

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 45.

Hereford, Deaf Smith County, Texas, Thursday, November 24, 1927.

Seth B. Holman, Publisher.

WORKMEN BREAK GROUND THIS WEEK ON CITY HALL LOCATION

POSSIBLE NEW DIRECTORATE OF CHAMBER OF COMMERCE LOOMS AS BOARD RESIGNS

Organization Officials Choose to Step Aside Following Petition of Majority Asking Them to Rescind a Former Action. Members of Board Harmonious. New Nominees Up Next Monday.

Possibilities of an entirely new directorate for the Hereford Chamber of Commerce were crystallized Monday at the regular noonday meeting of that organization when it was unanimously voted to accept the resignations tendered last week by the board of directors.

With Henry Wilkinson presiding in the absence of President A. D. Thompson, G. A. F. Parker, one of the out-going directors, was asked to re-state the matter, which had been held over from the meeting last week. Prefacing his remarks with the assurance that all the members of the board were "in perfect harmony concerning the entire situation," Mr. Parker outlined the case and ended by asking that the club accept the resignations presented.

"We want it understood," Mr. Parker stated, "that throughout these proceedings the board of directors has been in perfect harmony. We have thought as one and acted as one. All of us are agreed on our personal friendship for former Secretary Moss, and likewise we are in accord in deciding to replace him."

"Moreover, we are harmonious in our decision that with a petition before us signed by a large number of our good people practically demanding that we rescind our action, we would be foolish to try to stand in the way of the wishes of the majority. Hence, rather than be the cause of a possible split in the organization, we have determined to step aside, in order that the work of the Chamber of Commerce may go on uninterrupted."

"We all believe in an active, harmonious Chamber of Commerce. With such an organization in the past we have been able to do much for Hereford and the Hereford trade territory. We take this action because we believe it best for the Chamber of Commerce and for the community which we love. We go out with perfect good feeling for everyone and with a desire to assist in all forward movements for our city and community. In conclusion, we ask that our resignations be accepted."

Discussion upon this move by the directors was limited. T. E. Seliger made a short talk in which he declared that he had gone thoroughly into the matter and was convinced that the board was sincere in their desire to relinquish their duties. Concluding, he moved to accept the resignations and to appoint a committee to nominate a new board of directors by next week. This motion received an immediate second and was carried unanimously.

Members of the board of directors to be replaced are: A. G. Thompson, Geo. L. Muse, G. W. Brumley, G. A. F. Parker, Miles Robertson, J. A. Pitman and E. W. Harrison.

A committee was appointed by Chairman Wilkinson to present nominations for the election of a new directorate. This committee consists of Geo. L. Muse, chairman; G. W. Brumley, D. F. Ashbrook, L. Baekin and C. H. Dyar.

Discussion Roads. E. W. Harrison, chairman of the committee on highways, made a short talk discussing the improvement of the highway between Hereford and Bellview which is now going on. This will be a big factor in the business of the city, he pointed out. He also mentioned that one of the state highway commissioners had been here and had registered some complaint about the use of trucks registered as one-ton vehicles for the transportation of 4,000 and 5,000 loads. Mr. E. B. Bowen, new Methodist pastor, was called upon for

a speech and responded with a few words concerning his impressions of Hereford and his own congregation in particular.

Dr. W. E. Macklin, who has been working as a missionary in China for the past forty-two years was present at the luncheon and described some of his experiences in war-torn China. "There are chambers of commerce in China," said Dr. Macklin, but today their function has degenerated until now they are scarcely more than agents for getting money from the people for the benefit of the robber barons."

Bowen Named For Main Talk In Big Program

Rev. E. B. Bowen, newly appointed pastor of the First Methodist church, will deliver the principal address at the Community Thanksgiving service to be held at the First Christian church at 7:30 p. m., Thursday, November 24. It was announced today.

A special program of hymns and vocal music has been arranged, and the services will be conducted jointly by all of the ministers of Hereford. Rev. Thurman Morgan will preside.

According to Mr. Morgan yesterday, there seemed to have been some misunderstanding regarding the exact time of the service. "We wish to have this matter cleared up," he said, "and we want to announce that the service will begin promptly at 7:30."

- The program is as follows:
1. Musical prelude.
 2. Hymn No. 308.
 3. Invocation, Rev. V. M. Cloyd.
 4. Special music, Men's Community Chorus.
 5. Scripture reading, Rev. J. T. Ross.
 6. Solo, Mrs. C. J. Mounia.
 7. Hymn No. 15.
 8. Thanksgiving sermon, Rev. E. B. Bowen.
 9. Annual Thanksgiving offering.
 10. Doxology.
 11. Benediction, Rev. Thurman Morgan.

Farm Sale Dates

The Hereford Sales Pavilion will be the location of the big sale of interest-bred Jersey cattle to be held by the Clover-Dell farm next Monday, November 28. Besides a choice assortment of registered cattle, Mr. Orr is offering 23 head of hogs and 8 head of good Percheron horses. Mr. Orr may have in charge of this sale.

Col. W. S. Williams will conduct the closing out sale to be held at the J. D. Wherry farm on Monday, December 5, beginning promptly at 10:30 a. m. This place is located four miles south of Hereford on the Dimmitt road. Included in the sale will be the entire line of work stock, farm machinery, dairy cattle and some household goods.

ATTEND BANQUET

A number of Hereford men went to Plainview last night as guests of the Texas Utilities Company at a banquet given there by that organization. Included in the party were D. F. Ashbrook, C. S. Williams, Henry Wilkinson, T. E. Seliger, Geo. L. Muse, E. B. Black, G. A. F. Parker, and F. H. Oberhiller Jr.

C. T. Guseman made a business trip to Boswell, New Mexico, Sunday night.

Accident Barely Avoided As Brakes Fail to Hold

Faulty brakes nearly caused a serious accident at the corner of Third and Main streets at 11 a. m. Saturday when the Ford coupe being driven south on Main street by Mrs. Curt Caraway of North Hereford collided with a Pontiac touring car going east on Third street. The latter car was driven by a party of tourists.

