

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 32.

Hereford, Deaf Smith County, Texas, Thursday, August 22, 1929.

Five Cents Per Copy

MUCH MONEY GOES TO LOCAL FARMERS EACH WEEK FOR BUTTERFAT

Distributing \$500 every day to the farmers in the Hereford trade territory in the phenomenal record established by the farmers creamery here during its first 30 days of operation.

Churning its first batch of butter on July 16, the local creamery, operated by the Farmers' Creamery Association, Inc., shipped a car of butter to Chicago on August 1, and on last Saturday shipped a second car of butter to the eastern market.

Approximately \$15,000 was paid to the farmer patrons of the creamery for the cream used in manufacturing the two carloads of butter, making an average of \$500 distributed here daily for the first 30 days of operation.

Each week since commencing operations the creamery has recorded a large increase in the volume of cream delivered to the plant, and in the amount of butter produced. From the 300 pounds of butter churned from the cream received on the first day of operation of the creamery, production has doubled, tripled, and again increased. From the cream received on last Saturday alone a total of 3000 pounds of butter was produced.

The sum of \$1200 was paid out here Saturday by the creamery to 120 farmers who came from a radius of sixty miles from Hereford to deliver their cream to the Farmers Creamery. On Monday of this week \$750 more was distributed to the farmers in the Hereford trade territory in payment for cream which, when churned on Tuesday, produced 1900 pounds of butter.

Every merchant and business institution in Hereford is feeling the direct effects of the disbursement here by the creamery of \$500 daily to the farmers. Creamery checks ranging in amount from \$3 to \$25 are being presented at the stores here in payment for every variety of merchandise and service and sales are being made daily by all to customers whom they infrequently or never served before.

Rural housewives who for months and perhaps years have longed for certain objects which would render their homes more comfortable and more attractive are now, through the sale of cream to the local creamery, realizing their desires and hopes.

Through their courtesy and willingness to serve, one furniture store in the city recently brought happiness to a rural housewife by permitting her to achieve a long cherished hope; gained a new customer for the store and proved the possibility of extending their trade over a steadily widening field.

After inspecting several pieces of furniture in the store, the rural housewife inquired the price. Being told, she said: "My husband wanted us to put off getting these things until we had a little more money, but we've been putting off getting them now for ten years. If you will sell these things to me on time, I'll take them now and pay you for them inside of two months. We are milking a few cows and I am selling some cream to the creamery here every time I come to town. I can pay for these things out of my creamery checks." The terms asked by the customer were readily granted by the merchant and the articles for which that customer had longed for ten years were delivered that day to her farm home a number of miles from Hereford.

Through the establishment of the Farmers Creamery here, declare merchants and business men of the city, Hereford's trade territory has been extended during the past 30 days a distance of 15 to 25 miles beyond the former limits from which it regularly drew trade.

Dairy farmers who produce and deliver cream to the new plant own approximately 90 per cent of the stock of the Farmers Creamery Association, Inc., operators of the local creamery. Business men of Hereford own the remaining 10 per cent. The building occupied by the creamery, constructed especially for creamery needs, was designed by N. O. Bendickson, of Traer, Iowa, who supervised its construction and later accepted the position of manager of the institution. Mr. Bendickson who was formerly manager of farmers co-operative creameries at Traer and

Frank Robison Given Birthday Surprise

In honor of his 83rd birthday a surprise party and dinner were tendered on Tuesday evening, August 13, to Frank Robison, of Ryan, Oklahoma, at the home of his daughter, Mrs. W. L. Pickett, where he and Mrs. Robison have been visiting. A birthday cake bearing 83 lighted candles was an outstanding feature of the occasion. Numerous gifts were presented to Mr. Robison in remembrance of his 83rd day.

Those present were Mr. and Mrs. Robison, their daughters, Mrs. W. L. Pickett and Mrs. W. P. Underhill, their grand children, Mrs. Jack Gilbert, Marlon and W. F. Ledbetter, Bettie Ruth Pickett, a great grandson, Frankie Gilbert, and other relatives, including W. L. Pickett, Mr. and Mrs. E. E. Ireland, Wright Ireland, E. S. Ireland, Mr. and Mrs. C. F. Kerr, Reavis and Bettie Rose Kerr, Mr. and Mrs. Cliff Ridgeway, Cecil Pickett, W. P. Underhill and Mr. Gilbert.

Fort Worth Cats To Play Here September 23

Hereford is going to be on the big-time baseball circuit for one day—when the Hereford Whitefaces play the Fort Worth Cats here on Monday, September 23.

Charles Whitehead, the business manager of the Whitefaces, announced this week that as a result of considerable correspondence with the Fort Worth team, he had succeeded in booking a game with the Cats to be played here next month. Jimmie Walkup, favorite of the fans, is expected to pitch for the Cats at the game played here.

A guarantee of \$200 was posted by Manager Whitehead to insure the appearance here of the Fort Worth aggregation. Tickets to the game will be placed on sale here soon by Mr. Whitehead and it is expected that advance sales before the game will amount to considerably more than the guarantee.

With the class of talent exhibited throughout the season by the Fort Worth Cats, and by Jimmie Walkup as pitcher, the game scheduled to be played here on September 23, is expected to draw the greatest crowd of sport fans to Hereford that have ever congregated here.

Mr. and Mrs. Ray Barber will leave Friday for Missouri where they will visit for two weeks with relatives. The Colonel says he has been needing a rest after the numerous sales he has held in the past few weeks and this is his opportunity to get it. Those wanting to book sales are requested by Colonel Barber to leave their dates at The Brand office.

Decorah, Iowa, is recognized in that state as an expert in design and operation of co-operative creameries and was induced to come to Hereford last winter to organize and establish the local farmers' creamery.

S. O. Wilson, prominent dairyman of Hereford and owner of one of the largest herds of high grade and pure-bred dairy cattle in Deaf Smith county, is president of the Farmers Creamery Association, Inc. Herman Schulz, son of the late A. B. Schulz, who was one of the leaders in the establishment here of a creamery to be owned and operated by farmers and who built from his own funds the building which now houses the creamery, is vice president. Lester Galley, who operates a large dairy herd ten miles northeast of Hereford, is secretary and treasurer of the organization.

Other directors of the Farmers Creamery Association are Mrs. Bees Turrentine, operator of a dairy farm five miles west of the city; Fred Pitner, owner of one of the finest herds of Guernsey cows in the Panhandle-Plains country; J. L. Lookingbill and George Lewis, both operators of large dairy farms near Hereford.

Mrs. J. M. Boone Undergoes Operation

Mrs. J. M. Boone of 200 East Fifth street, one of the early pioneers of Hereford, underwent a major operation Monday at the Deaf Smith County Hospital where she will remain for several days yet before being removed to her home. Reports Thursday morning were that she was resting easily after the operation and her condition as good as could be expected.

