER

Have You Seen Them? OUR NEW AND ATTRACTIVE LINE OF Friedman-Shelby Shoes FOR MEN AND WOMEN and Red Goose Shoes for the Children Straps and Oxfords in Patent and Honey Biege for the kiddies first walking shoes. Our Line of Silks for Spring is Complete In solid colored flat crepes, georgettes and printed silks The designs and colors are irresistible. Do Come and See Them. J. O. NEWELL WE GIVE 2-A GREEN STAMPS. HEREFORD, TEXAS

MEETINGS PROVE SUCCESSFUL

The warmth of the reception given the ministers of Hereford in the first week of their series of revival meetings being held in different communities near here, leads us to believe that the meetings are a decided success. Rev. Jas. T. Ross, pastor of the First Presbyterian church, declared this morning.

With almost no exception, the size of the crowds at each of the meetings was all that could be desired, he said, and enthusiasm over the services is high in the communities. Last week communities visited were Progressive, Westway, Frio and Ford. Next week services will be held at Dawn, Walcott, Easter and Ward.

The schedule for the week beginning February 20 is as follows:

Date	Dawn	Walcott	Easter	Ward
Monday	Cloyd	Morgan	Ross	Bowen
Tuesday	Bowen	Cloyd	Morgan	Ross
Thursday	Ross	Bowen	Cloyd	Morgan
Friday	Morgan	Ross	Bowen	Cloyd

Chicago Man Visits Parents Here Tuesday

Paul Guthrie of Chicago spent a few hours between trains here Tuesday with his parents, Mr. and Mrs. B. F. Guthrie. He is in the employ of Montgomery Ward & Company and was on his way from Enid, Oklahoma to Fort Worth.

Mr. Guthrie is a graduate of the Hereford high school, class of 1917, and is said to be the youngest student ever graduated by the local school. The following winter after graduating he entered the navy at sixteen years of age and spent one year as wireless operator on a submarine in foreign waters, most of the time in the Mediterranean and Adriatic seas.

After the Armistice he returned to this country and was then sent for a year on a mine sweeper to the North Sea as a wireless operator, where he was once wounded when the ship they were on was wrecked by the explosion of a mine.

He was discharged from the navy in 1920 and that fall entered the University at Austin but soon afterwards had a nervous and physical breakdown from the hardships of his service in the navy and had to leave school for rest, later returning for two years work at Austin. He then went to the Northwestern University at Evanston, Illinois, where he received his degree from the school of commerce in 1925.

Since that time he has been in the employ of Horder & Horder, wholesale dealers of stationery and office supplies, with headquarters in Chicago, just recently having taken his present job. Montgomery Ward & Co. are establishing a chain of several hundred retail stores in different parts of the country and Paul is employed to install the accounting system, buy the office equipment and employ the office help in the new stores and then act as general auditor. They have just established one in Enid, Oklahoma, and are to open one in Paris, Texas, this week, then Mr. Guthrie goes back to Oklahoma to open a store, and then to Birmingham, Alabama. Amarillo is slated for one as soon as a suitable location can be found.

WORRIES.

BY DR. FRANK CRANE.

We will carefully take stock of our worries. We say that most of them are about things that do not matter. For a caption that would be suitable at the head of the list of rules I would suggest, "What Of It?"

I suppose I had the best mother in the world. She is entitled to all of my respect and esteem because she patiently put up with me all through my childhood. I can remember, however, that when I went away from home in my younger days she was always solicitous that I should wear clean underwear and stockings because she said that if there was to be a train wreck and my body found what would people think if they found out I had on dirty underwear, as though I should care about the state of my underwear when I was a corpse.

Much of the care and trouble that mothers take is of the Martha kind, for Martha was "careful and troubled about many things."

Suppose the children do litter up the floor and pick the flowers in the garden and tramp into the house with muddy feet. Anybody who knows children expects that and if they don't know children they are out of luck.

It might be all right to see that your boys are washed behind the ears and that their finger nails are clean, but you should remember that while those things should not be left undone, there are some more important things. It is important, for instance, that your children should always think of you pleasantly and gratefully. Your affection for your son counts more

with him than your solitude for his appearance.

It is well that the dandruff is brushed off your husband's coat collar and that his tie is right and his boots are polished, but if you do nothing else for him but call attention to these peccadilloes by and by the idea will seep into his head that you are nagging. What he wants most of all is to keep his love and esteem for you and you ought to work at making yourself worthy of that much more than to work at how he will look to other people.

I do not mean to underrate the little attentions that should be bestowed upon those we love, but I emphasize the fact that these little things are of small importance compared with the greater matters of life.

On one occasion it was said by a wise man that the Pharisees paid tithes of mint, anise and cummin, but neglected the greater matters of the law. So we sometimes make the mistake of looking for specks of dust when we should be admiring the landscape.

It is also a matter of proportion. The principal thing to learn in living is how to value things, how to be particular about the essentials and give small heed to the non-essentials.

It's easy enough to reach other people's burdens. They are always so much lighter than ours.

Things You Should Know About Your HEALTH

Committing Suicide.

Any one who suddenly ends his life voluntarily by his own act, is a suicide. I believe that one who ends or shortens his existence slowly—perhaps unconsciously—commits the same unwholesome deed.

I read somewhere that civilization has added seven hundred articles of food to our overworked dietary! Think of it, in the face of the fact that the human body needs actually only a half dozen. I feel sure that the seven hundred are only modifications, mixtures and adulterations of the few food units required. In place of plain bread and butter, fruits and meats, we are eating distillate, fermentations, hashes and conglomeration, sugared pyramids and highly dynamized temptations to depraved appetites which wreak destruction by slow but certain stages on the bodies that are from hour to hour stuffed with them—suicide? I know of no better word to employ.

Our advertising pages, woman's magazines and newspapers are all flaming with colored illustrations of saturated, striped and colored deliers of digestion. New recipes are almost daily added, that seem irresistible—as if plain, wholesome food were not inestimably better for sound sleep and good health. Our people consume tons and tons of sugar in myriad forms each year. Commercialism knows that the easiest route to the pocket-book is by way of the appetite.

There is no argument against that for long, healthy comfortable life. Every octogenarian, even centenarian, is a living, convincing witness for plain food, temperate living and sound sleep. Every man that dies at fifty-five of "heart failure" "cerebral hemorrhage" and "acute indigestion" is a terrible indictment of the gastronomic debauches of our people of today. Life is too precious to be frittered away by dissipation.

If you want a good figure, healthy muscles, sound brain and elastic step, cling to the simple diet and steady employment.

Some of these society women must find it a bit difficult to remember who they married last so they can tell where to go home.

Tri-State Fair Organization to Stage Matches

AMARILLO, Feb. 15.—On a card of boxing which will bring together the very best of the lighter weight boxers of the Southwest, the Tri-State Fair Association on February 20 is inaugurating a program of sport events as benefits for that institution, which proving popular, will mean that sport followers of the Panhandle may in the near future get to see the best that the mat and the ring afford to the nation.

This spring carnival of sports is being staged for the benefit of the Panhandle as a whole, and upon its support and that of the city of Amarillo depends whether even greater shows than that of February 20 can be staged.

As one example of what is in store for the future, it is now planned to bring the winner of the Lewis-Stecher wrestling match at St. Louis to Amarillo at a later date. The winner of this match will be the recognized heavyweight champion.

On the boxing card of February 20, the fair has arranged two big bouts, with preliminaries to make a total of thirty rounds. The main bouts will go ten rounds. For this occasion there has been selected Wildcat Monte, lightweight champion of the Southwest to meet Ed-dit Murdock, Bobby Vincent was selected to meet Monte, but Murdock has since defeated Vincent and only the best are being selected.

The other main event will find Kid Granite, the Oklahoma "Rock Man," meeting Bud Chambers, of Wichita, Kansas. Chambers is heralded as the best lightweight in the Middle West, who once fought Ace Hudkins to a draw and beat Evers Hammer. Country Boy Lane was at first selected to meet Granite, but Lane later met defeat, hence the substitution.

The exhibition will be staged at the city auditorium, a six and four round event of fast lighter boys filling out this tip-top card.

Popular prices of \$2 ringside, \$1.50 lower floor, and \$1 balcony will prevail. Reservations should be made with J. E. Biggs, assistant manager of the Board of City Development.

Slaton Emerges Victor In South Plains Tournament

Playing host to the South Plains basketball tournament last week proved profitable to the Slaton high school team when cagers from that school came out victorious in the Class A section of the play. Four teams were entered in the Class A division and ten in the Class B. The Monroe quintet came away with high honors in the latter group.

Some of the play in the Class A division was said to have been as fast as any seen in this section of the country for some time. In both the finals and the semi-finals, it was necessary to play three and

four extra periods to decide the winners. Attendance at the tournament was the largest in several years.

Gray County Hopeful of County Seat Change

All Pampa is enthusiastic following the payment of recent poll taxes, when it was announced that a sufficient number of voters in that city were qualified to swing an election to be held soon for the purpose of changing the county seat from LeFors to Pampa. The election is set for Friday, March 5th.

Residents of Gray county, save those at LeFors, are unanimous in

their desire to have the county seat moved to a more central location. McLean, Pampa and Alameda are the three towns which will probably be on the ballots as eligible to receive the new court house. With 3,500 poll taxes paid, Pampans are said to feel fairly confident of victory for their city.

A canoe is like a small boy—both behave better when paddled from the rear.

TRY A WANT AD IN THE BRAND.

"I SHOT BUCK GORDON, BUT NO ONE WILL EVER KNOW WHY!"

He was a gangster kid—his mother was a great lady. And he was willing to "swing" that she might remain a great lady!

ATTEND THE MAMMOTH Auction FARM SALE

To be held Thursday, February 23, at the Glen Hickman farm, known as the Webb farm, 2½ miles east and one-half mile north of Cleo store; eight miles south and two and one-half miles east of Dimmitt; twelve miles northwest of Hart, or fifteen miles southwest of Nazareth.

One of the largest bills of livestock and farm machinery offered in a sale here in many months.