According to bystanders, Mrs. Caraway apparently attempted to stop, but the brakes on her car would not hold. A bent front fender on the Ford was the sole damage.

Many Honors Awarded To Local Girl at School

That Miss Dorothy Penry, who is a student at the University of Texas, is receiving her meed of recognition at school this year made known this week by her mother, Mrs. L. C. Penry, who reports that Miss Penry had already received many honors in her scholastic and extra-curricular activities.

Miss Penry is a member of the Kappa Delta sorority, the "Turtle" club—a girls swimming organization—and "Ashbel" Literary Society, the oldest honorary society in the University. In her class activities, she has been very active, both as Sophomore councillor and chairman of the committee on ticket sales of the class banquet which will be held in December.

Miss Penry is a sophomore at the University this year. She expects to obtain her A. B. degree in 1930, and then to take her L.L.B. degree.

Mr. and Mrs. H. E. Hevel of Alhambra, California, who have been spending the past two weeks in the A. H. Elliston home, left last Friday for Denver, Colorado. They expect to return to Hereford tomorrow.

Miss Eloise Pitman spent the week-end with her parents here.

SEAL SALES IN COUNTY START SOON

Parent-Teacher Group Has Charge of Anti-Tuberculosis Fight in Deaf Smith County.

In every county of Texas, the tuberculosis Christmas seals go on sale day after tomorrow, continuing for the next six weeks. In Hereford and Deaf Smith county, the sale of these seals, which are published by the National Tuberculosis Association, will be sponsored by the Parent-Teachers association.

In announcing the opening of the sale here, Mrs. A. M. Jones, chairman of the Parent-Teachers organization, calls attention to the fact that the Christmas seal is the backbone of the country-wide fight against the spread of tuberculosis. She said that ninety per cent of the money used by the tuberculosis associations throughout the country comes from the sale of these seals.

"It must be distinctly understood," Mrs. Jones pointed out, "that no one connected with the sale of these seals in Hereford is benefited financially. Here, as in all other sections of the country, the work is being carried on solely for its great benefit to humanity as a whole."

Twenty thousand seals to sell at one cent each, have been allotted to Hereford, and these will be put on sale at the banks and at most of the business houses in the city. It was announced.

Miss Hazel Wilson returned to her work in Amarillo Sunday afternoon after spending the week-end with her parents, Mr. and Mrs. J. H. Wilson.

Eastern Star Announces Play Week From Friday

What is characterized by those who have been attending rehearsals as one of the funniest, most entertaining home-talent plays ever to show in Hereford is the farce comedy, "The Absent-Minded Bridegroom," which will be presented by the Eastern Star at the high school auditorium Friday night, December 2, at 8:00 p. m.

According to Mrs. H. D. Reed, director of the production, the admission prices of 15c and 35c are the lowest which have ever been charged for a home-talent play here. "This is not, however, a cheap show," Mrs. Reed said, "in fact, we are paying a handsome royalty for the privilege of presenting it. We are offering a good clean play at prices which anyone can afford."

While the cast has been already selected, it was said, their names will not be announced until next week, after all possible changes have been made.

Henard East All Ready For Prize Chicago Trip

Equipped with the expense check received this week and the new traveling bag presented him by the business men of Hereford, Henard East, prize-winning county club boy, is ready for the adventure of a trip to Chicago. He leaves Friday, November 25.

East won this trip, which is given by the Santa Fe railroad, for his work as a member of the Deaf Smith county club; in competition boys from nearly seventy counties in Texas. The winners were awarded a trip to the International Livestock show at Chicago. East will be gone a little more than a week.

Mrs. Henry S. Gooch of Amarillo, who spent the past week with Mrs. S. B. Holman here, returned to her home last Thursday.

Mrs. J. A. Pitman was in Amarillo shopping Saturday.

LARGE CREW NOW AT WORK IN RUSH TO COMPLETE NEW MUNICIPAL OFFICE BUILDING

No Time Lost in Beginning of Actual Construction After Money Is Received From Buyers of City's \$25,000 Bonds. George Parr of Amarillo Is Contractor in Charge. Time Is Extended.

GUSEMAN IS HOST.

C. T. Guseman was host to members of the staff of the First State Bank at lunch last Saturday at the Stockman's cafe. Those present included Mr. and Mrs. C. S. Williams, Mrs. Thorton Braden, Miss Viola Carpenter, Henry Wilkinson, H. R. Fritts, Miles Robertson, Sam Steele and Elbert W. Smith.

Highway From Bellview Here Being Improved

That highway improvement of Deaf Smith county is going forward at a rapid rate was made known here this week by E. W. Harrison who reports that work of grading the Harrison Highway between Hereford and Bellview, New Mexico, is rapidly nearing completion.

The county grading crew has been at work on that stretch of road for the past month, having begun at the New Mexico state line from which point they are grading east through this county. According to Mr. Harrison, it was found upon investigation that the road between the New Mexico line and Bellview was in need of repairs and that there was no immediate prospect of either county or state funds with which to improve it. It was thought to be for the best business interests of Hereford and Deaf Smith county to make a complete highway clear to Bellview.

With that end in view, Mr. Harrison, in connection with the Great West Mill and Elevator Co., secured permission of the New Mexico authorities for the Deaf Smith county grading crew to work as far west as Bellview. Expense of grading this extra stretch was born jointly by Mr. Harrison and the Great West company.

According to Mr. Harrison, it was his idea, and that of the Great West officials to make possible an improved highway in this region to help the business men here and to give farmers in New Mexico a more readily accessible and convenient market for their products.

Hereford Team Ready For Big Lockney Game

"The members of the high school football squad are in as strict training as they were at any time during the regular season, and are going to be able to offer a mighty good account of themselves in today's game," said C. W. Humble, director of athletics, discussing the prospects for the contest with Lockney here today.

Opinion as to the outcome of the game is hard to form, it is said here, because neither team has played the same opponents during the year, and are in different interscholastic conferences. Consequently, there is no "dope" one way or the other.

The regular admission charges of 25c and 35c will be made, and preparations are being made to take care of a large crowd at the field, Mr. Humble said.