Mrs. F. S. Barrow of Plainview, and Mrs. Paul Barnett of Wichita Falls, daughters of Mrs. Boone, arrived last week to remain with their mother during her illness. Paul Barnett, Jr., accompanied his mother to Hereford and is visiting with his aunt, Mrs. Ralph Barnett.

Three Decisions Handed Down by Local Court

District Court which was recessed here July 31 by Judge Reese Tatum, was re-convened by him Monday morning, with only a few civil and criminal cases remaining on the docket.

Up to Wednesday night one civil case and two criminal cases had been acted upon. In the case of J. H. Whitley vs. Vinnie Whitley, a suit for divorce, the plaintiff was granted a divorce.

Eugene Shaw, charged with forgery and passing forged instrument was found guilty and his punishment assessed at five years in the penitentiary, with recommendation that the sentence be suspended.

Earl Clark, charged with forgery and passing forged instrument, was found guilty and his punishment assessed at two years in the penitentiary.

District Attorney Ben M. Richards of Dalhart is representing the State at this term of court. Harold Schloss, court reporter in Judge Tatum's district, is reporting the proceedings of the Court.

Points In New School Laws Made Clear

"We are living a new life in a new age and our duty as citizens is, through education, to equip our boys and girls to successfully meet the conditions that exist today," declared John Lee Smith of Austin, State Rural School Supervisor, at the meeting of Deaf Smith county school trustees held here Friday.

Mr. Smith explained to the assembled trustees, which included representatives from all but two districts of the county, the new laws concerning school matters passed at the recent regular and special sessions of the legislature.

Full details were given by Mr. Smith regarding the state aid, amounting to \$17.50 for each pupil, available to schools throughout the state, and the special high school allowance of \$7.50 per month for nine months for each pupil that will be paid by the state to those schools in rural districts complying with the requirements of the law.

The purpose of this special fund, stated Mr. Smith, is to encourage boys and girls in the rural districts to continue their education through high school by making available to them the same educational privileges enjoyed by those residing in larger communities. Disbursements of the special high school tuition fund to the rural school districts of Deaf Smith county will be directed by Earl W. Wilson, county superintendent of rural schools, and applications for aid from the fund should be made to Judge Wilson.

Great interest was exhibited by the trustees present in the problems discussed and explained by Mr. Smith and all were agreed that the coming school year will record great progress in the rural schools of Deaf Smith county.

OLD TACK TO ATTEND C C LUNCHEON

Perhaps that isn't the reason, but a little boy here lost his dog this week and "Kernel Erasmus Tack," columnist of the Amarillo News-Globe, and noted over six states, including Kansas, for his ability to find lost dogs, has notified T. H. Seigler, president of the Hereford Chamber of Commerce, that he and Henry Ansley, feature writer and after-dinner speaker of the News-Globe, will be in Hereford next Monday to attend the Chamber of Commerce luncheon which is to be held at the First Christian church.

Possibly, again, some think that the fact that The Brand, which Kernel Tack reads regularly, carried a story recently about a Chamber of Commerce luncheon held at the same place and at which the ladies of the Christian church served fried chicken, candied sweet potatoes and hot biscuits, might have had some effect upon his decision to visit Hereford.

"Probably no person in the Panhandle-Plains territory," states T. H. Seigler, "could create the interest in his proposed visit to Hereford as does 'Kernel Tack,' who through his column of comment in the News-Globe on any and every subject that attracts his attention or that is brought to his notice, has built up a following throughout the Panhandle-Plains area that is a constant source of astonishment to newspaper men everywhere who have observed the results that he has accomplished, and Hereford is very proud of the opportunity to entertain Kernel Tack and Henry Ansley."

At the meeting next Monday noon, states Mr. Seigler, he will appoint a nominating committee to nominate five directors of the Chamber of Commerce to take the place of the retiring board of directors whose terms expire in the near future. The nominating committee, said Mr. Seigler, will be directed to report at the next meeting of the Chamber of Commerce which will be held two weeks from next Monday, with their list of candidates selected to act as directors of the organization during the next twelve months.

Luncheon Monday will be served to the members of the Chamber of Commerce and their guests by the ladies of the Christian church who served the luncheon at the last meeting of the organization.

Mrs. I. J. Kuper Gives Children Big Party

Mrs. I. J. Kuper of the Wyche community entertained last week a number of her children of Wyche and Hereford. A theatre party given by the hostess won the enthusiastic approval of the youngsters who later were served ice cream and cake. Those present on the occasion were Emma Marie and Aurelia Cecilia Hoffman, Anthony and Alfred Anslem Hoffman, Edna and Josephine Hoffman, all of Hereford and Laura Mae Love, Anna Marie and Marie Adell Kuper, of Wyche.

Mr. Wilson is a firm believer in the value of good cows and is a member of the cow testing association and bull circle. "A cheap cow is dear at any price," declares Mr. Wilson, and proves his belief by disposing quickly of any dairy cow in his herd which does not pay him a profit above the cost of feed and replaces her with a high grade cow that is a proved producer.

Lee Electric Company To Have Radio Show

Summertime need not prevent the enjoyment of a radio. If it is a Philco, states Leland Lee of the Lee Electric Co., who this week announces in another column of The Brand full details of the exhibition of various models of the Philco Balanced-Unit radio being shown at the sales rooms of the Lee Electric Co. in the Star Theatre building.

The Lee Electric Co. has been appointed as representative here for the Philco radio and received their first delivery of the different models early this week. On each Friday night at 7:30 central time, the manufacturers of the Philco radio broadcast over a large hook-up of stations an elaborate program of vocal and instrumental musicians by famous artists.

Ill Health Takes Bendickson To Home In Iowa

Because of continued ill health, N. O. Bendickson, manager of the Farmers Creamery Association, Inc. of this city, has returned to his home at Traer, Iowa, where he will remain for some months undergoing medical treatment. While in Iowa, Mr. Bendickson will visit with his daughter and family at Traer. Mr. Bendickson, who since last winter has been in Hereford to aid in organizing the local creamery and supervising the construction of the building, is interested in the farmers co-operative creamery at Traer, which he helped to organize two years ago and which now has become a great success.

Another co-operative creamery was organized at Decorah, Iowa, by Mr. Bendickson previous to his moving to Traer. These creameries manufacture an average of 750,000 pounds of butter each year and pay out thousands of dollars each year to the farmers in payment for cream.

During the absence of Mr. Bendickson, the creamery will be under the management of the board of directors, with Wallace Louthan, experienced butter maker recently arrived from the Hale County Dairy Association creamery at Plainview, in direct charge of operations.

Wilson Buys the Hutchison Dairy Herd This Week

S. O. Wilson, president of the Farmers' Creamery Association, Inc., has purchased the Dave Hutchison milk route, formerly known as the Jim Robinson route, and is now delivering grade "A" milk to his customers.

All of the milk now being served to his customers, states Mr. Wilson, is being produced by his own dairy herd, which consists of 28 adult high grade and registered Jersey and Holstein cows. About 35 head of young heifers are included now in the Wilson herd which has grown to be one of the largest dairy herds in Deaf Smith county.