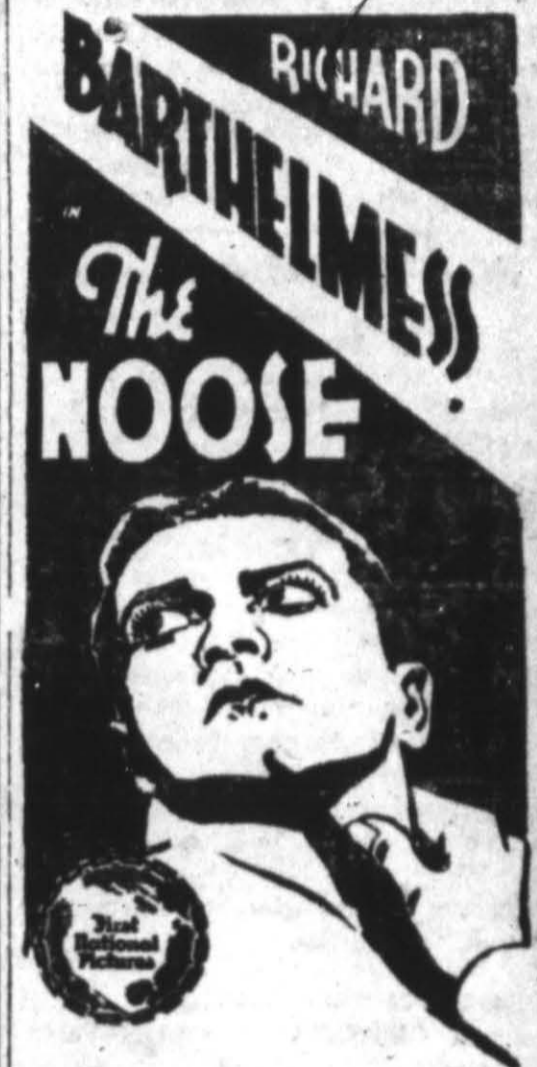
Sale begins at 10:30 a. m. Lunch will be served. Bring your own tin cups.

Hickman & Webb

Owners

Bruce McLean
Clerk.

Ray Barber,
Auctioneer.



STAR THEATRE
Monday and Tuesday
FEBRUARY 20-21

PATHE NEWS
M-G-M Comedy
"Pass the Gravy"
with
MAX DAVIDSON
Admission 15c-35c

John Hancock's Signature

You have heard of him, of course. Everyone has. His signature is the first affixed, the most boldly executed on the Declaration of Independence.

When that great document was drawn up and ready to sign, there was a pause. It was a moment of grave importance to all present. By placing their signatures on this paper, they would put themselves on record as opposed to the British crown—a hanging offense. At this juncture, John Hancock stood up, seized the pen and wrote his name on the parchment as large and black as he could. By this act he advertised to the world that he stood ready to make any sacrifice—even life itself—in support of his principles and ideals. His signature afforded a permanent record of his good faith.

Advertisers who go to great expense to place before the public printed announcements of their products are offering similar evidences of good faith, equal guarantees of fair dealing. Advertised goods are reputable, dependable, vouched for by manufacturers and dealers who are known and respected. By reading the advertising in this paper you will acquaint yourself with the safest and most economical sources of supply, the products which will serve you best and longest. Advertisements are the surest index to efficient buying. Do not neglect them.

ADVERTISING IS THE
GUARANTEE OF GOOD FAITH

PIGGLY WIGGLY

Much of our country's wealth IS DUE TO Piggly Wiggly Stores

You don't have to keep a small grocery store in your home now. Not these days, when every PIGGLY WIGGLY Store brings the necessities of life close to your door. Instead of carrying a permanent investment of several hundred dollars in dry groceries (as your grandmother had to do) you can buy the goods you want fresh, every day.

Packages are smaller, daintier, nicer to handle. Cans of prepared foods, just big enough for a single meal, allow you to eat what you want without fear of waste or leftovers.

You get the best, at a real saving in price, when you trade at any of the PIGGLY WIGGLY Stores.

SPECIALS for FRIDAY AND SATURDAY

Cabbage, per lb. 3c

Apples Good, ring packed bushel basket \$2.90

Apple Butter Libby's None better gallon 66c

Baking Powder Calumet No. 2 1-2 can 56c

Mother's Oats with china 32c

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

Evangelical Lutheran Church

Wm. F. HALAMA, Pastor.

Sunday school at 10:00 a. m.

Divine service at 11:00 a. m., at court house. Sermon topic, "How Can Ours be a Profitable and Blessed Leuty?" Text Luke 18:31-34.

A cordial invitation is extended to all.

First Presbyterian Church

JAS. T. BOSS, Pastor

Regular preaching services 10:30 and 7:15. Sunday school at 9:45. Christian Endeavors at 6:15. Woman's Missionary Society will meet on Wednesday at 2:30 and Church-Nite on Wednesday at 7:15. Let us have a full attendance upon all these services.

A cordial invitation is hereby extended to all who may desire to worship with us on next Sunday.

First Methodist Church

E. B. BOWEN, Pastor.

Morning and evening worship, conducted by the pastor. At the 11 o'clock hour the subject will be "Man, His Place, God's Plan." At 7:30 the subject will be "God's Radio Equipment." These messages will be interesting and helpful. Sunday school meets at 9:45. N. M. Bartley, superintendent. Epworth League meets at 7:30. The Young Matron's Missionary Society meets each Tuesday afternoon. The W. M. S. meets Wednesday afternoon at the church. Mid-week service on Wednesday beginning at 7:30. We are always glad to have you worship with us.

PRESBYTERIAN SENIOR CHRISTIAN ENDEAVOR

Sunday at 6:15, February 19.

Topic: Are the teachings of Jesus up to date? Scripture: Matthew 7:24-29. Leader: Miss Bettie Rose Kerr. Preliminary song and prayer service.

Leader's talk. Song. Jesus' teaching on prayer. Matt. 6:5-15: Miss Ruth Haberer. Jesus' teaching on humility. Matt. 18:1-5: Mrs. W. S. Kerr. Jesus' teaching on soul-winning. Matt. 13:1-9: Miss Eunice Russell. Jesus' teaching on love. Matt. 5:43-48: Mrs. Ross. Song. Business. Misspah.

What's Doing In WEST TEXAS

Matador—Two hundred guests attended the annual banquet of the Motley County Chamber of Commerce here February 6. A. J. Spangler is secretary.

Valley Mills—Valleys Mills of Bosque county, is one of the newest member towns of the West Texas Chamber of Commerce, having taken out five memberships.

El Dorado—Improvements in the El Dorado water system will be made after March 1 when O. W. Evans, new manager takes charge.

Brady—Ballinger, Brady and San Angelo have deferred action on the proposal submitted to them by Brownwood citizens until after reception of the recommendations made by the West Texas Chamber of Commerce committee, February 13.

Gorman—Test of a soft water well recently put down here is being made by the city.

Sweetwater—A mass meeting of all interested in combating the pink boll worm is to be held here February 25 under auspices of the West Texas Chamber of Commerce.

Mertzon—W. W. Adams, local grocer and marketer is erecting a building here to be furnished with new equipment for his growing business.

Fort Stockton—Additions and improvements to telephone lines of Itankin, McCamey, Marfa, Fort

Davis, Presidio and other towns on the Fort Stockton lines are contemplated.

Pyote—Pyote has affiliated with the West Texas Chamber of Commerce with ten members.

O'Donnell—B. M. Whitaker, agricultural manager of the West Texas Chamber of Commerce, recently completed an agricultural school in the Dawson county, sponsored by the Dawson and Lamesa Chamber of Commerce.

Junction—The Junction State Bank is building a million pound capacity wool and mohair warehouse of fire proof construction.

Clifton—The city of Clifton is now a member of the West Texas Chamber of Commerce, Mayor Ed Handley of that place having just paid the membership fee for the town. Five individual memberships were taken, also.

Bronte—Bronte is considering a revival of the old Coke county water project and will be joined with Winters in this movement.

Comanche—A creamery with a sweet milk market is operating here with units to be added as needed.

Llano—Building activities here for 1928 will surpass those of previous years, the most important project being a community hotel.

Fluviana—Work is under way on a new road leading north from here.

Memphis—A brick building costing \$24,000 is under construction in this place.

Childress—Erection of a water tank of 75,000 gallons capacity is under way here for the Denver road shops.

FOURTH-CLASS POSTMASTER EXAMINATION

Receipt of applications to close February 23, 1928.

The date for assembling of competitors will be stated in the admission cards which will be mailed to applicants after the close of receipt of applications.

The United States Civil Service Commission has announced an examination to be held at Hereford, Texas, as a result of which it is expected to make certification to fill a contemplated vacancy in the position of fourth-class postmaster at Summerfield, and other vacancies as they may occur at that office, unless it shall be decided in the interest of the service to fill any vacancy by reinstatement. The compensation of the postmaster at this office was \$560 for the last fiscal year.

Applicants must have reached their twenty-first birthday but not their sixty-fifth birthday on the date of the examination.

Applicants must reside within the territory supplied by the post office for which the examination is announced.

The examination is open to all citizens of the United States who can comply with the requirements. Application blanks, form 1753, and full information concerning the requirements of the examination can be secured from the post-

master at the place of vacancy or from the United States Civil Service Commission, Washington, D. C.

Applications must be properly executed and on file with the Commission at Washington, D. C., prior to the hour of closing business on the date specified at the head of this announcement.

Senator Dill wants a microphone on every senator's desk, but no senator will probably work very hard to get any apparatus installed so that the people of his state can check up to see how many days he is absent while Congress is in session.

I left all my future behind me, My past is entirely gone, Without any trousers on, I went to my classes this morn.

Nobody loves a fat man, they say, but anyway the fat men we know manage somehow to keep from starving and to be happy through it all.

The French are trying women cooks in their army and kitchen police may not be such a bad job in that army.

NOTICE OF TRUSTEE'S SALE

WHEREAS, on the 15th day of December, 1924, Ernest L. Betts and Teleta A. Betts, his wife, executed a deed of trust conveying to Wiley R. Robertson, a trustee, the real estate hereinafter described, to secure Empire Mortgage Company in the payment of a debt therein described, said deed of trust being recorded in Vol. 27, Page 489 in the deed of trust records of Deaf Smith County, Texas; and

WHEREAS, the undersigned has been appointed substitute trustee in the place of said original trustee upon the contingency and in the manner authorized by said deed of trust; and

WHEREAS, default has occurred in the payment of interest on said indebtedness, and the same is now declared wholly due, and the owner and holder of said debt has requested the undersigned to sell said property to satisfy said indebtedness;

NOW, THEREFORE, Notice is hereby given that on Tuesday the 9th day of March, 1928, between ten o'clock A. M. and four o'clock P. M., I will sell said real estate at the door of the county court house in Deaf Smith County, Tex-

as, to the highest bidder for cash. Said real estate is described as follows: In the County of Deaf Smith, State of Texas:

The south half of Section Number One Hundred Fifty-Two (152), Block M-7, except that part of said Section lying South of the North line of the railroad right-of-way, Certificate Number 1263, B. S. & F. Survey, Patented to James W. Field, by Patent Number 570, volume 31, containing 317 acres of land.