Ground was broken this week on the location of the new city hall and fire station at the corner of Third street and Miles avenue, and a crew of more than a dozen men are busy now rushing the work to completion within the time specified in the contractor's agreement.

Bonds for the erection of this building which were voted in the sum of \$25,000 by the taxpayers of Hereford, were approved and sent to the buyers in Wichita last Friday. The money was received here on that date and work began immediately.

Geo. F. Parr and company of Amarillo is the contractor in charge of the construction here. This is the same company which built the new Hereford high school building a few years ago.

Mayor Ireland and other city officials are anxiously awaiting the completion of the new structure which they regard as a great stride in the development of this city. Not until the city can be housed in a building of its own, they say, can it really take the rightful place as one of the outstanding communities of the Panhandle.

The new building will answer all of the requirements of the city's business for years to come. It was understood when plans were being drawn that while a structure similar to this might be somewhat larger than the actual present needs, it would have to be designed with the idea of permanence, and therefore, to allow for future demands which a growing city might make on it.

According to Mayor Ireland, the slight delay which ensued between the time the bonds were voted and the date of actual commencement of activities, was due to "red tape" involved in securing the approval of the state and county officials, as well as final action to be taken by the purchasers of the bonds.

It was originally specified that the building be completed within sixty working days. Mr. Ireland said, "but since that time the contractor has asked for and received permission to prolong this time to seventy working days. This is a satisfactory arrangement for all concerned, for, while we are anxious to have our new building as soon as possible, we want to give the workmen plenty of time to do a first-class job."

The new Hereford city hall will be sixty-nine feet wide by seventy-two feet deep, two stories in height and trimmed in concrete and semi-timbered.

The main entrance will be on Miles avenue. According to the new provision of the contract, the building should be completed about the first of March.

Congregation Members Present Car to Pastor

Santa came about a month too soon to at least one Hereford family, but, it is said, he was none the less welcome for his early appearance. The result of his premature visit may be seen most any day in the shape of a new Chevrolet four-door sedan, driven by Rev. V. M. Cloyd.

Following the morning services last Sunday, members of the congregation of the First Baptist Church asked Rev. and Mrs. Cloyd and the boys to leave the room for a few minutes. When they returned, they were invited to step outside and find a present from the church. On the seat of the car was the following note: "Brother Cloyd: Please accept this car as representing only a small portion of the love which all the members of the church have for you."

PROSPECTS ARE GOOD FOR A GREAT POULTRY SHOW ON DECEMBER 5, 6, 7

"With as good a response to our inquiries for entrants to the Deaf Smith County Poultry Show as we have ever had in any season past, we feel safe in saying that the show this year will surpass anything of its kind which has ever taken place in the history of this region," said one of the exhibition officials this morning.

Superintendent N. C. Vogele is hard at work preparing all of the final details and arranging for the care and cooping of the birds which exhibitors will enter. "I am mighty well satisfied with the progress we are making," he said when interviewed yesterday.

A catalogue has been printed containing all available information including rules and regulations for the show, a copy of which will be given free to anyone asking Mr. Vogele for it. A similar set of rules is here appended.

- Entries.
1. All entries and awards shall be subject to the rules and regulations contained herein.
 2. No specimen will be received for exhibition until it has been entered with the secretary and entry fee paid.
 3. Stock showing symptoms of disease upon arrival will be excluded from the show room. Medical attention will be given birds unless exhibitors specify on entry blank.
 4. All birds entered will be under the control of the superintendent and cannot be removed without his consent.
 5. The superintendent reserves the right to reject all applications for space after the accommodations have become exhausted.
 6. All birds entered must be property of person making the entry.
 7. Birds must be leg-banded. Those not having leg bands will be banded by the secretary free.
 8. Entries will be made by letter or in person, but in all cases

the number of birds and name of exhibitor must be stated. Entry blanks will be furnished by the secretary upon request. Any misrepresentation made by the exhibitor in regard to stock will forfeit his right and privileges. If more than one variety is entered, each variety must be listed on a separate entry blank to avoid errors.

Entries will be received up until 4:00 p. m., Monday, December 5. All birds must be in the show room by that hour. Birds will be received in the show all day, December 4. Exhibitors are urged to mail or hand the entry sheets to the secretary as long before the show as possible. This will enable the management to make better arrangements for the

Kiddies, Get Busy Writing to Santa

Kiddies, listen, here's a tip. About this time each year old Santa Claus, wise gentleman that he is, has the habit of reading The Brand, because he expects to find there letters from his friends telling him what they would like him to bring them on Christmas eve.

Let's not disappoint him this year, boys and girls; and as there aren't many days left, we'd better get busy and be thinking about them. Just address them to "Santa Claus, care of The Brand," and he's sure to read them. They will be published on December 15 and December 22.

You know, they say the early bird gets the worm. It's almost as true that the early letter gets the present, so let's hurry up and write to Santa. He'll be glad to get your letters any time now.

exhibitors. Birds not in place by 4:00 p. m., Monday, December 5, will not be allowed in the competition unless the stock is unavoidably delayed on the road, when it is clear that they were entered and shipped on time to arrive for the opening of the show. Exhibitors are urged to have their birds in the show room as early as possible.

10. Birds that are entered in pens may not compete as singles. Those entered in the individual class will not be allowed to compete as a pen. In the past we have allowed birds to compete in pens, and also entered as singles, but in this show separate birds must be entered for the two classes. Select those you wish to compete as a pen and designate them as such and select other birds if you want to compete as singles.

Entry Fees

- Entry fees will be charged on all specimens exhibited as follows:
- Standard poultry—single birds, 25c.
 - Standard poultry—pen (one male and four females) \$1.25.
 - Turkeys, ducks, geese—single birds, 25c.
 - Turkeys, ducks, geese—pen (one male and two females) 75c.

Judge and Judging.