Mr. Wilson is a firm believer in the value of good cows and is a member of the cow testing association and bull circle. "A cheap cow is dear at any price," declares Mr. Wilson, and proves his belief by disposing quickly of any dairy cow in his herd which does not pay him a profit above the cost of feed and replaces her with a high grade cow that is a proved producer.

STAR THEATRE INSTALLS TALKIES, WITH FIRST PROGRAM MONDAY NIGHT

Merry Madcaps Here for Week's Engagement

Marking their fourth annual tour through the Panhandle-Plains territory and their fourth visit to Hereford, the Merry Madcap Stock Co. will open here next Monday, August 26, with an attractive repertoire of dramas, comedies and specialties. Their present engagement will continue for the entire week. All performances will be given in a large tent which is equipped with comfortable seats.

Accompanied by their own 14-piece band and an orchestra, the stock company is composed of a large list of players. Mrs. Kathryn Stewart and Leon Gunn are the leads and are ably supported by Mrs. Minnie Anderson, Mrs. Minnie Hearn and John Anderson, in character parts; Perry Hearn and Charles Stewart, comedians; Mr. and Mrs. Virgil Ray and Roy Lazero in specialties and the three "Musical Stewarts" in musical specialties. Mrs. Leon Gunn is business manager for the organization. Special scenery and electrical effects add to the attractiveness of the production and vandyville is presented between the acts. Admission is at popular prices.

Boy Scouts Off On Big Camping Trip to Breaks

Accompanied by Scoutmaster R. P. Conaway, eleven members of Boy Scout Troop No. 19 of Hereford departed Tuesday morning for the Scout Encampment which is being held at Holmes Creek Canyon, near Quitaque. Bedding and camp equipment were carried on the big truck in which the boys are making the trip.

Because of a change of plans, Reardon West, of Hereford, and Albert Conaway of Friona, who were to go with the Scouts, were unable to make the trip. Rex Tynes, Jr., who signed up after last week's list was published, is making the trip with his companions of Troop 19.

In camp the Boy Scouts will be sheltered in big waterproof tents and will be supplied with plenty of nourishing food. They will at all times be under the supervision of men of character who are experts in their leadership of boys and who will see that every boy present enjoys his vacation.

One hour each day will be devoted to swimming and to life saving instruction. Those boys who do not know how to swim will be taught by competent instructors. Life guards will be on duty each day during the swimming period. Games, hikes, drills and tests will help all each day with knowledge and fun for the Scouts. At the end of the encampment a silver loving cup is to be awarded to the troop that during the camp has demonstrated the best troop and scout spirit, passes the most tests and fulfills several other camping requirements.

Miss Mary Catherine Adamson of Waxahatchie, Texas, who for the past several weeks has been the guest of Miss Ann Copeland of this city, departed Tuesday for Abilene where she will visit for a few days with her brother, Dr. W. B. Adamson, before proceeding to her home.

Hereford takes another step forward towards the status of a metropolis when next Monday, August 26, the Star Theatre of this city gives its initial showing of talking pictures, the form of entertainment which has swept the Nation from coast to coast and without which, today, no community can be classed as strictly up-to-date.

During the past few weeks J. C. Parker, manager of the Star Theatre, has been supervising the installation of this modern form of movies and tests of the apparatus show complete harmony and synchronization between the production on the silver screen and the voices of the actors and actresses as they move through their respective parts. No one, state those fortunate enough to be present at the tests, can realize the immense forward stride in effect and interest caused by the "talkies" until they have witnessed the performance.

The sound equipment that is being installed in the Star Theatre is the invention of Dr. Lee DeForest, inventor of the audiotube for radio and who has also invented the photo electric cell, which made possible the reproduction of sound from film. The installation that has been furnished for the Star Theatre, states Mr. Parker, has all of the late improvements and is far superior in many respects to sound equipment that has been previously installed in larger cities. Mr. Parker has been figuring for some time on the installation of sound pictures and has endeavored to select the best on the market. Experiments, he says, have proven that there is nothing superior to the DeForest, which has been decided upon.

The installation of sound equipment, states Manager Parker, brings Broadway to your very door; the great stars of vaudeville and of the legitimate stage, famous musicians, soloists, orchestras and bands. Until you have heard sound pictures, he says, you really have no idea of the entertainment that is in store for you.

Strong Team Is Expected for Season of 1929

With the arrival of Coach McCollum, the Whiteface football squad is about ready to get down to practice. According to Coach McCollum, the prospects for a winning team is about the same as it was last year. The team will depend on how the new material develops. Practice will start in earnest Monday, August 26. The field is in good shape and it is time to settle in down to some hard work.

The new equipment has arrived and all football equipment will be ready to be issued Friday afternoon and Saturday, August 23-24. All boys interested in football will please report at the above named time and check out their equipment.

The following men with several others are Coach McCollum's outstanding prospects for the team this fall:

- Babe Russell, captain, two years.
 - Ralph Clennin, quarter, 2 years.
 - Bernard Seed, center, 1 year.
 - J. C. Gregory, tackle, 2 years.
 - G. T. Higgins, tackle, 1 year.
 - Chas. Jewell, half, 1 year.
- The following are men who have not lettered but are bidding for places this year:
- Newt Gilliland, tackle or end.
 - Elbert Bowen, tackle or end.
 - Orland Newell, end.
 - Deward Roberson, end.
 - Wayne Roberson, tackle.
 - Homer Brunley, guard.
 - Henard East, guard.
 - Richard Stone, guard.
 - Russell Whitehead, half.
 - Woodrow Glibbreath, full.
 - Jack Russell, half.
 - George Mitchell, quarter.
 - Charles Caloway, tackle.
 - Albert Schulz, guard.

Announcement was made here today that the piano pupils of Miss Florence Bowman and the expression pupils of Mrs. D. W. Hawkins will hold a joint recital Monday night, August 26, at the Methodist church.



Howard East, residing eight miles east of Hereford, and two pure-bred Hereford steers being put out for exhibition at the Fat Stock Show at Amarillo.



Home of J. E. Ward, one mile east of Hereford, entered in Master Farmer Contest as representative of Deaf Smith County.

The Hereford Brand
Published Every Thursday at
**HEREFORD, DEAF SMITH
COUNTY, TEXAS**

**NUNN-WARREN PUBLISHING
COMPANY, INC.**
PUBLISHERS

Also Publisher of
THE FRIONA STAR
Friona, Farmer County, Texas

H. E. KESSIE
Editor and Manager
WILLIAM E. MOORE
News Editor.

TELEPHONE 30

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

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Zone 1, per year \$2.00
Zone 1, six months \$1.00
Outside Zone 1, per year \$2.50
Outside Zone 1, 6 months \$1.50
Outside Zone 1, three months \$1.00

ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.

Arney News Items

Miss Velma Cook of Happy is visiting in the home of her uncle and aunt, Mr. and Mrs. J. C. Boyd. She will teach at Happy this year.