Witness my hand this 11th day of February, 1928.

H. L. HUNTER, Substitute Trustee.

SAVE THE EQUITY

Don't allow your property to be taken by foreclosure just because you are hard up. Save the equity.

Let it with us for sale or trade. The matter will be handled quietly but energetically and your equity may be saved.

We handle farm, city property, stocks of merchandise, hotels, garages. We operate over a large territory and do get results.

Write Us Today.

Albright Agency Association

211 Continental Building, OKLAHOMA CITY, OKLAHOMA

Choice well improved quarter section, 15 miles from Oklahoma City, \$15,000 clear. Will accept good, clear western for half and carry back balance long time, 6 per cent.



1592 Hatcheries Say— "Feed PURINA"

WHEN the hatcheryman sells you chicks, he wants them to live and grow. He realizes the importance of proper feeding. It is for this reason that 1592 hatcheries recommend Purina Poultry Chows. Poultry yard facts show that more than 90% of the baby chicks fed Purina Startena live and thrive. We have just received a shipment of Purina Startena. Come in and tell us how many bags you'll need.



JONES & McLEAN
PHONE 1 HEREFORD, TEXAS

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.

JAMES BENNETT, Manager.

HOW ARE YOU TODAY?

How often does that distressing question find you full of pains and aches caused by kidney, liver and bladder troubles? Keep your health while you can. Begin taking Gold Medal Haarlem Oil Capsules at once.

Hardy Hollanders have used this remedy for over 200 years. In sealed boxes, at all druggists. 3 sizes. Look for the name on every box.

GOLD MEDAL HAARLEM OIL CAPSULES

Used Tractors and Farm Equipment

We have on hand several used tractors, as well as other kinds of power farming equipment which we offer at attractive prices and terms. There are some real bargains in this list, which we will be delighted to show you, at either our Hereford, Dimmitt or Friona offices. Among others we have:

- One 10-20 McCormick-Deering Tractor, with lister and four-disc plow in good condition.
- One 10-20 Tractor, just overhauled, in fine shape.
- One Farmall Tractor, A-1 condition.
- One good 10-20 tractor.

See us for parts and repairs—we are rarin' and ready at all times to serve you.

R. B. R. Implement Company
FRIONA HEREFORD DIMMITT
The Home of International Products.

BRILLIANTLY Different

Dodge Brothers Victory Six is not only a new car but an entirely new and better kind of a car. For the first time in history, body and chassis are a single, integral unit.

The wide, deep Victory chassis frame, flush with the body lines, eliminates the body sill and the customary body OVERHANG.

Major body parts are reduced from 367 to 81 175 pounds of useless weight are cast off!

The gravity center is radically lowered—with head-room and road clearance unaffected.

The results can not be expressed—they must be experienced.

No unpleasant skidding or sideway at the corners. No back-wheel "chatter" when the Lockheed Hydraulic brakes are quickly applied.

A smoothness over cobble roads that you have never imagined possible.

A swift car that is safe—a moderate-priced car that is unsurpassed in smartness and individuality.

\$1095
4-DOOR SEDAN, F.O.B. DETROIT

Tune in for Dodge Brothers Radio Program every Thursday night 7 to 7:30 Central time NBC Red Network

Beavers Bros.
HEREFORD, TEXAS

The VICTORY SIX
DODGE BROTHERS, INC.

THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY



Painstaking Skill!

The chemist is expected to be an expert in his line; in fact he must be. Few people realize that good battery service demands skill and painstaking care. The WILLARD battery man is always an expert.

WILLARD BATTERY STATION

Vern Witherspoon, Proprietor.



Blinded Spenders

—Those who blindly spend all of their income as fast or faster than they earn it, will sooner or later come to realize the folly of their ways. It is to be hoped that such realization will not come too late. The advantages of systematic saving are many—not the least of them is the certain protection for the future. Come in and let us show you how easy it is to save.

The First State Bank
Hereford, Texas

LIFE INSURANCE and FARM LOANS

Frank Barber

Representative SOUTHWESTERN LIFE INSURANCE CO.

West-Way Items

Sunday school was well attended Sunday. Rev. Hornbeck preached after Sunday school. Rev. Mr. Cloyd will be with us next Sunday.

Westway claims a new citizen in little Miss Wanda Jeanne Short, the infant daughter of Mack Short, who is making her home with her uncle and aunt, Mr. and Mrs. P. C. Short.

Oliver Rudd is quite sick this week. A. W. Nicks suffered a very painful though not serious accident when a board tipped with him causing him to fall through joists, breaking several ribs and shocking him considerably. He was building a flue at the time.

Mrs. J. H. Whitley is moving her household goods to Greenville where she expects to make her home.

Mr. and Mrs. G. C. Hartman visited his father near Kress last week and brought Jim Fox of Dalhart home with them for a visit. Mr. Fox being a nephew of Mr. Hartman.

Mr. and Mrs. Houser have as their guests this week C. R. Ross and C. Wilbank of Ft. Worth, brother and sister of Mrs. Houser. Oleta and Elvin Hartman spent Monday night in Canyon, going to meet Myra Hartman who returned from College Station that day. Myra reports a wonderful trip.

Annie Lee Houser spent last week end in Hereford with Ora May Thurman.

There was a good crowd at Mr. Gore's Sunday night at singing. The next singing will be at the Grady Wilson home.

Summerfield

We have had plenty of rain the past three weeks. Row crops look good and some of the farmers are still cutting wheat.

Rev. Brownlow filed his regular appointment here last Sunday morning, but was unable to be here Saturday night or Sunday night.

The revival services will begin the third Sunday in this month.

Mr. and Mrs. Dinson Hill of Vega and Mr. and Mrs. Alton Atchley of Hereford spent Sunday in the B. A. Atchley home.

Mrs. Joe Kendall and daughters spent Sunday in the C. R. Walsler home.

James Harris of Brownfield spent last week visiting his uncle, W. G. Harris and family.

Mrs. J. A. Noland and sons went to Lockney Saturday to take Mrs. Noland's mother, Mrs. Nance, home after a three weeks visit here with relatives.

Mrs. Lee Kendall had an operation last week at the Hereford Hospital and is reported to be doing nicely.

Mr. and Mrs. J. B. Davis spent Sunday afternoon in the Obe Robinson home.

We are glad to report that Charlie Noland is out again after being confined several days from an injured arm caught in a combine.

Several from here attended the funeral of Dean Atchley in Hereford Saturday afternoon. He was a nephew of B. A. Atchley. Miss Dorothy Harris is visiting relatives in Brownfield.

NOTICE

All dairymen, breeders of dairy cattle and any one interested in dairying, who expects to exhibit stock at the Deaf Smith County Fair in September, are requested to meet at the office of the County Agent on Saturday, August 11, to discuss important questions concerning the show. The County Agent, secretary of the Chamber of Commerce, and the secretary of Rules and Regulations are requested to be present.

J. R. LIPSCOMB, Superintendent of Dairy Department.

News from Bethel.

Bethel was visited by another fine rain last Thursday night. The rainfall was heavy over the entire community, amounting to three inches at most places.

Mmes. Earl and Vern Lust spent one day last week with Mrs. Jim Pennington and helped her can a beef.

Jim Bagwell who has been confined to his bed for a month with a broken leg is now able to be about on crutches.

Mr. and Mrs. Raymond Crawford and family who have lived in our community for the past two years are moving away this week. They will visit relatives near Denver and in Wyoming but it is understood that they will make their home in California. Bethel regrets to lose these fine neighbors and they will be missed. The best wishes of all go with them to their new home.

Mr. and Mrs. I. B. Hammer and daughter and Mrs. C. A. Houseman and sons were week end guests in the Kay Roberts home. Mmes. Hammer and Houseman are nieces of Mrs. Roberts.

C. E. Head's father and brothers of Amarillo visited in his home Sunday afternoon.

Sunday school met a half hour early last Sunday in order that all who wished might attend the revival at Dimmitt. Most of the Sunday school took advantage of the opportunity and heard a splendid sermon by Rev. Jameson.

Jim Bagwell and family spent Monday in the Henry Allman home at Easter.

Loyal Lust sold his cattle to Mr. Biedsoe of Lazbuddie and delivered them last week. He moved them from the Vern Lust pasture where they had been pastured this summer.

Miss Artie Cryer visited in the Crawford home Monday afternoon.

Mr. and Mrs. Boyd Kendall and children made a trip to Hooker, Oklahoma, over the week end and visited relatives.

Mrs. Kay Roberts and nieces, Mmes. Hammer and Houseman, were guests in the Frank Crawford home Sunday.

Raymond Crawford and family, Earl Lust and family, Mrs. Frank Crawford and daughter and Mmes. Roberts, Hammer and Houseman attended singing at Flagg Sunday afternoon.

Mr. and Mrs. J. B. Davis entertained with a lovely dinner Sunday, honoring Rev. Jameson and Mr. Burgess, who conducted the revival services at Dimmitt last week.

About forty neighbors and friends met at the Frank Crawford home Monday night and surprised Mr. and Mrs. Raymond Crawford with a farewell party. Refreshments of lemonade and cake were served and games, music and conversation were enjoyed until a late hour.

J. G. Davis and family motored to Farwell Sunday in order to meet a former pastor and hear him preach.

We Have Doubts About This.

IOWA CITY.—While fishing in a river Francis Suelpe landed two fish in one cast. He hooked a three-quarter pound catfish.

As he pulled it in a ten and a quarter pounder attempted to swallow the little one.

Try a Want Ad in THE BRAND

CAR WASHING AND GREASING

—We are equipped to do vacuum cleaning for the inside of your car.

WHIPPET - KNIGHT MOTOR COMPANY Phone 53

KINDERGARTEN TO OPEN.

Miss Mary Valentine will open a private kindergarten at the court house September 3.

Miss Valentine has made a special study of this work and holds a diploma from the primary education department of Baylor College.

The class will consist of two departments. The morning session will consist of strictly kindergarten work, the basic principles of music, art, expression and folk dancing. The afternoon session will consist of pre-primer work.

All children between the ages of three and six are eligible.

For further information call 2243.

ROY NUNN TO PREACH HERE.

On next Sunday a former Hereford boy is to preach at the First Presbyterian church. Rev. Roy Nunn, now pastor of the Presbyterian church in Kingfisher, Oklahoma, is visiting with his parents, Mr. and Mrs. R. T. Nunn and family. By special arrangement he will speak at the worship hours next Sunday.