1. The judge of this show will be Dr. H. W. Duke of Amarillo, Texas.
2. Birds will be judged by comparison.
3. Judging will begin Tuesday morning at 9:00 a. m.
4. Exhibitors wishing to ask the judge questions about their specimens are requested to wait until the class he is judging is completed.
5. Any exhibitor interfering with the work of the judge or endeavoring to influence the judge

Continued on Page Two

The Hereford Brand

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POULTRY SHOW

(Continued from Page One.)
 in his decision, will be excluded from the competition.

4. No breeder will be allowed to put any advertising matter on coops which will in anyway identify their birds until after the judging is completed. No cups, ribbons, or other prizes won at other shows will be allowed displayed any time during the show. After the judging is completed advertising matter may be placed on the coops insofar as it does not interfere with the display of the birds.

Care and Management.

1. The officers will use every precaution in the management of the show, but will not be responsible for loss by fire or accident. The show superintendent will have charge of the exhibit and he will be responsible for the cooping, feeding and care of all birds entered for competition and for the returning of each specimen to its owner at the close of the show.
 2. No person will be permitted to handle birds except by permission of the superintendent.
 3. No changing of birds from one coop to another will be allowed, not even by the owner, without the consent of the superintendent.
 4. Food, water, coops and care will be furnished without extra charge.
Cooping.
 Uniform cooping will be furnished by the management of the show. Those having suitable coops, however, may bring or ship them to be used in case of shortage. If you bring coops, please get a claim check from the secretary.

Shipment.

1. All birds shipped to the show must have all transportation charges prepaid addressed to M.C. Voegel, Superintendent of the Deaf Smith County Poultry Show, Hereford, Texas.
 2. Exhibitors need not accompany their shipments unless they so desire. Birds received by the officers will receive the same careful attention as those accompanied by their owners and will be returned to owners by railway express, charges collect, at the close of the show.
Drayage charges at Hereford will be taken care of by the Association.

Sales Service.

1. Exhibitors wishing to list birds for sale at the show must indicate such in the space provided upon the entry blank, giving the sale price of the birds offered for sale.
 2. Small cards may be placed on the coops stating the price of the birds offered for sale.
 3. All moneys received by the secretary on the sale of birds will be remitted in full to the owners of such birds.

Definitions.

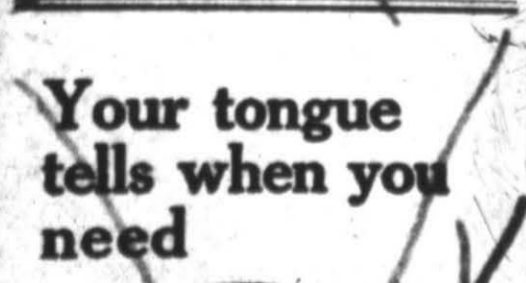
For the benefit of the amateur breeder and exhibitor, the following definitions are given and shall apply at this show:
 Cock—A male bird more than twelve months old.
 Hen—A female bird more than

Stop That Itching.

The Blue Star Soap to cleanse the skin, soothe the itching, and cure the most cases to a healthy condition. Itching, Tetter or Cracked Hands, Acne, Ringworm, Sores, Blisters, Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 60¢ and \$1.00 a Jar Soap 25¢.

City Drug Store

Your tongue tells when you need



alotabs
 TRADE MARK REG.

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

twelve months old.
 Cockerel—A male bird less than twelve months old.
 Pullet—A female bird less than twelve months old.

Single—A single specimen, whether cock, hen, cockerel, pullet, or whether standard poultry, turkey, ducks or geese.
 Old Pen—A cock and four hens of the same variety.
 Young Pen—A cockerel and four pullets of the same variety.
 Young Tom—A male turkey less than twelve months old.
 A pen of ducks, geese or turkeys will consist of one male and two females.

Premiums.

1. The premiums offered in this show are open to the competition of the world.
 2. Ribbons will be given on all varieties in all classes for first, second, third and fourth placings. All winnings will be designated as follows: First, blue; second, red; third, white; and fourth, pink.
 3. Regular premiums will be paid on all varieties of Standard poultry as follows:
 Single Classes.
 Six or more entries in a class: First, \$1.50; second, \$1.00; third, ribbon; and fourth, ribbon.
 Four or less than six in a class: First, \$1.00; second, 50¢; third, ribbon; fourth, ribbon.
 Two or less than four in a class: First, 50¢; second, ribbon; third, ribbon.
 Where there is no competition in a class, only ribbons will be awarded.

Pen Classes.

Six or more entries in a class: First, \$3.00; second, \$2.00; third, \$1.00; and fourth, ribbon.
 Four or less than six in a class: First, \$2.00; second, \$1.00; third, 50¢; fourth, ribbon.
 Two or less than four in a class: First, \$1.00; second, 50¢; and third, ribbon.
Special Premiums
 Sweepstakes, display to be judged on quality and points with nine or more birds with at least one pen entered, \$7.50.
 Sweepstakes parti-colored pen, \$3.00.
 Sweepstakes solid colored pen, \$3.00.
 Sweepstakes parti-colored cock, \$2.00.
 Sweepstakes parti-colored hen, \$2.00.
 Sweepstakes parti-colored pullet, \$2.00.
 Sweepstakes solid-colored cock, \$2.00.
 Sweepstakes solid-colored cockerel, \$2.00.
 Sweepstakes solid-colored hen, \$2.00.
 Sweepstakes solid-colored pullet, \$2.00.
 Sweepstakes turkey tom, \$3.00.
 Sweepstakes turkey hen, \$3.00.
 Grand Champion of the show, all breeds competing, ribbon.
 Grand Champion female of the show, all breeds competing, ribbon.
 Grand Champion male of the show, all breeds competing, ribbon.

Boys and Girls Club Section.

1. Any club member regularly enrolled with the County Agent of Deaf Smith County is eligible to compete in these classes.
 2. No entry fee will be charged in this section. Club members wishing to enter with their birds in competition with the regular show may do so by paying the regular fee. They may enter the same birds in the Club classes and in the open classes.
 3. All birds entered in the

Club section must have been raised by the member exhibiting same and cared for by him or her personally, under instructions of the County Agent.

4. A pen shall consist of one male and four females. Entries for singles may not compete in a pen.
 5. A Club member may not exhibit more than one breed or variety in the Club classes.
 6. Premiums in this section will be paid only on poultry that is less than twelve months old.