Mrs. Tucker Smith has returned from a visit at Vernon, Electra and Childress.

Mr. and Mrs. Harry Sconin and children of Canyon spent Sunday with Arney relatives.

A number of Arney men went to Roy, N. M., Wednesday for a two weeks stay.

Many relatives have been visiting in the Cole home the past several days.

Several Arney folks attended the county singing convention for Randall county at Lita last Sunday.

The Castro county singing convention meets at Flagg the fourth Sunday in this month.

Mr. and Mrs. Ed Bailey spent Sunday with Canyon relatives, her brother and sister returning with them for a visit here.

Ray Cole and wife spent Saturday night in the Claude Fox home.

John Hendrix has returned from a trip to California.

Mr. and Mrs. Lee Edmondson and family of Amarillo spent several days in the Chas. Cox home last week. She is recovering from an automobile wreck.

Mr. and Mrs. Ross Campbell return from Foard county this week.

Noel Kress and J. A. Curry left last Thursday for Hot Springs, New Mexico.

Mr. and Mrs. H. Ferguson, Mr. and Mrs. M. B. Waiberg, Margaret Steve and Carrie Marie Townsend went to Gordon county club Sunday.

A. M. Currie and family spent several days visiting in the R. H. Oiler and E. F. True homes at McAllister, New Mexico.

Mrs. John Hendrix spent several days this week visiting her daughter, Mrs. Harry Sconin at Canyon.



man interesting to the readers of The Brand and getting the publicity for Hereford that they want, is going to be some job.

However, The Brand has one mission, one purpose, and that is to give its readers what they want, and they say they had rather read a column than an editorial.

No one ever reads the editorials in a newspaper any more.

The people are not interested in what the editor thinks. They are doing their own thinking.

Which is why most newspapers today have quit printing editorials and have started a column.

A column is really the readers' own editorial written by themselves. It expresses their opinion, comment and criticism on everyday happenings and tells about their own experiences.

That is why it is interesting. It is human, as we are all human whatever our walk in life.

Our own experiences, our opinions, are always interesting—to us, and sometimes to the other fellow.

We all have an opinion on most any subject, whether anyone else agrees with us or not. We may be wrong, but we think we are right.

That is why the editor of a newspaper used to write all of the editorials himself. He was always right—at least in his own mind.

Today times have changed and the readers of a newspaper are expressing their own opinion in print through a newspaper column and are finding that other people agree with those opinions or that others have had experiences in life similar to their own. By comparing notes, all may benefit or be entertained.

This column is established for our readers and will be just as interesting as they make it.

Most writers of a newspaper column call it their column. This writer isn't going to do that. He is going to "pass the buck" to the readers. It is their column. And it is up to them to keep it interesting to themselves.

If you want to laugh, send in something that you'd laugh at if you saw it in print. If you want to cry, send in a sad story—about the other fellow's hard luck. If you want to tell how Hereford and the rest of the world can be made a better place to live in, send in your plan. If you have lost your dog or want to know how to solve any difficult or domestic problem, some affectional affair or how to make money without work, ask Bill. He probably don't know but he has a fine staff of advisors, professional and amateurs. Just ad-

dress your letters to Bill, care of The Brand.

Just a moment before we quit for this time. Did any of you folks go up in the big airplane last Tuesday? What did you think about it? Did you enjoy it or are you going to do your flying with one foot on the ground after this? I'll pay a prize of one dollar for the best letter from any man or woman, boy or girl, who rode in the big plane, telling about their experience and just what they really think about this flying business.

Big Square

Mrs. Muri Stiles and sister visited in the C. W. Mick home Tuesday.

Curt Haberer and family left Tuesday for an outing trip thru Colorado.

Mr. and Mrs. W. G. Wyer and Mr. and Mrs. J. H. Wyer of Mule-

shoe left Friday morning for a trip to Kansas where they will visit relatives and friends.

Miss Elisabeth Oliver is carrying her arm in a sling, the result of a torn ligament.

Mrs. Alfred Scott was in Mule-shoe Thursday.

Revs. Field and Williams of Plain-view held a meeting in this community the past week.

Mr. and Mrs. L. V. Henington were business visitors in Mule-shoe Saturday.

W. G. Oliver went to Portales, New Mexico, Saturday.

Mr. and Mrs. Emerson Wyer and family and Jack Finley spent Sunday in the Muri Stiles home.

SORE GUMS—PYORRHEA

Foul breath, loose teeth or sore gums as disgusting to behold, all will agree. **Leto's Pyorrhoea Remedy** is highly recommended by leading dentists and never disappoints. Druggists return money if it fails. City Drug Store.—Adv.

DR. T. M. MONTGOMERY
EYESIGHT SPECIALIST

626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

PROGRESSIVE FARMERS

—USE—
MCCORMICK-DEERING MACHINERY

We have the extras and equipment to change your old ordinary McCormick-Deering wheat drill into the wide-spaced, deep-furrow drill—the coming drill.

Come and see us about it.

WALKER IMPLEMENT CO.

Umbarger, Texas
McCormick-Deering Sales and Service



This... answers the question... which is America's finest medium-priced automobile

The Oakland All-American Six was compared with twenty other cars in 878 individual comparisons. Of the 878 points of comparison, Oakland established clear-cut superiority on 451 or 51.37 per cent. The twenty cars combined proved at best to be equal to Oakland on 122 points or 13.90 per cent. Yet thirteen of these cars are higher-priced than the All-American Six. Let us give you complete returns of this analysis. Then you will know that here is America's finest medium-priced automobile.

What these features mean to you

Large piston displacement is needed to develop high power at moderate engine speed. Moderate engine speed is an important factor in the life of a car.

PISTON DISPLACEMENT

Fisher bodies are famous for style, luxury and roominess. In addition, they hold such advantages as sturdy hardwood and steel construction, VV windshield, side coil ventilation and adjustable drivers' seats.

FISHER BODY

How Oakland compares with the field

Oakland's 228 cubic inch piston displacement is greater than 13 of the 29 cars in its price field. Of the 8 remaining cars, 7 are higher priced than Oakland.

Only Oakland and two other cars in the field offer bodies by Fisher. And one of the two is nearly \$100 higher in price than Oakland. Of the 18 cars which have less-than-Fisher bodies, 11 are priced above the All-American Six.

Price, \$1145 to \$1275, f.o.b. Pontiac, Mich., plus delivery charges. Spring seats and leather cloth upholstery included in list prices. Business and non-Fisher accessories, optional. Financing Plan available at minimum rate.

\$1145
AND UP

Consider the delivered price as well as the list price when comparing automobile values. Oakland's 1929 delivered price includes only reasonable charges for license and for financing when the C. B. A. S. Time Payment Plan is used.

Dixon Motor Company
Hereford, Texas

OAKLAND ALL-AMERICAN SIX

SATURDAY SPECIAL

Featuring
National Pressure Cookers

We will give fifty No. 2 cans FREE with each NATIONAL PRESSURE COOKER Sold next Saturday, August 17.