Rev. Nunn came to manhood in our community and was ordained to the Gospel ministry here three years ago. From here he went to the pastorate at Kingfisher where he has carried through a very successful ministry. Mrs. Nunn, who accompanies him here, is the daughter of Rev. W. M. Baker, for twelve years pastor of the local Presbyterian church.

To all who know Rev. Nunn a most cordial invitation is extended to the services.

STUDYING IN EUROPE.

LUBBOCK, July 23.—Nine members of the faculty of Texas Technological College are pursuing their studies on foreign soil this summer and during the coming year.

Two of the group are to spend the entire year of 1928-29 in study there, the others to return for the fall session of the Tech.

Mrs. Mary Woodward Doak, dean of women, and Misses Flora McGee, Lucille Gill and Gussie Teague of the department of English, and Miss Katherine Harper, of the school of home economics, are taking work in Oxford University in England this summer. Miss Lallah Boone, of the history department, has recently received an appointment to the university for next year and will study there on a leave of absence from the Tech.

Prof. and Mrs. C. B. Quinn of the Spanish department, sailed recently for France and Spain where he will study next year.

Hints for the Home

When we read that, according to statistics, each family spends \$25 a year for soft drinks outside the home, we realize a very nice saving could be effected by serving these beverages from the home fountain.

Almost any pungent syrup from canned or preserved fruit can be used with lemon or orange juice base to make wholesome fruit drinks. Malted milk powder added to cold cocoa and well shaken makes excellent chocolate malted milk and the cold cereal beverages can also be combined with cracked ice and milk to make a delicious summer drink.

Not one of the drinks suggested costs more than a few cents to make at home—so in the interest of economy, let's try this scheme of being our own refectory and see if it isn't a success.

Don't Forget the Ice.

In your enthusiasm over ice cream dainties don't forget fruit sherbets are just as tempting and often a better selection for summer meals. To a pint of any crushed ripe fruit add one and a half cups of orange juice and a cup powdered sugar. Cook until sugar melts, cool and freeze.

So much beauty can be given to rooms through the use of attractive slip covers that it seems we should try our hands at making a set for the summer home.

Printed linens, chintz, creonnes in quaint floral patterns are ideal for this purpose and need not be expensive so long as coloring and designs are good.

Lay material over chairs or sofa, tuck well into corners, crease and pin according to the outlines of the furniture. Cut from the pattern

you have molded, allowing a half-inch for seams. Fold seams back, lay pieces on furniture again and pin together so they fit snugly. Remove cover, baste and stitch with a welt seam on the right side, allowing a six-inch opening at each side in back so the cover can be slipped on and off.

When Children Become Finicky.

When Sonny and Sister become tired of eggs, prunes, spinach or carrots—four of their most wholesome foods—try preparing them in the form of a fancy gelatin dessert or salad. Use fruit flavors for dessert combinations, and lemon flavored gelatin for salads. Mold in fancy shapes and see how welcome they are.

Takes Place of Eggs in Cakes.

A dessert-spoonful of vinegar added to a cup of milk will answer the same purpose as two eggs in cake making. Prepared cake flour should be used in this, as in all cake recipes, to insure lightness and uniform success.

Combating Troublesome Ants.

A heavy chalk mark drawn a finger's distance from your sugar box and around containers for bread and cake will keep the ants away.

HEY, THERE!

Let us give you prices on Gas Plumbing

No job too big or too small.

KEITH & BARNHART Phone 33

HOFFMAN GROCERY and PALACE MEAT MARKET

Quality Groceries and Meats

Cash Specials for Friday and Saturday

- 3 lb Can White Swan Coffee ----- \$1.80
- One Carton Matches ----- 18c
- 8 lb Compound, Vegetole ----- \$1.10
- Gallon Blackberries ----- 61c
- Gallon White Karo Syrup ----- 70c
- 50c K. C. Baking Powder ----- 40c
- 30c Box Lipton's Tea ----- 23c

Phone us your orders—Service Is Our Motto.

Bring us your eggs and cream.

Phone 115 We Deliver



GOOD SERVICE TO THE LAST DROP

Whether you need gas, oil, water, air or information, we can supply you.

Federal Tires and Accessories. Drive right in for real service.

Abo Filling Station

When Baking

To keep peppers whole, baking, place them in buttered muffin tins, and when ready for serving remove with the aid of two large spoons.

Longer Life for Stockings.

Remember that perspiration wears out more stockings than laundering them—so it is economy to wash hosiery after each wearing.

A Company Dish for Tea.

Butter the bottom of individual glass baking cups and drop a tablespoon of canned crab meat in each, add a tablespoon of cream, dot with butter or margarine and break an egg on top. Season well

At smart and hotel jelled broths are at favor for summer service—especially this cold tomato soup made by dissolving a tablespoon of lemon flavored gelatin in a half cup of boiling water and adding it to the liquid from a can of tomatoes. First season juice with a teaspoon of sugar, pepper and salt and juice of an onion and simmer for ten minutes. Then add dissolved gelatin and set on ice until cold. Serve in cups with whipped cream, if desired.

Brand Want Ads Get Results.

ATTENTION!

Mr. Hog Raiser:

—hogs are getting scarce and I can't afford to stay at the pens every day, so please bring your hogs Thursday and Friday of each week.

Residence Phone 445 Hog Office 9024F2

G. W. BRUMLEY



Has SPEED With SAFETY

Does anything that any washer will do.

Washes as QUICKLY as thoroughly as any washer and does it SAFELY.

Look At Its Price Only \$98.00 Cash Buy It Gradually—On Terms

Practically Indestructible All-Metal Construction—Copper, Aluminum, Steel.

Its superb quality and LOW price make it the GREATEST WASHER VALUE EVER OFFERED.

With 32 or 110 Volt Motor, also with Gasoline Engine.



J. C. CUMMINS

PURINA

Are Those Pullets Growing Out As They Should?

This is the critical time in the development of the pullets. If handled right and FED right they will make big, roe-my, healthy young hens, ready to shell out the eggs this fall and winter. But if their FEED is not right it will cost their owners heavily in small eggs, and very few of that kind.

Feed Them Purina Mash and Scratch Feeds

and make SURE of a steady, healthy development. PURINA means a BALANCED RATION that gets every last ounce of growth and vitality out of chickens.

Use PURINA and make a profit on your poultry—don't take chances on a financial loss, due to scrawny, undernourished pullets.

Jones & McLean

Phone 1

Old Doc Bird Says:

Motto to the home brewer—“Jug not that you be not jugged”



TRY OUR CAKES AND BREAD

THE CITY BAKERY

C. G. WALL, Prop.

A Special On

BRAN

and

TEX-O-LAS

NEXT SATURDAY

West Texas Feed & Seed Co.

Phone 265

We Buy Produce.

Hereford's Trades Day—August 27

SPECIALS FOR FRIDAY AND SATURDAY

Pure Apple Cider Vinegar, per gallon

35c

Twenty-Seven Cakes P. and G. Soap

\$1.00

We Will Also Have Other Good Specials On Display.

HEREFORD WHOLESALE GROCERY COMPANY

Northeast Corner

Palo Duro church was well represented at the Baptist Assembly at Cedar Canyon last Sunday. All who went had a good time and heard several good services.

Mr. and Mrs. Russel Daniel and family of Hereford spent Sunday in the home of Mr. and Mrs. J. E. Thomas and family here.

Mr. and Mrs. R. L. Campbell and children are being visited this week by Mr. Campbell's father of Amarillo.

Elmer Mason is the proud owner of a new touring car.

Twenty-seven little folk attended the birthday party given for Dorothy Davis at her home here last Thursday afternoon. They enjoyed playing games after which the presents were opened and each one had a real nice time. Ice cream and cake were served at six and each child present was given an opportunity to wish something nice for Dorothy as the candles were lighted on the birthday cake.

L. C. Moore and wife made a trip to Amarillo one day last week.

Miss Lora Adams spent Saturday night with Sadie Allred.

Mr. and Mrs. J. M. Ware and family spent Sunday with their son, Claude Ware.

Miss Rosye Hammer, accompanied by a girl friend from Amarillo, spent last week end here with Miss Hammer's parents, Mr. and Mrs. L. L. Hammer. Miss Hammer attends school in Amarillo.

Miss Berdie Lee went to Amarillo last Thursday where she will stay a few weeks after returning from a trip through Colorado recently. Miss Lee spent last week with her sister, Mrs. John Davis and family here.

A. Daniel and Robert Harris came in a few hours last Saturday morning in the home of Mr. and Mrs. Otto Smith and family.

A service will be held by the Baptist missionary, Rev. Johnston at Amarillo next Friday night at 8:30 at the Palo Duro church. Everyone is invited to be present and bring someone with you. Let's see what Bro. Johnston has to say.

Aetha Harris spent Sunday with Edith Thomas.

Mr. and Mrs. Frank Carlton made a trip to Amarillo one day last week.

Mr. and Mrs. Clarence McBroom, Thovie McBroom and Sam Griggs spent Sunday in the home of Mr. and Mrs. J. T. McClain.

Joe Daniel and wife of Hereford spent Sunday in the J. E. Thomas home.

Mr. and Mrs. Jim LeGrand and family, Mr. and Mrs. T. M. McBroom and family and W. R. McClain and family spent Sunday in the home of J. T. McClain and Texas C. being taken.

El Dorado made a trip to Amarillo one day last week.

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First Christian Church.

REV. THURMAN MORGAN, Pastor

Regular services next Sunday. Bible school at 9:45. Communion and preaching services at 11:00. L. Gough, of Amarillo, will fill the pulpit at the morning hour in the absence of the pastor.

Here and There.

This community was visited by another good rain Thursday night. There are a few fields of wheat to harvest and the farmers are very busy preparing wheat land.

Mrs. Earl Lance and Mrs. Roy Boyd spent Wednesday at the L. F. Boyd home.

Mr. and Mrs. J. B. Harlin and children spent Sunday in the Joe Stagner home.

Miss Roxie Campbell and Wau-nita Holmes were supper guests at the Green home.

Mr. and Mrs. B. P. Boyd spent Saturday and Sunday at Portales in the home of Mrs. Boyd's parents, Mr. and Mrs. W. L. Sain.

Mrs. Sain had been visiting in the Boyd home for the past ten days.

Miss Ruby Andrews spent Sunday with Miss Florine Hunter.

Mr. and Mrs. Henry Allman were business visitors in Amarillo Saturday.

Mr. and Mrs. Charlie Rogers and children of Vernon and Miss Mary Rogers of Kansas City are visiting in the home of their sister, Mrs. Harry Taylor.

Mr. and Mrs. A. T. Jones were dinner guests in the K. R. Hunter home Sunday.