Classes.

First pen, \$2.50.
 Second pen, \$1.50.
 Third pen, \$1.00.
 Fourth pen ribbon.
 Cockerel: First, \$1.50; second, \$1.00; third, 50¢; fourth, ribbon.
 Pullet: First, \$1.50; second, \$1.00; third, 50¢; fourth, ribbon.
 7. The above prizes will apply to each of the varieties or breeds of chickens exhibited.

NOTICE OF SALE.

STATE OF TEXAS,
 COUNTY OF DEAF SMITH.
 In District Court of Deaf Smith County, Texas, in Cause No. 1635, styled L. L. Taylor vs. Euna Grant, et al.

Whereas, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 17th day of August, 1927, in favor of said L. L. Taylor and against the said Euna Grant, otherwise known as Una Grant, in person and against said defendant, and also A. L. Grant and V. C. Robb, defendants, for the foreclosure of a mortgage lien on the land hereinafter described, as same existed on December 31st, 1925, and said cause numbered 1635 on the docket of said court, I did on the 9th day of November, 1927, at 10:00 o'clock a. m., as commanded in said writ, levy upon the following described tract and parcel of land situated in the County of Deaf Smith, State of Texas, and all of the interest in said defendants above named in and to said tract of land, the same described as follows to-wit:
 The northwest quarter of Section 13, Township 4, Range 1 East, Deaf Smith County, Texas, containing 160 acres, as the same appears from a plat of a Capitol Syndicate subdivision of Capitol leagues 297 and 298 of record in Volume 19, page 23, et seq. of the Deed Records of Deaf Smith Coun-



The Right to See
 Is by far your most priceless heritage. Let us test your eyes.
 To See Better See
F. M. Kester
 Jeweler and Optometrist

ty, Texas, and on the 5th day of December, 1927, same being the first Tuesday of said month, between the hours of ten o'clock A. M. and four o'clock P. M., on said day at the Court House door of said County, in the Town of Hereford, Texas, I will offer for sale and sell at public auction for cash all of the right, title and interest of the said Euna Grant, otherwise known as Una Grant, A. L. Grant and V. C. Robb, and all interest that said defendants had in and to the same, on December 31st, 1925, and at all times since that date, for the purpose of satisfying said judgment, interest, costs of court and costs of said sale.
 Dated at Hereford, Texas, this 9th day of November, A. D. 1927.
CLAUDE BENTON, Sheriff,
 43-31 Deaf Smith County, Texas.

CITATION ON APPLICATION.

No. 296.
 The State of Texas,
 To the Sheriff of any Constable of Deaf Smith County, Greeting:
 You are hereby commanded to cause to be published once each week for a period of ten days before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year in said Deaf Smith County, a copy of the following notice:

The State of Texas,
 To all persons interested in the welfare of Vida Weaver and Gilbert Weaver, minors: G. E. Weaver has filed in the County Court of Deaf Smith County, an application for Letters of Guardianship upon the estate of said minors, which said application will be heard on the next term of said Court, commencing on the first Monday in December A. D. 1927, the same being the 5th day of December, A. D. 1927, at the Court House thereof, in Hereford, Texas, at which time all persons interested in the welfare of said

The Whittington Clinic

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 Diagnosis, Surgery, Consultation.
 J. R. Lemmon, M. D.
 Infant Feeding and Diseases of Children.
 J. W. Hendrick, M. D.
 Internal Medicine, Diseases of Women, Obstetrics.
 503-55 Oliver Eakle Building
AMARILLO.



Wild Geese have Flown over the Himalaya Mountains—Six and Three-quarters Miles Above Sea Level. That is flying, but not so difficult as it for a merchant or manufacturer who, after collecting the insurance, has to keep his business organization alive without the vital important help of Unacc. Occupancy Insurance. Avoid needless worry. Consult this agency.
PLAINS INSURANCE AGENCY
 John Patton - Manager
 Hereford, Texas.

minors, may appear and contest said application, if they see proper to do so.

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

Given under my hand and the seal of said Court, at office in Hereford, Texas, this the 16th day of November, A. D. 1927.
 (seal) L. H. FOSTER, Clerk
 County Court Deaf Smith County, Texas, 44-31ep

IT'S REALLY HERE
 No longer can you doubt that winter is really with us at last. Nor can you longer afford to risk the trouble which may result from faulty fuel. Our fine inspection is FREE. Ask for it.
HEREFORD SHEET METAL WORKS

MONEY TO LOAN!
 If you have a farm and can use some extra CASH to improve or refinance same, or want to buy other land we can take care of you. Call or write
J. F. CONKLIN
 Phone 4141 Amarillo 722 Eakle Bldg.

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

A GOOD PLACE TO TRADE

A GOOD PLACE TO TRADE

SPECIALS FOR FRIDAY and SATURDAY

Jewell Compound	Limit 10 lb	10 lb	\$1.39
Tomatoes	No. 2 "Wjpc"	27	9 1/2c
Spuds	10 lb Limit	10 lbs	24c
Soups	6 Can Limit	3 Cans	25c
Peaches	1 Pound Dried		16c

Karo Syrup	Canova Peanut Butter
Red	
2 1-2 lb.	18c
1-2 Gallon	39c
1 Gallon	65c
Dark	
1-2 Gallon	35c
1 Gallon	60c
	7 oz. 18c
	16 oz. 33c
	2 Pounds 45c
	5 Pounds 92c

YES, WE DELIVER **PHONE 249**

DR. T. M. MONTGOMERY
 Associated With Hyden's.
 620 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.