KERR-ANTHONY HARDWARE COMPANY

Congratulations To The Talkies

After the Talkies, Visit the

Corner Drug Store Ice Cream Parlor

"The Coolest Place In Town"

—Steffin's Ice Cream is now shipped to us in dry ice and makes the 600 mile trip to us in good shape.

—When better ice cream is made, Steffin will make it.

CORNER DRUG STORE

TYNES & HUMBLE

Hereford Texas



BEAUTY SECRETS

Reveal a New Charm

—Often an unsuspected loveliness is revealed by the skillful attention of our experienced operators. Every phase of attention, is obtainable.

CALL 16 FOR APPOINTMENT

Orr's Beauty Shoppe

Announcement

—I have purchased Dave Hutchison's milk route, formerly known as the Jim Robinson route, and am prepared to deliver grade "A" milk to my customers. Deliveries are made every morning and night. Phone your orders to

S. O. WILSON DAIRY

PHONE 9005-F32

TREAT YOUR FLOORS AND POCKET BOOK



SPECIAL 10-DAY BARGAIN

Here's a paint bargain on which you save 60¢ by acting promptly. Acme Quality Granite Floor Enamel is a durable high gloss finish for floors that stands hard wear and tear. It applies easily, dries quickly, and gives a tough, elastic surface that is easily kept clean. Comes in beautiful colors. The brush is high quality, too.

One full quart of Acme Quality Granite Floor Enamel and 3-in. Brush for only \$1.20

A. C. Thompson Lumber Store

THE HOUSE OF COLOR



Your child's future is something to think about. College days are coming along with other things. You want to do for them and now is the time to start saving. Take the money you save at the "M" System and start a bank account for them now.

Specials for Friday and Saturday

- HONEY, strained, fresh, 1-2 gallon 79c
- HONEY, strained, fresh, 1 gallon \$1.33
- CRACKERS, 2 1-2 lb Saltines 43c
- PEACHES, gallon 60c
- CORN FLAKES, large 11c
- MATCHES, carton 20c
- TOILET PAPER, six for 25c
- Meal, 5 lb 21c, 10 lb 35c, 25 lb 69c
- COOKIES, barrel, vanilla, lemon, ginger 29c

Locals

Miss Theresa Littleton, designer at the Sewing Shop, arrived Saturday from San Antonio where she has been visiting several weeks with friends and relatives. Miss Littleton also visited her grandmother in Austin.

Mr. and Mrs. M. L. Simpson of Jumbo were in Hereford Thursday on business.

Sam, Finis and Willman Hunter and families departed last week for an automobile tour to Santa Fe and other points in New Mexico.

Little Misses Virginia Simpson, daughter of Mr. and Mrs. M. L. Simpson, and Evelyn Hunter, daughter of Mr. and Mrs. Kenneth Hunter, had their tonsils removed last Thursday. Both children are going nicely.

Have you got yours at the Rexall Sale? CORNER DRUG STORE. Itc

Mr. and Mrs. J. J. Clayton and family attended the Dimmitt picnic Wednesday.

Mrs. C. B. Wade left Saturday for an extended visit with her sister, Mrs. R. B. Haxey, of Duke Oklahoma. Mrs. Wade expects to attend a family reunion while there.

A chic serviceable wardrobe for the girl who is going away to school, planned and created by the SEWING SHOP, Phone 117. 32-2c

Beauron Wade, accompanied by his sister, Mrs. R. M. Rogers, motored to Tucumcari, New Mexico last Saturday. Mrs. Rogers lives in Tucumcari and has been visiting in the Wade home.

George McConnell returned last week from Vega where he wired fifteen houses.

Mrs. J. N. McConnell visited relatives and friends in Amarillo Sunday.

Arland Phillips, Mrs. Omega Allen and Arlis Phillips and A. Allen are visiting in the home of their aunt and sister, Mrs. L. J. Sparks of West Second street.

Mr. and Mrs. J. L. Hoffman and children, Anna Lucille and Robert Edward, left last week for an automobile trip to Johnsonburg, Indiana, where they will visit with Mrs. Hoffman's brother, after which they will go to Ferdinand, Indiana, to visit Mr. Hoffman's uncle and aunt.

Miss Allie Mae Willis arrived in Hereford Thursday to assume her work at the Lee Electric Co.

F. S. Barrow of McMillan's drug store, Plainview, arrived last week for a visit with his mother in law, Mrs. J. M. Boone. Later in the week Mrs. Barrow joined her husband here in time to celebrate their twentieth wedding anniversary, August 15. A special dinner was enjoyed by Mr. and Mrs. Barrow and their mother, Mrs. Boone, on that occasion.

Mrs. G. A. F. Parker, who has been in Los Angeles, California, for the past six weeks, returned home Thursday. While in California Mrs. Parker devoted her time to studying music, preparatory to resuming her practice here as a teacher of music.

Mrs. Gracie McLeroy and daughter, Miss Bennie Jac, departed Sunday for their home in Chicago.

Mr. and Mrs. John Kropf who live two miles north of town, were in Amarillo on business Friday.

Every thing that other drug stores carry. One thousand Rexall articles besides, at the CORNER DRUG STORE. Itc

Mr. and Mrs. P. H. Dyar of Jumbo arrived here last week from a five day trip to Carlsbad and other points in New Mexico.

Mrs. Frank Goodie and daughter of California arrived Friday to visit in the home of her brother Dow Mercer.

Mrs. Carl Gilliland was called Friday morning to the bedside of her mother who resides near Lubbock.

Mr. and Mrs. Dow Stockton of Cooper, Texas, visited Mrs. Joe Fallwell last week.

Mr. and Mrs. H. C. Baird and family of Jumbo left last week for an extended automobile tour of New Mexico.

Mr. and Mrs. J. T. Weathered and daughter, Mary Florence, of Snyder, and Mrs. Vic Malone of Midland visited last week with their brother, Huse Weathered, and family.

Mr. and Mrs. Delaney Ward and children of Midland were recently visitors at the home of their uncle, Huse Weathered, and family.

Manager Reed of the M System grocery, accompanied by his family, have returned from an extended vacation trip to interesting points in Colorado.

Mrs. F. B. Crenshaw of Brownwood enjoyed a visit here last week with her daughter, Mrs. Frank L. Lucas.

According to word received here by his friends, C. W. Humble of the Corner Drug Store, is having an enjoyable time on his vacation in Colorado.

Mr. and Mrs. Virg Whitley, accompanied by Mr. and Mrs. W. A. Vaughn left last week for Hot Springs, New Mexico, where they will remain for some time.

Swat the Fly! We guarantee Elkey's Fly-Kill to kill flies. CORNER DRUG STORE. Itc

G. H. Russell, managing editor of the White Deer Review, which is published by the Nunn-Warren Publishing Co. at White Deer, Texas, was a recent visitor in Hereford and a caller at The Brand office. With Mrs. Russell and their children, Mr. Russell was enroute home from a visit to the Carlsbad Caverns.