Mr. and Mrs. Andrew Gilliam, Mr. and Mrs. Earl Springer, Mr. and Mrs. W. A. Springer, Mrs. G. F. Springer and Miss Tiny Lee and Opal Cavithran of Hereford were Sunday guests in the Sparkman home. Mr. and Mrs. Jess Sparkman who have spent the past week there returned to their home at Childress Sunday afternoon.

Miss Opal went with them for a short visit with friends there.

Earl Jr. and Billy Louise Lance spent Friday night and Saturday with their grand parents in Hereford.

Mr. and Mrs. L. Bridges spent Sunday in the Harry Taylor home.

Mr. and Mrs. Andrews and family and Mr. and Mrs. Roy Kinsaid and family were dinner guests at the H. M. Molley home Sunday.

Good crowds have been attending the meetings at Frio the past week. The meetings will continue through this week at least.

Owing to several other gatherings the crowd at singing Sunday afternoon was small. Several visitors were present though and a pleasant hour was spent in song.

CARD OF THANKS.

We wish to thank our kind friends and neighbors who so willingly assisted us and furnished meals during our recent sorrow.

Especially do we wish to thank the doctors and nurses, also Mmes. Helman, Stren and Wesley for their faithfulness. Brother Morgan for his beautiful words of comfort, the singers with their comforting words, in song. My God bless you one and all.

Mr. and Mrs. D. R. Atchley, Mr. and Mrs. Alton Atchley.

Progressive News

Mr. and Mrs. Mack Beach spent Friday afternoon in the Cockrell home.

Mr. and Mrs. Caldwell and family visited Sunday with Mr. and Mrs. Cecil Hodges.

Mr. and Mrs. Orin Russell were dinner guests Sunday of her parents, Mr. and Mrs. John Counts.

Mrs. Reeves and children and Augie, Etoyle and Wynle Jacobs called Monday in the Vernon home.

Loelle and Ruth Parks spent Monday with Mrs. Grit Curtsinger.

Alois Mathews spent Sunday with Catherine Ricketts.

Mr. and Mrs. Miles visited Sunday with Mrs. Blagg and family.

Mr. and Mrs. Sharp, Lols and Velma are calling on their old neighbors this week. They spent Monday afternoon and evening in the Hershey home.

Augustine Gregory entertained at a slumber party Saturday night when guests included Portia and Etoyle Jacobs, Wanda Blagg, Katharine and Mary Ella Hershey, Lucile Parks and Ova Vernon.

Mr. Hershey and family called on Mrs. Mary Galley Turner Sunday afternoon. Mrs. Turner is visiting her brother, Lester Galley, who expect to leave soon for Iowa to visit their parents and other relatives.

Margaret Ricketts spent Sunday with Mrs. Clyde Kibbe.

Winona Blagg returned Saturday from College Station where she had attended the state convention of boys and girls 4-H clubs. She says she had a wonderful trip and is glad she was able to make the trip.

Mr. Sawyer and family visited

his mother, Mrs. Sawyer, at Hereford Sunday.

The 4-H club meets with Catherine Ricketts Wednesday, August 15 at 2:30.

Mrs. Ricketts and family spent Monday afternoon with Mrs. Ricketts at Hereford.

Mr. and Mrs. Fred Berry who formerly lived in this community called Monday afternoon in the Jacobs home.

Mr. Cockrell and family were dinner guests Sunday in the W. H. Carroll home.

Miss Olive Perkins called on Mrs. Ira Ricketts Wednesday afternoon.

Mr. and Mrs. Floyd Crowell and their mother, Mrs. Crowell, spent Friday and Saturday visiting in the Sawyer home. Mrs. Crowell is a sister of Mr. Sawyer.

Remember the entertainment at Progressive Saturday night. The men come with a pocket full of money and the ladies with boxes and pies and everyone come expecting a good time.

Cutting Down Loss.

Mike, who was advancing rapidly in his work, was stopped one day by the foreman, who said:

"Mike, you are doing fine. I am going to raise your wages."

Mike, all excited, said:

"No, no, no, bejabbers, no. I lose enough now when I'm off a day."

Easter Items

Mr. and Mrs. Orin Russell of Amarillo spent the week end in the home of Mrs. Russell's parents, Mr. and Mrs. Counts.

Mrs. Benton left this week for a two weeks visit with her parents in Jack county. Mrs. Benton was accompanied by her daughter and son, Mr. and Mrs. Robert Morgan, of Portales, New Mexico.

Mr. and Mrs. Harlan and family, Mr. and Mrs. Frank Easter and family visited Sunday in the Stagner home.

Mrs. W. J. Sullivan spent the week end with her daughter, Mrs. C. Woolery. Mrs. Woolery and little daughter both were sick the past week.

Joe Stagner came near having a serious accident last Saturday. While crossing the street at Hereford he was struck by a car and knocked to the pavement. He has a badly bruised knee, but is able to get about on crutches.

Mr. and Mrs. George Chambless and children, Mr. and Mrs. Bob Axe, Claude Smith and Carolin Frye were visitors in the Sullenger home Sunday.

Mrs. Siemmons left last week for a visit with her mother in Missouri.

Miss Della Stagner returned home Saturday from Lipscomb county where she had been visit-

ing with her sister, Mrs. Earl Clark, who has been seriously ill the past two months. Miss Stagner reports her sister much improved.

Earl and Bill Sullenger came home Saturday from Washburn where they had been working during harvest. Bill returned to Washburn Monday. They report much wheat yet to be cut, but damaged quite a bit by recent rains.

Miss Martha Medley, Jennie Terrell and little Annie Joe Owen visited Sunday in the Smith home.

Rev. Tannery and daughter spent Monday in the Carl Frye home.

The program committee of the Home Improvement Club met with Mrs. Allen Thursday of last week and worked on their year book for the coming year. Our first meeting will be on September 6, at the home of Mrs. Joe Stagner. A good program is promised at that time.

Little Annie Joe Owen of Sum-

merfield is visiting in the home of her grand parents, Mr. and Mrs. Stagner.

TANKS and TUBS Made Here

—You don't have to wait or take a tank of inferior quality—we make them any style you want. Come in, let us figure with you.

Phone 251

E. T. SHREVE

SHEET METAL WORKS

Where Does Everybody Eat?

—AT—

IKE'S LUNCH ROOM!

Noon Meals Served In Family Style. Short Orders at All Hours.

I. O. CROSTHWAIT

New

Dining and Living Room Suites

ON DISPLAY NEXT WEEK

ANTHONY FURNITURE CO.

Buick Service Station

E. L. Mathies L. F. Dyer
Marland Gas and Oils Kenyon Tires
Storage, Greasing, Tow-In Service
Car Washing a Specialty.
Phone 392

Remember Hereford's Trades Day—August 27

Public Farm Sale

Wednesday, August 15

BEGINNING 1:30 P. M.

LOCATION—FIVE MILES DUE NORTH OF FRIONA, ON WEST ROAD.

- Mules
- Cows
- Hogs
- Machinery
- Harness
- Chickens
- Feed
- Furniture

An unusual opportunity to find WHAT you WANT, and buy it at your own price

A. D. WISON, Owner

Jess Osborn, Friona Clerk Col. Ray Barber, Auctioneer

STAR THEATRE
Monday-Tuesday
August 13-14



JOHNNY HINES
—THE—
Wright Idea

Coming to
STAR THEATRE
Soon

Inspiration Pictures, Inc. and Edwin Carewe present



Helen Hunt Jackson's American Love Classic

Supported by WARNER BAXTER, VERA LEWIS, ROLAND DREW, MICHAEL VISAROFF

EDWIN CAREWE Production
Screen Play by Finis Fox
UNITED ARTISTS PICTURE



FOR THE TABLE GOOD MEATS

—Delicious, delectable cuts of meat—fresh and pure—can be obtained at our shop. The thrifty housewife recognizes our excellent values—everything is at the lowest possible price, and of the highest possible quality. Good service. Orders promptly delivered.

Texas Meat Market

PHONE 353—WE DELIVER

Ford Doings

El Dorado made a trip to Amarillo one day last week.

Mr. and Mrs. Clarence McBroom, Thovie McBroom and Sam Griggs spent Sunday in the home of Mr. and Mrs. J. T. McClain.

Joe Daniel and wife of Hereford spent Sunday in the J. E. Thomas home.

Mr. and Mrs. Jim LeGrand and family, Mr. and Mrs. T. M. McBroom and family and W. R. McClain and family spent Sunday in the home of J. T. McClain and Texas C. being taken.

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No Specials
THIS WEEK,
BUT—

Because of unforeseen circumstances, we are unable to prepare a list of "specials" this week. However, we wish attention to a number of unusual bargains too numerous to mention here. Plan your week-end shopping with this and you will be sure to save money.

HEREFORD WHOLESALE GROCERY

L. W.

ATTENTION!!

Help
In Drive
Immigration

100 per cent co-operation of the Texas farmers of the Texas program now being the aim of the according to a statement by Col. Harve H. "In the campaign, Col. Haines want farmers who are help us boost this help us get in touch in other states who interested in the this country." location requests the all farmers here who from north of the Ma- tion line, or east of the and, who have friends in those sections of The exhibit train will be run through those it is planned to personally with as many of the people there who interested. of Hereford who have from other states and bers who might like to age of the information the Development Assor- urged either to write at Amarillo or to B. Black of Hereford, of the ways and means

and There.

are the order of the day everyone is rejoicing over and rains of the past Taylor was an Amarillo Mrs. Chas. Robinson day evening at the E. R. Mrs. Williams of Floy Sunday for a visit in. Williams and Bagwell and family are drive car these days. and Hasket Benson ton spent last week with Mrs. Joe Andrews and Miss Ivy spent with Mrs. Robert Boyd. basketball team came to afternoon and beat time of 19 to 28. all spent Friday afternoon by Kincaid home. and Mrs. E. E. were on the sick list last Mota Bolander of Ama Saturday night and Sun- Kincaid home. Mrs. Roy Boyd enter- member of friends Friday in a 42 party. Rice spent Monday night at Dimmitt. Mrs. Walter Easter Sunday night with Mrs. Taylor and children Sunday night at the B. T. Super, of Duncan, Ok- came Wednesday to help her granddaughter, Neons who is very ill with the is. We hope for her recovery. Mattie and Elsie Andrews ary Friday night in honor Leatrice Benson, and about ve young people were roy- and and at a late hour and cake were served. Mrs. Henry Allman, Mr. Leo Williams spent Mon- the Jim Bagwell home. Mrs. Campbell and Miss turned Saturday night from ve visit with relatives at on and Croxlyton.