Important Notice!
 After November 30, 1927, we will discontinue the sale of coupon books at the discount heretofore published. After that the regular discount of 5 percent will be in effect.
BUY YOUR BOOKS NOW!
Brumley Chevrolet Co., Inc.
Abo Filling Station

NEVER A WORRY
 About batteries will be yours if you use **WILLARDS!**
 The real dependable battery—sold and serviced in Hereford at
Willard Battery Station
 VERN WITHERSPOON, Proprietor

THE SUNDAY SCHOOL LESSON

Isaiah Teaches True Worship. In the book of Isaiah we have the privilege of companionship with a great thinker and worshipper. His prophecies contain a body of the richest thoughtfulness and an unsurpassed devotional literature. He gets to the centers of thought with a marvelous penetration and he goes straight to the heart of God in devotion. We shall see as we read Isaiah that thought and devotion are inseparable in true worship. He understands well that they who worship God must "worship in spirit and truth" and that God seeks only such a worshiper in spirit and truth.

Read now the lesson in Isaiah 1:1-20, emphasizing verses 10-20. Ponder well also the Golden Text found in Psalm 24:3-4.

"Who shall ascend into the hill of Jehovah? And who shall stand in his holy place? He that hath clean hands and a pure heart."

Read also under the topics: Corrupt Zion Redeemed, Isa. 1:21-31; Delight in Worship, Psalm 84; Grace for Worship, Zech. 12:10-14; Reverence in Worship, Neh. 8:1-8; True Worshipers, John 4:21-24.

Deriving now into Isaiah's idea of worship we are confronted at once with which seemed to him one of the greatest hindrances, namely, stupidity of mind. Israel was not thinking; she was merely drifting. She was not even following her best instincts. That stupidity of mind of which Israel was guilty had carried her beneath the intelligence of mere instinct.

She or knoweth his owner, and the ass his master's crib; but Israel doth not consider. More stupid than the brutes had Israel become in its thoughtlessness in religion. Their minds had ceased functioning. They did not consider. And this lack of thought had carried them below the intelligence of brute instinct.

Now we know that in scriptures the idea of thought in worship is an extremely prominent one. Ponder for instance the following: "Thou shalt love the Lord with all thy mind" (Luke 10:37); "And ye shall know the truth, and the truth shall make you free" (John 8:32); "But his delight is in the law of the Lord; and in his law doth he meditate day and night" (Psalm 1:2); "Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O Lord, my strength, and my redeemer" (Psalm 19:14).

As another instance read the Eighth Psalm. It is a psalm of thoughtfulness. "When I consider thy heavens the work of thy fingers, the moon and the stars, which thou has ordained; what is man, that thou art mindful of him? and the son of man, that thou visitest him?"

Thoughtfulness, meditation, worship—these go together. Now it is Isaiah's indictment against the worship of Israel that it is a worship whose teaching hindrance is stupidity of mind. "My people doth not consider." And this lack of thoughtfulness had wrought mighty havoc in the religious and social life of Israel.

True worship is not stupidity of mind. It is an activity in which the mind and all its best powers are awakened to the largest receptivity of the greatest truths revealed to man. In no employment of man does he press nearer the great realities of truth than in true worship. It is the supreme intellectual activity of humanity, so much so, that no man ever shakes off his intellectual blindness entirely without it.

Another fault in Israel's attempted worship, one that keeps company easily with her stupidity of mind, is the depersonalizing of religion. "The or and ass know their masters," says Isaiah, "but Israel doth not know." "They have forgotten the Lord." They had also forgotten the names of their fellow men. Justice had ceased and oppression was rampant. They had extracted the personalities of man and God from their worship.

Now true worship is a spiritual activity, and spiritual activity is an activity of personality. Depersonalize the act of worship, then you extract from it its essential spirituality. True religion is a matter of relations between persons—between man and the Supreme Person, and between man and man. Depersonalize religion and worship and you will have nothing left of either except a cold, lifeless, formality.

So we are led up to the next fault of Israel's worship. It was a poor formalism which in its nature fell short of real worship; it was an abomination in the sight of Almighty God. It is a poor state of religion. Nothing left of it but formalism and that an abomination to God.

To what purpose is the multitude of your sacrifices unto me? saith the Lord; I am full of the same offerings of rams, and the fat of fed beasts; and I delight

not in the blood of bullocks, or of lambs, or of goats. When ye come to appear before me, who hath required this at your hand, to tread my courts?

"Bring ye more vain oblations; incense is an abomination unto me; the new moons and sabbaths, the calling of assemblies, I cannot away with; it is iniquity, even the solemn meeting. Your new moons and your appointed feasts my soul hateth; they are a trouble to me; I am weary to bear them."

"And when ye spread forth your hands, I will hide mine eyes from you; yea, when ye make many prayers, I will not hear: Your hands are full of blood."

This poor worship brought its train of sufferings. Says God of Israel: "The whole head is sick, and the whole heart faint. From the sole of the foot even unto the head there is no soundness in it; but wounds, and bruises, and purifying sores; they have not been closed, neither bound up, neither mollified with ointment."

"Your country is desolate, your cities are burned with fire; your land, strangers devour it in your presence, and it is desolate, as overthrown by strangers." Such was the condition induced by an inferior worship.

The social attitudes of a people never rise higher than the attitudes of worship. Worship, whatever its goodness or poorness, is a people's highest summit of character achievement. It colors their whole existence. An inferior worship brings suffering in the social experiences of men. A superior worship exalts them in those experiences. Need we any better exemplification than the conditions of Israel as portrayed in our lesson?

Is there, then, a remedy? Isaiah answers our question. "Wash you, make you clean; put away the evil of your doings from before my eyes; cease to do evil; learn to do well; seek judgment, relieve the oppressed, judge the fatherless, plead for the widow. Come now, and let us reason together, saith the Lord; though your sins be as scarlet, they shall be made white as snow; though they be red like crimson, they shall be as wool."

First, put away evil. That is not all. "Learn to do well." Religion must be positive also. A cleansed life and a life active to the good are necessary to true religion and to true worship. Here are the alternatives as laid down in the lesson: Obedience and blessing; disobedience and destruction. Choose which you will.

Clearly, these alternatives are such as challenge the reason. Stupidity, disobedience, destruction; reason, obedience, blessing. Hands dripping with the blood of the oppressed, reason, repentance, forgiveness, cleansing, and divine blessing. Crimson sins, repented

Strike Songs at Dawn



Women leaders instill hope and courage by songs at daybreak meetings of coal mine strikers in Colorado fields. Above, photo taken near Denver.

for, character made white as snow; unrepented for, soreness, pain, sickness of head and faintness of heart. Here is food for reflection. "Come, let us reason together, saith the Lord."