Mr. and Mrs. O. L. Rutherford were business visitors at Dimmitt Thursday.

John Coffee of this city was in Muleshoe Thursday on legal matters.

Mrs. E. F. Connell and daughter, Miss Lula, have returned from Hot Springs, New Mexico, where they have been during the past week.

Mrs. Sam Angelo who was reported ill last week is now much improved.

Mrs. R. O. Douglas was a visitor in Dimmitt last week and attended a picnic while there.

Mr. and Mrs. Kenneth Hunter of Frio were in Hereford Thursday on a business trip.

Miss Gladys Greer of Dawn is enjoying a few days visit here with her grandmother, Mrs. J. Greer.

Miss Theresa Littleton who has been visiting for some weeks at her old home in San Antonio, has returned to Hereford.

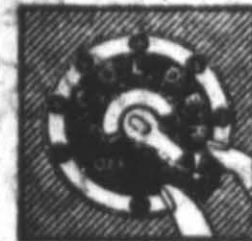
5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

With the Frigidaire Cold Control you can regulate freezing time, exactly as you regulate baking time in your oven.



Now

you regulate the freezing time with the FRIGIDAIRE "Cold Control"

The new Frigidaire "Cold Control" gives you complete control of the temperatures in the patented self-sealing Frigidaire freezing trays. You never have to wait for desserts and ice cubes to freeze at average speeds. Just turn the "Cold Control" and

you tap the surplus freezing power of the Frigidaire compressor. You get results quick.

Call at our display room. Learn how easily Frigidaire can be bought on General Motors liberal terms. Come in today,

FRIGIDAIRE

MORE THAN A Million IN USE

J. C. CUMMINS
Hereford, Texas

DR. D. K. ROBISON
Residence Phone 171-W
DR. R. R. WILLS
Residence Phone 114-W
DRS. ROBISON & WILLS
CLARK BUILDING
Phone 282

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

Fall Costumes

—Have just returned from a six weeks study of designing and of the mode trends for fall.
—Let us help you freshen your wardrobe for this difficult in-between season.

The Sewing Shop

Phone 117

Miss Theresa Littleton Mrs. R. E. Littleton

Prairie Dairie Products

ARE BETTER

—Ice cold sweet milk delivered to your door. Try our butter and buttermilk.

—Come and see our plant.

Drink More of Our Sweet, Clean Milk.

THE New BUICK



The Greatest success in all Buick history

More people have purchased New Buicks during the past two weeks than in any similar period of any previous year

The New Buick with Body by Fisher has met with a veritable landslide of public demand, many purchased before ever seeing the car—many thousands of others placed their orders the first few days it was on display—other thousands have been taking demonstrations and then making Buick their choice.

More Buick owners have entered orders—more men and women who owned other cars have turned to Buick—more people who formerly paid from \$1000 to \$2000 higher for their automobiles have purchased Buicks—than

ever before during a similar period in Buick's twenty-six year history.

The total demand during these two weeks is from three to five times as great as that for any other automobile priced above \$1200.

Popularity so overwhelming carries an unmistakable message to every prospective motor car buyer: See the new Buick—drive it—compare it—and you'll quickly discover that it's the greatest dollar-for-dollar value in the entire quality field.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian factories
McLaughlin-Buick, Oshawa, Ont.

NEW LOW PRICES

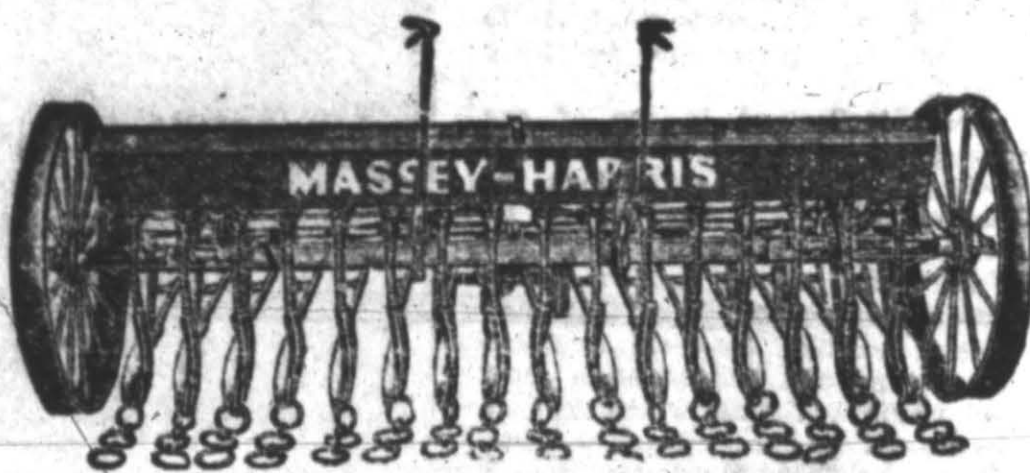
118" Wheelbase Models \$1225 to \$1295
124" Wheelbase Models \$1465 to \$1495
132" Wheelbase Models \$1525 to \$1995

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

Norton Motor Company

Buick and Marquette Sales and Service

Hereford, Texas



At Last the Grain Drill You Have Been Looking For--

The Massey-Harris With An All-Steel Hopper That Does Not Rot Out

The Massey Harris Grain Drill

—Made in 12, 16 and 20 run sizes, is the FIRST and ONLY eight-inch drill manufactured with an ALL-STEEL HOPPER.

—Equipped with double-run force feed. The main frame is of I-beam steel, rigidly braced, and WILL NOT SAG. High pressure Zerk lubrication, with grease-gun, standard equipment, adjustable tractor hitch makes the drill quickly adaptable to use with any tractor.

—Look this drill over at our store nine miles north of Hereford, before you buy.

Williams & Lisenbe

Distributors for

MASSEY-HARRIS COMPANY
FARM MACHINERY—WALLIS TRACTORS

Get Yourself a License if You Hunt Or Fish

S. D. Turner, district game warden, was in Hereford Tuesday with the new hunting and fishing licenses which are now on sale. Arrangements were made by Mr. Turner while here to have the hunting and fishing licenses placed on sale immediately at the Streu Hardware Co. and the Kerr-Anthony Hardware stores.

All hunting and fishing licenses expire on Saturday, August 31, states Mr. Turner, and anyone found hunting or fishing after that date who has only an old license is subject to arrest.

Prices for hunting licenses are \$2.00 for residents of Deaf Smith county, and \$25 for non-residents. Fishing licenses will cost residents of the county \$1.10 for the year while a license good for five days only will be issued to the non-resident fisherman for \$1.10 and a license for the full year will cost the non-resident \$5.00. All licenses issued now expire on August 31, 1930, unless specified otherwise.