THE FIRST FEED FOR
YOUR BABY CHICKS

BY F. W. KAZMEIER,
Bryan, Texas.

When the chicks are 72 hours old they are ready for their first meal. If you are buying baby chicks find out when they were hatched so you will know when to give them first feed. The best way of figuring the proper time to give them first feed is 72 hours after allowing for 21 days for the eggs to hatch. If the eggs were set on Monday, three weeks later the first Thursday morning give the first feed.

Feed Hoppers.
It pays to buy specially constructed feed hoppers and fountains for baby chick feeding. You will save enough feed and loss in baby chicks to more than make up for cost of feed appliances. Provide enough feed hoppers or troughs and enough drinking fountains so the chicks never have to crowd to get enough to eat and drink. This is important. There are many kinds you can buy. In the case of the drinking fountains it must be constructed so that the chicks cannot get into the water and drown or get wet. In the case of feed hoppers, home made boxes can be used. Take a box eight inches wide and twenty-four inches long and two inches deep. Cut a piece of half-inch mesh hardware cloth, a little smaller than inside dimensions of feed box. Place dry chick starter in box and half inch mesh hardware cloth on top. This makes a good baby chick feeder, not quite as sanitary and lasting as the ready made galvanized troughs, but they will answer the purpose. Remember, be sure and provide enough feeders and waterers so the chicks will not have to crowd. Keep them clean. Sanitation is the greatest and most important factors in the successful raising of baby chicks. You cannot keep things too clean.

Baby Chick Starters.
I believe in practically all towns including the smaller ones, some good ready mixed commercial baby chick starters may be purchased. We of course cannot recommend any particular brand of baby chick feed in this article, but we do believe any of the good commercial baby chick feeds are better than so-called home mixtures, like corn bread, rolled oats, bread crumbs and hard-boiled eggs. We truly believe you will get better results feeding any of the good commercial chick starters. Be sure the feed is fresh. Stale or old feed is unsatisfactory. As a general rule it is best to follow the directions suggested by the manufacturer of the feed.
We have found it best to keep the feed before them dry from the first day. Feeding it spasmodically will cause more over eating and vomiting. We have raised over 100,000 chicks the last six years on the plan of keeping a good commercial baby chick starter before them all the time from the first feeding. The grain should be feeding dry mash only, not wet mash. The grains, chick also may be fed or omitted. We have had wonderful results following the above simple plan.

Political Announcements.
Deaf Smith County.

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1928:

For Representative, 183rd District:
CLYDE W. WARWICK,
Canyon, Texas.

For Sheriff and Tax Collector:
JOHN B. MILLER,
E. F. CONNELL,
J. D. (Doyle) ROSE,
JAMES L. MAUK,
I. I. WEST,
ED CURTSINGER.

For Tax Assessor:
IRA RICKETTS.

For County Treasurer:
J. H. HEAD.

For County Judge:
EARL W. WILSON.

For District and County Clerk:
L. H. FOSTER.

For Commissioner, Precinct No. 1:
C. J. PADDOCK.

For Commissioner, Precinct No. 2:
H. G. CONKWRIGHT.

For Commissioner, Precinct No. 3:
J. T. GUINN.

For Commissioner Precinct No. 4:
W. T. WOMBLE.

POLITICAL ANNOUNCEMENTS
CASTRO COUNTY

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1928:

For Sheriff and Tax Collector:
BILL BURNAM.

TO THE VOTERS OF
DEAF SMITH COUNTY

I wish to announce that I am a candidate for the office of Sheriff and Tax Collector of Deaf Smith County, subject to the action of the Democratic Primary in July, 1928. In asking for your votes, I do so with the utmost confidence in my ability to maintain the law and order in the county. My experience gained in working with the Department, has brought me into contact with a great many of the problems that arise, and has taught me how to cope with them. My residence in the county dates back to the days when Hereford was a little more than a "tank town," and I think that everyone who has known me during these years will uphold me when I say that my record is clear, and characterized throughout by an effort to deal squarely and fairly at any cost. Soliciting your closest investigation of my record and qualifications, and respectfully requesting your support, I am, sincerely,
ED CURTSINGER.

There are 600,000 drug addicts in Greater New York.

Dimmitt Castro County New

DIMMITT, Feb. 14.—R. L. Buckmaster made a trip to Comanche last week. Mr. and Mrs. L. M. Buckmaster returned with him. Little Hallene Stafford has been on the sick list.
R. J. Newton and Rankin Reynolds spent Saturday and Sunday in Lubbock.
I. B. Brooks and Les Womack made a business trip to Plainview Tuesday.
Mrs. C. A. Cryer has been quite ill.
Carlos Reynolds was a business

visitor in Hereford Saturday.
Mmes. Elva Baxter Carson, U. A. Cryer and H. F. Hunter and daughter were shopping in Amarillo Saturday.
C. L. B. B. and C. C. Burns of Gasoline were prospecting here the first of this week.
Mmes. Ray E. Sheffy and G. A. Barnett gave a lovely Valentine dinner Friday evening and a Valentine forty-two party Saturday evening.
Catherine Nangle has been quite sick.

Through the solicitation of my friends I have decided to make the race for Sheriff and Tax Collector of Castro County, subject to the Democratic Primaries. I am running on my merits, rather than demerits of any man who might announce. I will appreciate any consideration the voters may give me. If elected I will fill the office to the best of my ability.
BILL BURNAM.

AN APPRECIATION.

In connection with our recent loss of the bright and happy presence of our good wife and mother, we want to express our lasting gratitude and deep appreciation of the evident love and helpfulness of many friends in this time of our sorrow. Your hearty love and help will not be forgotten.
S. J. Rice,
Mr. and Mrs. Ernest M. Rice,
Mr. and Mrs. Geo. Edgar Rice,
Mr. and Mrs. Roy Botsford,
Mr. and Mrs. Ray Smith,
Mrs. Mary Hapsey.

"Where's the manager's office?"
"Follow the passage until you come to the sign reading 'No admittance'. Go upstairs till you see the sign 'Keep Out'. Follow the corridor till you see the sign 'Silence', and then yell for him."
It always makes me laugh.
So wonderful a treat,
To see an athlete run a mile
And only move two feet.
"I just cleaned up thirty thousand bones on my land."
"Oh!"
"No, graveyard."

"The Lutheran Church Doesn't Allow Anyone to Interpret the Bible For It, Nor Does the Lutheran Church Interpret the Bible for Anyone, But Permits the Bible to Interpret Itself."

Do You Count Costs?

Of course you do—and naturally, you are very interested in getting the most returns from those costs. That is where MERIT MILK MAKER and the other famous MERIT feeds fit in perfectly. Make your cows make you money—feed MERIT MILK MAKER.

"That Good Feed Satisfies Their Need."

West Texas Feed & Seed Co.
Phone 265

fell slightly below that on one or more subjects: Edgar Ireland, Molly Ray Cronin, Charles Rice and Hazel Dunn.

Plainview Landmark to Undergo Great Change

Another old landmark at Plainview will be altered to make room for the march of progress, it was announced there this week by C. E. Radford, an official of the Radford Grocery Company of Abilene. This firm owns the old opera house and an adjoining structure in Plainview.

Plans call for the complete remodeling of the old building to make room for a modern warehouse. Mr. Radford stated. Work was begun on the old opera house in 1907. Its walls, which are built of concrete, reinforced with steel, are said to be the strongest in any Plainview building.
According to present rumors in Plainview, several large companies are planning the erection of warehouses there soon.

In the Pretoria district of South Africa, it is not uncommon to see pigsties and stables made of marble cemented with mud.

Survey Shows Senior Girls In Grade Advance

That Senior girls are very good and freshman girls are not so good—at least so far as studies are concerned—was revealed in a compilation of grades in the Hereford high school for the past half year. Records show that the highest group average was made by the senior girls with an average of 79.7 and the lowest made by freshman girls, was 74.1.

In every class except the freshman, girls made the highest grade average. The junior class received the highest grade average as a class and the freshman group received the lowest.

The failure record for this year was slightly lower than the number last year, with eighty-five failing on one or more subjects as compared to a failure list of ninety-one last year. Contrary to the usual figures, upper classmen received a higher percentage of failures than did freshmen and sophomores. The percentage of failures in the senior class was 16.3 percent and in the entire school 17 percent. Only eight students in the entire school made an average of A on each subject taken. They were Henard East, Howard Eberle, Lorette Wherry, Thelma McMinn, Bill Mitchell, Almeda Witherspoon, Gerald Wherry and Mary Broadwell. These students averaged A on all of their subjects, though they



There are over 25,000,000 Passenger Automobiles in the World, and 17,000,000 of these are in North America. There are new drivers every

Supplies
Insurance
for you
BEFORE your accident member,
PLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

WATER TANKS
—We make a specialty of building tanks of all sizes, from one gallon on up! If you need a tank, let us figure on it with you today.
Hereford Sheet Metal Works

HAWK BRAND WORK CLOTHES
THEY WEAR—LONGER
D. R. GASS & SON
HEREFORD, TEXAS

A New De Laval will stop such WASTE
One separator lost 20 lbs. fat last month; another losing 35 lbs. fat was replaced with a new one.
One of many similar items from cow tester reports—

At 40c. per lb. for butter-fat, one separator lost \$8.00 and the other \$14.00 in just one month. On hundreds of thousands of farm cream is being lost like this because of inferior or worn-out cream separators. Stop this robbery by getting a new De Laval Cream Separator. It will soon pay for itself.

Reports from cow testers, who test skim-milk from separators, and who reach over 6000 dairy farms, show an overwhelming preference for De Laval because of cleaner skimming and longer life. A De Laval will skim closer and do it for 20 or more years with proper care—that's why there are over 2,500,000 De Laval in use, why most creameries use them and why they have won over 1000 grand prizes.
p. m.
35 p. m.

C. A. Skelt
Hereford, Texas

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

Service You'll Appreciate
—Whether you want oil, gas or air, or want your motor overhauled—whether the job is large or small—we will give you this good service.
COX & GRIMES
Second and Miles. Phone 176

ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee

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CHAPTER ONE.

"We're Stuck!"

This is a swashbuckling story of pirate days. It has as leading characters the Buccaneer and his sinister Second in Command; the Fair Damsel in Distress; the Bright-Shining Hero; those great intelligences whose caprice or by whose ordered Law—our tiny world carries on among its millions of sister worlds. Follow and you shall see brave adventuring and dastardly plots; and a fool exalted and cast down as his little affairs were swept into the mighty, onward-flowing currents of Fate. So up-anchor and away!