Things You Should Know About Your HEALTH
Jno. Jos. Gaines, M. D.
ONE CRITICISM.

A Jersey technician recently took me to task concerning one of my articles on the colon bacillus. He stated, in print, that my sketch was "both harmful and misleading" and that it was out of place in a newspaper. His contention was if I read him correctly, that the "bug" is a harmless one, its presence being determined simply to find out whether other more dangerous bacteria are present or if fecal matter was polluting suspected specimens of drinking water. My statement was to the effect that the bacillus is harmless if in the human colon, but a very ugly customer if it gains access to the blood stream.

I have myself seen a gangrenous gall bladder wherein this germ appeared to be the infecting germ.

I have myself seen certain forms of arthritis cured by vaccines prepared from strains of the bacillus communis coli.

I have myself found the colon bacillus infecting the human bladder in chronic cases and have seen them recover with vaccines and local treatment; one case of thirty years standing. In all the above cases there was a history of ulcerated rectum and hemorrhoids.

I cannot believe that my note of warning was "misleading" or "dangerous." I therefore repeat: If you have a rectal ulcer or a diseased rectum, have your physician take care of the condition; the colon bacillus is a dangerous entity, if in your blood. To deny this is to betray lack of thoroughness.

FOR CHRISTMAS

A WHIPPET or a WILLYS-KNIGHT will make an ideal Christmas present. Let us show you the particular model for your gift needs.

For your convenience we have arranged a plan whereby you can make a small deposit now and we will reserve the car for you.

Whippet-Knight Motor Company

Just Arrived New Colorful Spring Dresses

\$9.95 to \$19.75

Fashioned so cleverly from the finest of favored fabrics for spring wear that you will find it difficult to limit your section to but one garment. In the lovely pastel shades.



Specials For FRIDAY ONLY

All Stamped Goods 25 per ct. off. Included in this assortment are linen dresses, voile "teds", gowns, pajamas, linen scarfs, buffet and vanity sets, muslin bed spreads, pillow slips and many other novelties.

These are especially recommended for Christmas gifts—"just a handful of materials, a few hours of pleasantly spent time, and the result, a handsome gift."

SPROWLS-CRONIN & CO.

YOU CAN'T SELL MERCHANDISE
—unless you have it.
We Have It

This year, we bought unusually heavy in many lines in order to get a price. This is particularly true in buying our stock of Watches. We bought more than 300 Watches at one throw in order to get a price that will cause them to sell. All brand new, no culls or damaged goods in our entire stock.

From Saturday, November 26, till Saturday, December 3, we are going to make unusually low prices on this entire line.

All of our customers are not watch customers, and we are going to give liberal discounts on everything in our entire stock, except a few fixed price articles, in order to help the sale along.

Now is the time to pick out your Christmas presents. A small deposit will hold any article in the house.

Men's Pocket Watches
A good line of Elgins, Walthams, Illinois and Hamiltons

\$8.50 Men's Watches, Sale Price	-----	\$ 6.00
10.00 Men's Watches, Sale Price	-----	7.50
15.00 Men's Watches, Sale Price	-----	12.00
22.50 Men's Watches, Sale Price	-----	15.00
30.00 Men's Watches, Sale Price	-----	25.00
40.00 Men's Watches, Sale Price	-----	30.00
50.00 Men's Watches, Sale Price	-----	40.00
65.00 Men's Watches, Sale Price	-----	52.00

Men's Wrist Watches

15.00 Men's Wrist Watches, Sale Price	-----	10.00
20.00 Men's Wrist Watches, Sale Price	-----	15.00
22.50 Men's Wrist Watches, Sale Price	-----	16.00
30.00 Men's Wrist Watches, Sale Price	-----	22.50
40.00 Men's Wrist Watches, Sale Price	-----	30.00
50.00 Men's Wrist Watches, Sale Price	-----	40.00

Ladies' Wrist Watches
In fancy and oblong shapes.

20.00 Ladies' Wrist Watches, Sale Price	-----	12.00
25.00 Ladies' Wrist Watches	-----	17.50
30.00 Ladies' Wrist Watches, Sale Price	-----	22.50
40.00 Ladies' Wrist Watches, Sale Price	-----	30.00
50.00 Ladies' Wrist Watches, Sale Price	-----	37.50
60.00 Ladies' Wrist Watches, Sale Price	-----	46.00
80.00 Ladies' Wrist Watches, Sale Price	-----	60.00

The Early Shopper

Always has the advantage in selection, and the prices we are making during this week are a big reason why you should shop early.

We Do Engraving

Special Manufacturing, and Stone Setting. Bring your Diamonds along and have them remounted in the latest style. We do this class of work in our own shop.

Our Stock Is Better Than Ever Before. Come in and see for yourself.

Hereford Jewelry Store
W. H. RAY, Manager.

Ford Doings

Rev. V. M. Cloyd of Hereford preached Sunday afternoon. Sunday school and church were well attended.

There will be a community dinner next Sunday, November 27 at the home of Mr. and Mrs. B. E. Dyer.

The Ladies Welfare Club spent a pleasant afternoon Wednesday with Mrs. John Whitsett. Fifteen members and visitors were present. A quilt was quilted in a short time. Mrs. Geo. Benson, Mrs. Will Schwartz, Mrs. T. E. Major and Miss Effie Whitsett gave an entertaining musical program. A delicious two-course luncheon was served. The next meeting will be with Mrs. A. K. Webster on Wednesday, the 30th.

Dr. and Mrs. W. G. Fly and little son, Walker, are visiting relatives at Galveston this week.

Mr. and Mrs. Barney Moskay and Mrs. Howard Morel spent Sunday at San Jon, N. M.

Mr. and Mrs. Earl Dyer spent Wednesday in Hereford.

Mr. and Mrs. Pat Murphy and sons of Vega were pleasant visitors at Sunday school Sunday afternoon.