The season for doves and prairie chickens opens on September 1, states Mr. Turner, and for ducks on October 16. According to Mr. Turner, it is bad luck to shoot ducks or other game out of season, and justified his claims by quoting the experience of two men in a nearby county who were recently fined something over \$25 upon a charge of shooting ducks out of season.

CLOSING OUT SALE.

Announcement was made this week by the Umbarger Mercantile Co. that they will hold a closing out auction sale of their entire stock of goods at their store in Umbarger. The offering will consist of groceries, dry goods and general merchandise. Col. Ray Barber of Hereford will act as auctioneer. Full particulars of the sale will be announced in next week's issue of The Brand.

SECOND EXHIBIT TAKES ROAD TO MID-WEST FAIRS

Loaded with products of the Panhandle, the second truck of the group being sent by the Panhandle-Plains, Inc., left Saturday morning, bound for the Iowa State Fair at Des Moines, which opened August 21. The exhibit was under supervision of B. F. Bennett, former manager of the Spearman Chamber of Commerce.

The truck will visit six state fairs in the Middle-West before it returns about October 6.

The first of the series left last Wednesday under supervision of S. L. Boykin, manager of the chamber of commerce, for Sedalia, Mo., where it was put on exhibition Saturday at the Missouri State Fair. Telegrams inform O. V. Vernon, general manager of the Amarillo chamber of commerce, that the trip was successful and the displays in readiness for the fair.

More than 20 fairs will be visited by the trucks and a third to leave September 10 for Oklahoma and Kansas fairs, ending with those in Dallas, Beaumont and Houston, Texas, and Shreveport, Louisiana.

Literature provided by the Fort Worth & Denver, Rock Island and Santa Fe railroads will be distributed on the trip at the fairs.

A table for registration will be provided in each display booth. Every person who appears in the least interested will be encouraged to register. From this a mailing list will be compiled which is hoped will be comprised of more than 100,000 names. The list will be sent from the Panhandle-Plains, of Texas, Inc., direct to each county which participated in this year's campaign, from where it will be mailed to retailers and chambers of commerce in the county.

Officials of the organization report that very material results came from last year's exhibitions and the additional follow-up campaign of registrations.

Dr. O. H. Lloyd of Vega reports that to his personal attention has been brought at least 30 newcomers who were influenced by this method. J. E. Hill of Hereford reports the same situation. Other interesting immigration figures show that 110 farms were sold in Dallas county in 111 days.

Panhandle and Groom have entered the campaign, sending their checks this week to swell the funds.

WILL TERRACE HIS FARM

J. B. McFarland, whose farm is located four miles west of town, stated while here last Friday that he was planning to have his land terraced for the purpose of holding the water which falls upon it in the form of rain and snow.

While all of Mr. McFarland's land is practically level like all the land in this locality, he says it has a gentle slope to the south and east, which allows some of the water which falls on it to run off when it comes down rap-



ily before soaking into the land, and he believes that by terracing all this water can be retained until the last drop has been absorbed by the ground.

Mr. McFarland reasons that there is enough water falls in this locality each year to produce abundant crops if it can be conserved by retaining it on the land until it has been absorbed and he proposes to do this by terracing.

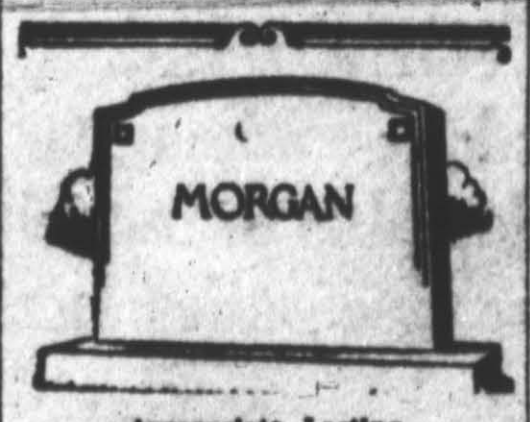
Mr. McFarland in addition to his extensive grain farming has a number of high producing Jersey cows from which he receives a very satisfactory cash return from the sale of his butter fat. He says he has been reading in the Star from time to time about the wonderful value of sweet clover as a pasture crop for dairy cows and has acted upon its suggestion to plant a small acreage of this nutritious legume for that purpose. He has prepared four acres of his farm near his barn on which he hopes to secure a sufficient stand to furnish rich pasture for his dairy herd.

Mr. McFarland is one of our most progressive spirited farmers and is alert for suggestions for better and easier methods of securing worthwhile results from his agricultural efforts and is always ready to test out any that may sound feasible. He came here four years ago and located on a tract of virgin sod land which he has converted into an attractive farm. He has no "hard luck" story to tell about the Plains country.—Priona Star.

"SARDINE PACKED" LUMBER

"Sardine-packed" lumber entered Hereford recently for the first time, according to D. H. Alexander, manager of the Panhandle Lumber Co. After this announcement he explained that the usual carload consisted of the first packaged lumber ever received here and that the method of shipment as well as the packaging itself was an innovation in lumber handling.

"This unusual cargo was loaded by an interlacing method like sardines in a can so that the packages of boards made the trip from the Weyerhaeuser mills on the Pacific Coast without shifting or breakage. The car doors were lined with paper to prevent cinders and dust from getting in. The lumber came through its long journey as



Appropriate, Lasting MEMORIALS For 25 years Osgood's Monuments have been the selection of families throughout the Panhandle for their departed loved ones. Stop in, phone, or write for new illustrated folders: "How to Select a Memorial," sent free on request. OSGOOD MONUMENT CO. "Mark Every Grave" 500 Taylor St. Amarillo, Texas

clean and fresh as when taken out of the hearts of the trees. Exceptional care certainly was taken in its handling at the mill."