At the moment our story opens the Pirate, appropriately named Grimstead, was leaning back in the stern-sheets of his craft smoking a cheroot. He was a large, square man with thick, bushy eyebrows.

Gardiner, the Second in Command, was much younger and slenderer, with clean shaven face and an inscrutable eye.

Neither of these men were paying the slightest attention to anything but each other. Indeed, the man at the wheel alone seemed to be at all aware of his surroundings. For the only other human being visible on the craft was the Damsel in Distress, and she was completely occupied with her own thoughts, which seemed to be resentful and unpleasant.

As bequeathed her position in the story, she was young and beautiful and as a daughter to the Pirate Chief, caparisoned in costly garments.

The Bright-Shining Hero had not yet appeared.

Suddenly and most unexpectedly a loud bang sounded under the port quarter. The craft staggered.

"What is it, Simmins?" cried the Pirate Chief. "Are we damaged?"

"Blowout, sir," replied Simmins. He walked around to the rear of the car and uttered an exclamation of dismay.

"When she blew, she slid into the rut and let us down pretty hard on one of these little stumps in the middle of the road," he answered Grimstead's inquiry. "The gasoline's leaking."

Gardiner joined the chauffeur.

"It's buckled the tank," he announced briefly. "We're stuck."

"The gasoline is all run out," replied Gardiner calmly.

"We're stuck all right," Grimshaw agreed. "How far is it to help?"

"Nearest garage is about twenty miles."

It was agreed that Grimshaw should pick out a shadier place to wait while Simmins, after changing the tire, walked the 20 miles and got help.

Now to be considered is the Damsel in Distress. Her distress was heartfelt but not too serious. It consisted in the fact that she had been ravished away against her will; which is the usual and proper reason for the distress of females aboard pirate craft.

At this moment she should have been listening to the dulcet strains of a jazz orchestra, or maybe boasting about infatuated youths in any old haunt where sport clothes are correct and numerous.

Instead of which she was here! Atop a stump! On a barren California hillside of high brush and an occasional tree! Stranded! Hot! Uncomfortable! No wonder the lines of her figure were unbending; no marvel that her eyebrows were level and that the regard below them was—sullen!

Out upon you! This damsel is young and beautiful. Smouldering in the word. Of ten thousand people the younger half would have sympathized heartily with Burton, by god, dragged off into the sticks right in the middle of the Del Monte Tournament; and the other half would have muttered things about spoiled brats and an indulgent father and would have regretted that she was too old to be spanked.

And none of this would have affected Miss Burton in the least. When her father insisted in face of her first careless refusal, that she join him on this trip into the backwoods, she was vastly sur-

prised, though not greatly put out. But when at the last minute she found that this Gardiner person was to be in the party, she saw—and resented—it all.

Burton had met Gardiner before. She did not like him; and she did not care whether he was the Second in Command of the piratical craft, part keeper of the loot, principal deviser of stratagem, or not. There would seem to be no reason why one should not like Gardiner. He is tall, slender, very dark, with regular movie-queen dark eyelashes, a sleepy, well-bred supercilious expression on his thin, long face. All his movements are languidly graceful. He is exceedingly well dressed.

His ability is enormous. He knows all about electricity, and water power, and oil wells, and Diesel engines, and railroads, both theoretically and practically, for these things are some of the loot the Pirate Chief has captured. Burton said she didn't like him because he played no bridge nor golf, but that was not it. She had other reasons—no, not reasons, instinct.

At the present moment the second in command did not attempt to approach the aloof young goddess. Instead he gave needed assistance to the chauffeur and when the job was finished he was just as hot and dirty. There were qualities to the man, beside those necessary to boarding and scuttling!

By the time the job was finished Grimstead reappeared.

"Found a great place!" he announced, and partly on the little "gas" in the vacuum tank and partly by gravity the big car glided around the corner of the mountain.

CHAPTER II.

Enter the Hero.

As often happens at skylines in California, the nature of the country was changed. Burton had seen redwood trees before, but never had she seen one of the redwood forests of the north. The sullenness in her eyes was replaced by a startled and somewhat awed look.

The car coasted slowly for a half mile and came to a little stream where a tiny patch of green had won for itself a tiny spot of unobscured sky.

"Stop here Simmins," Grimstead commanded, and all debarked. Simmins hustled out the lunch basket and the thermos case and proceeded to lay things out in sleekly and proper style.

Simmins was an engaging person. The natural self within him would have carried him through life skiptiously like the giddy goat—but it wasn't done, you know. He loved playing up to his part, which was solemn, eminently correct, terrifically imposing and he could do it in such a manner as to make self conscious all but the most conventional.

When at home Simmins became a house man. In this capacity the one fatal misfortune of his professional career overtook him.

Burton, unseen herself, had witnessed his answering of the door bell. He came down the hall cake-walking, a wonderful double shuffle, snapping his fingers, his head thrown back, his eyes closed; but all quite noiseless. Then he turned the door knob and instantaneously a wonderful transition took place. His elbows snapped out at an angle, and his inflexible sing-song voice declaimed impersonally that he could not say, madame, but that he would ascertain.

O fatal day! Next time he tried to come it over Burton, as usual, he ran against a snag.

"Look here, Simmins," she said, decidedly. "I wish you'd come off the perch and be human. I like friendly looking people about me."

"Sorry, Miss," he said non-complacently in his best manner. "I was not aware of giving offense. It is possible the results of my training, miss."

Simmins was enjoying himself thoroughly. He knew just when to put the accents and yet avoid impertinence. It was his last shot.

The next instant he exploded. Miss Burton had seen!

For a long time his world was in chaos. He never did quite recover the integrity of his attitude toward Miss Burton. It wasn't done, you know, but he rather liked it.

After supper Simmins most reluctantly began the long journey to the nearest garage.

Burton brought to the camp fire a small covered basket and removed the contents, a Pomeranian dog, half-size even for that breed, named Punky-Snivvies. The men surveyed the creature in silent disgust. Burton adoringly fed him slices of chicken and then he curled up in a small fluffy ball and went to sleep.

Burton reclined on cushions, looking straight up, still within her inscrutable silence. Gardiner was clever enough to realize that this was the time for effacement. Grimstead dozed.

But now the peace of the night was broken by the approach of something metallic and loose.

Three of the watchers sat up. "Can't hear any engine," puzzled Gardiner. "must be horse-drawn—a wagon load of milk cans."

But the doubt was almost immediately resolved by the dancing glare of headlights through the trees, and an instant later a small light car swerved off the road and came to a stop. Enter the Bright-Shining Hero!

The thing he rode was one of those nondescript home-made things of galvanized iron by which the youthful attempt in vain to disguise and render sportful a certain otherwise jokeful brand of inexpensive car.

The occupants of this craft were three. The young man at the wheel, a pleasant-faced youth, with short, light hair, and what had been a fair complexion dard-redened by much exposure. Behind him, seated atop a canvas-covered pack, was an Irish terrier dog. The third occupant was Simmins.

"This gentleman picked me up, sir," said he glibly, "and I conceived as how it would be more expeditious, sir, to come back with him."

"More expeditious! He's going in the other direction!" said Grimstead.

CHAPTER III.

A Prophecy.

Simmins' agile mind saw the point, and he realized that if this young man were supposed to have offered his services in going for help, there would have been no earthly object in returning to the fire. He would simply have turned around and headed for Tecolote and its garage.

"Yes, certainly, sir," he answered Mr. Grimstead's remark. "But, sir, although our tank is ruined, sir, it occurred to me that by filling the vacuum tank by hand every few miles we would be able to work our car to Tecolote, sir, in not over two hours. We have to borrow from this gentleman only about two and a half gallons of gasoline. I hope I have done the right thing, sir," ended Simmins virtuously.

He managed by his manner to convey the impression that all those details had been considered and discussed with his new companion. As a matter of fact, Simmins was spinning it out as he went along.

"Quite right, Simmins," Grimstead said.

But Miss Burton stirred. "I suppose this gentleman has that much gasoline to spare," she threw in, idly.

That was the weak point, Simmins did not know.

"It's too bad, but I have no gas," the stranger announced very calmly.

(TO BE CONTINUED)

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

W. E. Dunlap

HARDWARE

Phone 256

Remember you can have a Buick at this moderate price

—a real Buick in every way with flashing getaway and mighty power—princely luxury and beauty—supreme comfort and riding ease.

Choose from three popular models at this moderate price—Sedan, Coupe or Sport Roadster. Pay on the liberal G. M. A. C. plan.

And you will always know—whether you pay \$1195 for your Buick, or more—that your money buys the utmost in motor car value.

SEDANS \$1195 to \$1995
COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

Norton Motor Company
Hereford, Texas

When better automobiles are built, Buick will build them

Motorists, ATTENTION!!

We have just received a new shipment of the famous

FEDERAL TIRES AND TUBES.

We are now handling the largest stock of tires and tubes in Hereford. As a money-saving tire investment, buy

FEDERAL.



Abo Filling Station

Dairy and Poultry Supplies

Let your cows and chickens help make the living and help you to meet the small, every-day expenses. By using good equipment, this is a good deal easier and more profitable. Remember, we have everything that you may need in this line.

DAIRY SUPPLIES

Cream Separators
Milk Pails
Strainers
Milk Crock
Cream Cans
Shipping Cans
Milk Bottles
Bottle Caps

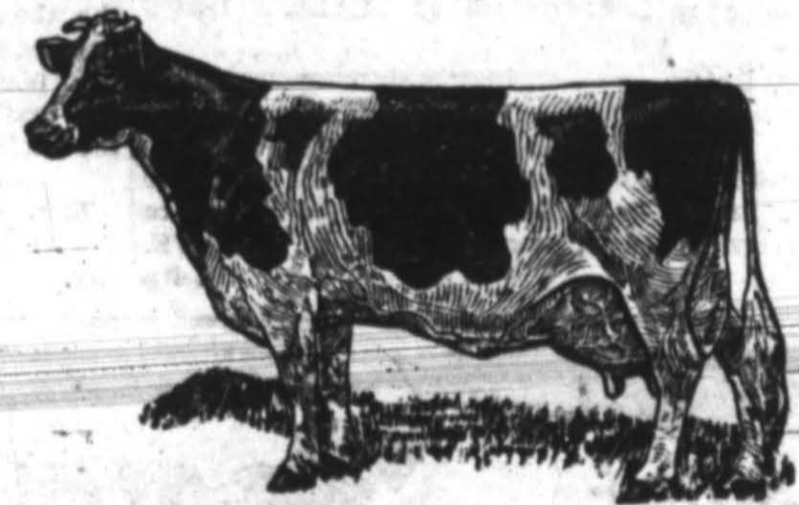
CHICKEN SUPPLIES

Buckeye and Safety-Hatch Incubators
Buckeye and Soll Hot Coal and oil burning brooders
Feeders
Waterers
Metal Coops

Come in next time you are in town—We are always glad to show you.