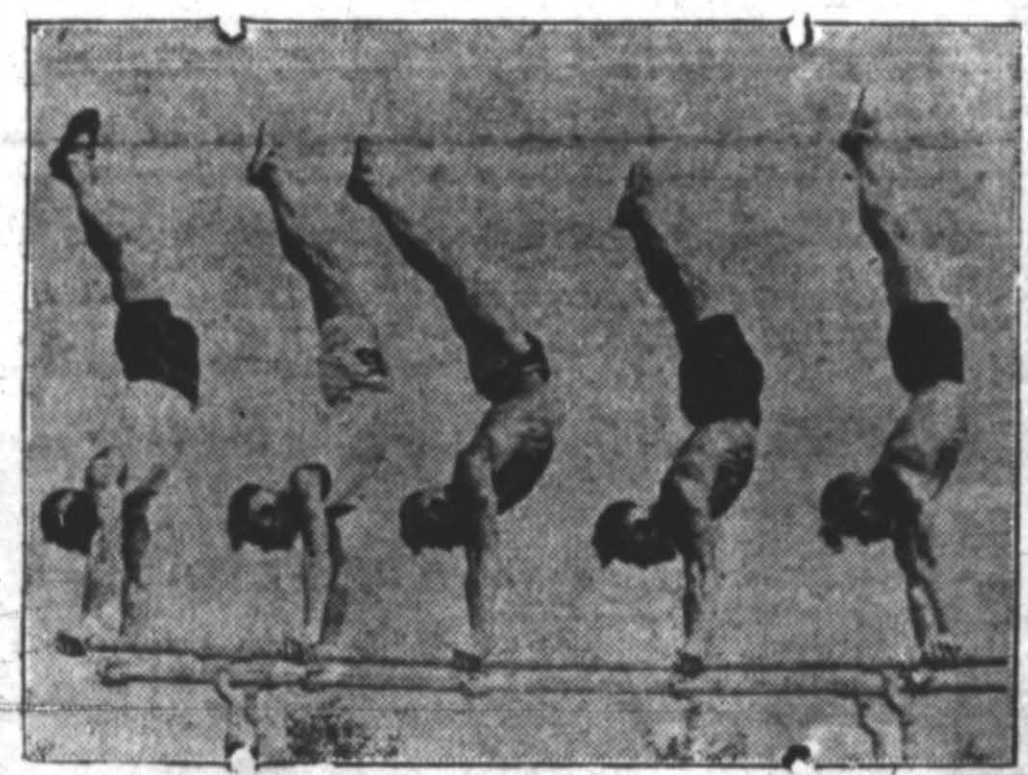
While the yardmen of the Panhandle Co. were not furnished with silk gloves for the occasion, they took equal care of the packaged lumber in moving it into the warehouse and in arranging it so that its bright colored packages present a department store appearance to visitors.

It is new in two ways that affect the lumber user, Mr. Alexander states; first in that it is

re-manufactured, second, in its packaging.

Re-manufacturing means that every piece is of exact dimensions so there is no wastage because some boards are a few inches under length. Also the process of re-manufacture makes both ends absolutely smooth and four square. This gives it its name "Four-Square" and makes it economical to use, for it eliminates a lot of needless squaring up by hand before the lumber is fit for the carpenter to apply.

"Packaging means a quality guar-



A DIFFICULT WAY TO STAND AT THE BAR. Neuernberg, Germany. — Photoshows five participants in the sports festival at Neuernberg doing difficult hand stand.

CASH SPECIALS FRIDAY AND SATURDAY

HAMS	Country Cured, Half or whole, per lb	30c
SYRUP	Pan Cake per gallon	68c
CERTO	Per Bottle	28c
PEAS	Concho, No. 2 Can	15c
Peanut Butter	16-Ounce Tumbler	29c
SUGAR	Powdered One Pound Pkg	9c
Potted Meat	Six Cans For	25c
COFFEE	3 lb White Swan, cup and saucer or tumbler	\$1.78
OXYDOL	Washing Powder Large Package	22c
Bananas	Nice Large Fruit, Per Dozen	28c

Bakers Cash Grocery
MONT E. BAKER, Proprietor

antee to the consumer. For each package states the kind and grade of its contents, not in a code for lumber experts only, but in plain English which the layman can understand. This means that the lumber buyer can check up to see he is getting exactly the quality of lumber specified."

The Panhandle Co. is one of a limited number of lumber merchants throughout the country who have been granted franchises as authorized four-square dealers by the Weyerhaeuser affiliation of lumber producers.

WICHITAIN RIDES FARM OF JOHNSON GRASS

A field that for many years had been allowed to grow rank with Johnson grass is this year going to make as good a yield of cotton as almost any in this section.

This field, about 50 acres, is located at the second turn to the right going out on the Thornberry road on the Fore land. It is being farmed this year by T. C. Munday who seems to know how to put Johnson grass in its place. A year ago the grass was tall and thick, and today one has to look carefully to find any evidence of it.

Mr. Munday rented the land last August and flat broke it as a first operation. Then he disc it, listed it, center furrowed and then listed again. The latter operations were carried on in the winter and when the grass roots were exposed to the freezing weather that was the end of it.

When Mr. Munday planted the land in the spring it made the sixth time he had been over the field. Assiduous cultivation aided by cold weather put the John-

son grass out of business most effectively.

It was no ordinary Johnson grass field either. The grass had been allowed to grow practically unchecked for 8 or 10 years, yielding a good crop of hay each season. Today the field is clean as any in the county. Here and there Mr. Munday discovers a spear or two of grass showing and attacks it promptly with a hoe.

His cotton was looking fine last week and was due for its first irrigation. Mr. Munday hopes to get a bale per acre, barring exceptionally adverse conditions between now and September.

Mr. Munday is a native of Illinois and the idea that cold weather would kill the Johnson grass came to him from the fact that the pest is not found north of Oklahoma, the winters being too severe for it. He recalled that a friend of his, wanting some Johnson grass for pasture, had gotten a bag of seed from Texas and planted it in Wisconsin. The first winter killed it. Mr. Munday decided to give the cold weather a good chance at the roots in his field and the results amply proved the soundness of his planning. If there is any good reason why the same method can't be applied to every Johnson grass infested field in the South, Mr. Munday doesn't know what it is.—Wichita Daily Times.

HENS SHOW RETURN OF 27 CENTS EACH IN MONTH

Roby.—A return in one month of 27 cents per hen from 51 hens properly fed and cared for has been obtained by Mrs. Bennie Kidd, owner of one of the nine Fisher county home demonstration flocks.

A neighbor received but eight cents per hen from a flock of 50 that gets no feed except that around the stacks. Mrs. Kidd's hens laid an average of more than 16 eggs, while the other flock laid half that number. A net profit above feed cost of more than 30 cents per hen was made by another poultry demonstrator, Mrs. Muriel Sunningham, who has a flock of 100 birds.

Try a Want Ad in THE BRAND

Too Late to Classify

FOR SALE—Seventeen young horses and mules, nearly all broke for work; also a twelve hole McCormick wheat drill and Primrose cream separator. Call ALTON FRASER, Phone 1, or 335. 32-1tp

LOST—Brown bull pup two months old. Suitable reward. Call L. S. CARLTON, Hereford Bakery. 32-1p

FOR SALE—Winter barley seed. HENRY ALLMAN. Nine miles south of Hereford. 32-4tp

C. T. Kibbe
Chiropractor
Buckner-Lambert Building
LADY ATTENDANT
Hours 10 to 12, 1 to 6.
Phones
Office, 207
Residence, 0018F4

When You See the Marvel of the Ages
The TALKING PICTURES
—Remember you have to thank electricity for such things to be possible, and that men direct the instruments that guide the electricity.
We Did the Electrical Work of Installing the Talkies in the Star.
LEE ELECTRIC CO.
Phone 452

Going Away To School?

If College or University training is going to call you away from Hereford for the next nine months, won't it be fine to have a big letter from home every week?

You'll miss lots of things that happen around Hereford while you are gone, that you'll want to know about, and your folks won't think to tell you in their personal letters.

Why not make arrangements before you go to keep up with the doings in your home town this coming winter? Come in before you leave and arrange to have The Brand come to see you every week until you get back home.

The Hereford Brand