Streu Hardware Company

Home of Service and Quality.



SAVE THE PROFIT

—People of this vicinity have long since proved the profit to be made from stock farming. The question remains, do you save the profits? This strong bank is ever ready to help you save.

THE FIRST NATIONAL BANK



Pickwick Service

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound
9:25 a. m.
1:45 p. m.
10:35 p. m.

West Bound
9:45 a. m.
4:25 p. m.
8:55 p. m.

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

DR. T. M. MONTGOMERY

Associated With Hyden's

620 Folk Street

Amarillo, Texas

—Will be in Hereford First and Third Tues days in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

THE CITY DRUG STORE

WHAT YOU WANT, WHEN YOU WANT IT
 TELEPHONE 300 UNEXCELLED DRUG SERVICE HEREFORD, TEXAS

Local Happenings

The condition of L. W. Carlyle who has been confined to his bed this week with influenza, is reported to be improving rapidly.

Just received a big line of children's hats, also a few fancy Sherrid bonnets for little tots, in all the latest shades. **VOGELE MILLINERY PARLOR**

A six-tube Atwater-Kent radio complete, nothing else to buy, for only \$95.00. **ORR'S TAILOR SHOP.** 51-4f

Miss Kathleen Hawkins of Borger spent the week-end here visiting her parents.

Elizabeth Arden Toilet Goods are gaining in favor with all beauty specialists and are best for Milady's home treatment. **CLARK DRUG STORE** has a complete line.

A little jack will raise a big car, but it takes a lot to keep it up. **RICE** can furnish the little jack, but you will have to supply the rest.

Mrs. Lillian Heid of Kansas City is spending two weeks with her sister, Mrs. B. F. Guthrie of Hereford.

A nice line of silks and silk and braid combinations at \$3.50. All the new shades. **VOGELE MILLINERY PARLOR.**

Mr. and Mrs. J. T. Cronin returned Sunday night after a week's shopping trip in St. Louis.

Mr. and Mrs. Sank Ramey spent the week-end in Plainview.

A good, snappy, all-wool suit, with extra pair of trousers, only \$35.00. **ORR'S TAILOR SHOP.** 51-4f

Lelan Broadus and Roy Smith were Amarillo visitors Sunday.

Mr. and Mrs. Paul Clewell of Clovis, New Mexico, spent Saturday and Sunday visiting relatives here.

J. M. Gilliland spent the week-end in Amarillo.

See the Box Paper Exquisite at **CLARK'S DRUG STORE.**

Brunswicks are as good as the best and better than the rest, and the price is lower. **RICE SELLS THEM.**

This is an age of specialists. We are the specialists and you will appreciate our service. At **RICE'S.**

An additional line of pattern hats arrived this week. **VOGELE MILLINERY PARLOR.**

Have you seen the new line of Cordovan Leather goods at the **CLARK DRUG STORE.** Bill folds, key holders and the loveliest purses.

Look over our new spring samples. A dandy, snappy, all-wool suit, \$25.00 to \$37.50. **ORR'S TAILOR SHOP.** 51-4f

February 13, 1928. Hereford Brand:

We are unable to say how much we appreciate the sympathy and kindness extended to us by our dear friends and neighbors during the illness and death of our son and brother, Ernest. Your words of sympathy and floral offerings were a comfort to us. We pray that the sorrow that has been ours may not come to you and yours for many years. God bless and keep you everyone.

MR. AND MRS. J. P. WALKER AND FAMILY.

Mr. and Mrs. Ray Barber and baby spent the week-end in Plainview with Mr. and Mrs. E. W. Kinney.

Carry a second spare tire. We can fit you out with rim, tire and second spare carrier. At **RICE'S.**

"That good King Candy, the gift of distinction." A fresh lot just received at **CLARK'S DRUG STORE.**

A life time with horses; twenty-one years motor driving. Recently I let the first car wreck me. Who is to blame for lack of money to buy a new one? **DR. F. E. BOWE.** 4-4tp

Mr. and Mrs. Jo B. Elliston spent the week-end in Plainview with Mrs. Elliston's parents, Mr. and Mrs. D. C. Laird.

Mr. and Mrs. Jim Mauk and son, Edwin, and Mr. and Mrs. F. H. Britain attended the Britain-Kraft concert in Amarillo last Friday evening.

Mrs. Geo. Edgar Rice left Tuesday for her home in Mississippi, after attending the funeral of her mother-in-law Mrs. S. J. Rice last week.

See **RICE'S** radio ad in the Want Ad column.

PARTY AT OBERTHIER, JR. HOME

The home of Mrs. Fred Oberthier, Jr., was the scene of two lovely parties on Tuesday, when Mrs. Oberthier, with Mrs. C. H. Dyar as joint hostess, entertained a number of friends at bridge.

Attractive Valentine decorations were used in the house decorations, table accessories and luncheon courses served.

In the morning three tables were placed for the players and in the afternoon four tables played.

Clever little red pots with a blooming pansy plant were given as favors and a tempting salad and ice course was served at both morning and afternoon parties.

Nunn-Warren Papers to Change Headquarters

Change of the headquarters of the Nunn-Warren publishing company's offices from Panhandle to Pampa, to take effect April 1, was announced this week by the Pampa Daily News, one of the company's publications. The change will be made when the News moves into its new building now under construction.

Pampa will thus become the operating center of a Panhandle-wide newspaper organization, and with the thousands of dollars worth of new equipment purchased for the new plant, expects to have one of the best equipped small dailies in the entire Southwest.

Rev. and Mrs. J. E. Beattie of Friona were visiting here last Friday.

Our Aim - To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality - Service - Courtesy

Having been solicited by numerous friends to offer myself as a candidate for County Judge and ex-officio School Superintendent, I hereby announce my candidacy for said office and pledge myself to give the people of this county a business-like administration of their county affairs if elected. If any voter should not be familiar with my ability to administer the office equitably and efficiently, they can learn of my qualifications from those who are familiar with my business career. Justice, courtesy and efficiency will be the basis of my claim for your support in this election, subject to the Democratic primary in July.

P. W. PRICE.

Mmes. Weir and Sutton Entertain With Parties

Mrs. J. G. Weir and Mrs. Ralph Sutton were charming hostesses over the week-end to a group of friends from Friona and Amarillo. Together Mrs. Weir and Mrs. Sutton entertained at a forty-two party Saturday night and the group took dinner Sunday at the Sutton home. Guests included Mr. and Mrs. Jim Bouleware and Mrs. Doan of Amarillo; Mr. and Mrs. J. C. Wilkison, Mr. and Mrs. Carl Maurer, Mr. and Mrs. S. F. Warren, Mr. and Mrs. M. S. Weir, Mr. and Mrs. O. F. Lange, Mrs. Henchiel, Miss Marie Conway, Bob Kyker, and Mr. Morris, of Friona, and Mr. and Mrs. Harry Sherrieb, of Hereford.

Irate Customer—"You can't fool me! Do you think I've bought groceries here for fifteen years for nothing?"

Grocer—"I shouldn't be at all surprised."

STAR THEATRE
 HEREFORD, TEXAS

Friday Night Only
 FEBRUARY 17

"Love's Greatest Mistake"
 with EVELYN BRENT, WILLIAM POWELL and JAMES HALL

Saturday Afternoon and Night
 FEBRUARY 18

REX, the King of Wild Horses, in "Wild Beauty"
 with JUNE MARLOW and HUGH ALLEN.

Monday and Tuesday
 FEBRUARY 20-21
 RICHARD BARTHELMISS in

"The Noose"
 with ALICE JOYCE and MONTAGUE LOVE

Wednesday and Thursday
 FEBRUARY 22-23
 MARION DAVIES in

"Quality Street"
 with CONRAD NAGEL and KATE PRICE

Friday Night Only
 FEBRUARY 24
 BEBE DANIELS in

"Stranded in Paris"
 with JAMES HALL and FORD STERLING

Saturday Afternoon and Night
 FEBRUARY 25
 KEN MAYNARD in

"The Wagon Show"

Time of Shows 7:00-10:00
 Saturday Matinee 2:00-5:00

YOUNG MATRONS MISSIONARY

The Young Matrons' Missionary Society of the Methodist church met in regular session on Tuesday, February 14, at the home of Mrs. Jennings.

The lesson for the afternoon was on the "Infancy of Jesus," and was taken from the second chapters of Luke and Matthew and was led by Mrs. Dowell. The meeting next week will be with Mrs. Dixon.

Russell Hardwick, of Clovis, was here Wednesday visiting friends and attending the Hereford auction sale.

FLOWERS

Cut Flowers or Pot Plants
 See or Phone
MRS. J. H. FITZMAN
 Phone 197

The most successful program is that of saving early and often

U.S. Thrifty

SMALL SERVICES ARE TRUE SERVICES ALSO

—Close attention to minor details is but indication that larger matters will have proper care.

—We have been complimented on our patience and efficiency regarding comparatively insignificant details.

—Our growing business is eloquent testimony as to our method of handling the more important matters.

Western National Bank
 "There Is No Substitute for Safety"

Silver Jubilee **Rexall** Silver Jubilee
BIRTHDAY SALE
 TREMENDOUS BARGAINS FOR YOU

from February 1st to 25th, inclusive

YOU WILL BENEFIT IN EVERY WAY BY TAKING ADVANTAGE OF THE MERCHANDISE OFFERED DURING THE BIRTHDAY SALE.

- First: Quality**—Each article is carefully made of the highest grade materials under strict sanitary conditions.
- Second: Variety**—Nearly 150 articles are offered during this Sale at money-saving prices.
- Third: Price**—Due to our partnership with the factories we can offer this vast variety of high quality merchandise at a remarkably big saving to you.
- Fourth: Guarantee**—Every Rexall Store guarantees its merchandise to give full satisfaction.
- Fifth: Knowledge**—An opportunity to learn why 10,000 Rexall Stores are continually increasing their lasting friendship among their customers through these exceptional offers of big values.

SAVE WITH SAFETY AT YOUR REXALL STORE.

The Corner Drug Store

Kitchen Readiness

ARTICLES, BOTH LARGE AND SMALL, that will help you with your daily kitchen work, and aid materially in lightening your labors when you have extra work to do.

\$50.00 HOOSIER FOR \$45.00
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