John and George Rempe hauled out lumber the past week to build a new house and add more to one they are now living in.

Mr. and Mrs. Hershel Climer shopped in Hereford Tuesday.

Miss Elfreda Shoemaker spent the past week end with Miss Ida Mae Knox at Hereford.

Mr. and Mrs. Dewey Larson made a business trip to Amarillo Tuesday.

Dr. and Mrs. W. G. Fly, Mrs. Floyd Benson and Mrs. Hershel Climer shopped in Amarillo Friday.

Mr. and Mrs. R. E. Dyer were dinner guests Sunday in the Jess Gyles home at Vega.

Mr. and Mrs. W. W. Small, Miss Fannie and Jesse Small made a business trip to Hereford Friday.

Mr. and Mrs. Mal Stewart ate Sunday dinner with Mr. and Mrs. A. K. Webster.

Mrs. R. E. Dyer visited Mrs. Hardy Benson Wednesday.

Jess Ford made a business trip to Vega Monday.

Harold Wilson spent Sunday afternoon with Jesse Small.

Lynn Fowelson is combining feed for Jess Thomas.

Dewey Larson is threshing at the Jess Ford farm.

A New Home.

Hardy Benson is hauling out lumber to build a new five room house on his farm.

Joel Cleanings

Sunday school at Askren was not so well attended Sunday. Be sure and come next Sunday. Plans for a Christmas program were discussed.

Mrs. Rambo of Hereford visited with Mrs. Water London on Wednesday afternoon.

Grandpa Wombe drove out

and spent the night in the home of his daughter Mrs. W. T. Smith.

Mr. and Mrs. Ed Botts had for their week end guests Mr. and Mrs. John Beckman and children and Mrs. Mary Beckman of Lubbock. On Sunday they enjoyed the Thanksgiving turkey; although it was a few days early they said it tasted fine.

Little Miss Rena Rae Renfro came out and spent Monday with her grandparents, W. T. Smith and wife, while her mother was shopping in Amarillo.

Mrs. Tom Cox has a badly wounded hand, caused by getting it mashed in an electric washer. It is doing nicely at present.

Mr. and Mrs. Joe Greer visited their mother, Mrs. C. Greer, in Hereford Saturday night.

Mrs. C. V. Walker visited with Mrs. J. B. McCord Saturday.

Mr. and Mrs. Ray Bowers delivered some produce to Amarillo last Tuesday.

Mrs. W. T. Smith spent Saturday evening with her sister, Mrs. W. B. Phillips of Hereford.

Mr. Lester Galley went to town Sunday to hear the sermon; he returned missionary from China at the Christian church.

Miss Nina Crawford had for her guest Monday night Miss Edora Smith.

Mrs. Joe Greer visited all day Wednesday in the London home.

Tom Cox, Cecil Walker and mother drove up to Amarillo Sunday and took dinner with Mr. and Mrs. Foret Randall. In the afternoon they all enjoyed a ride to the Canadian.

The school children are looking forward to a two days holiday for Thanksgiving.

Walter and Lester Galley were in Dawn Monday helping to fix up the school playground.

Mrs. Joe Greer and Mary Jo spent Monday with Mrs. W. T. Smith and Miss Rena Rae Renfro.

Nellie is blond and quite pretty; she's deeply in love with Jim Bell.

Though Jim favors raven-haired maidens.

"I'd dye for that fellow! swears Nell.

What's Doing In WEST TEXAS

Happy—Building in and around Happy is active at this time. Several residences are being completed and remodeling work on other homes is under way.

Sweetwater—The Governor, Dan Moody, will attend the Central West Texas District convention in Sweetwater, which has been re-set for November 30 in order to make his presence possible. President R. W. Haynie and Manager Homer D. Wade of the West Texas Chamber, will occupy parts on the program and a record meeting is indicated.

Munday—Natural gas for domestic and commercial purposes will be in use here by December 1. It will be piped from Amarillo fields and will be on the same line which is to serve Stamford.

Texline—Clay deposits in the vicinity of Texline of commercial proportions and possibilities are attracting wide spread attention. Samples of the clay have been sent to a number of manufacturing concerns interested in the quality and quantity of local deposits.

Plainview—Construction work on paving Highway 9 through Abernathy, Hale Center and Plainview from the north line of Lubbock county to the south line of Swisher county is expected to get well underway at an early date.

Clarendon—Work is under way on remodeling the Clarendon city hall to make room for a fire station and provide living quarters for a fireman. Standard fire equipment has been ordered which will arrive by the time the construction work is finished.

Electra—The Electra Chamber of Commerce has started a campaign of education to explain the benefits of the Pease River Improvement District No. 3. As planned

this project will water 150,000 acres of land lying close along the Red River valley in Wichita and Wilbarger counties and will furnish domestic and industrial water for cities of Electra, Vernon, Iowa Park, Quanah and Crowell.

Yokum Improvements.
Yokum will soon vote on \$250,000 bond issue for extending the sewer system and building some good streets. The small cities of Texas are learning that their people like all the sanitary and street improvements the larger places have and that the right kind of people are attracted by the right kind of living conditions.

East Texas Syrup.
If you want a savory sweetening for your breakfast battercakes,

get your grocer to stock up with genuine East Texas ribbon cane syrup and lay in a supply for the winter—that is if you don't live in East Texas and grow ribbon cane yourself. It is the only acknowledged rival of Southwest Texas honey.

Texas Shrimp Market.
Few Texans away from the coast think of Texas as a shrimp producing state, but Fort Lavaca profits largely from the shrimp industry, having shipped nearly three quarters of a million pounds in September. The profit to be derived from Texas coast sea foods and the mild climate in which it can be secured should make the people of the bleak Northeastern coast green-eyed with envy.

FOR QUICK SERVICE SEE THE BRAND



THANKSGIVING GREETINGS!

For all of the blessings of the past season and for any way in which this concern may have helped to promote the splendid spirit of co-operation and progress in this community, we are thankful, and we wish to extend the season's warmest greetings to our patrons and the entire citizenry of Hereford.

Jones & McLean
Phone 1

Fri. & Sat. Specials

- APPLE BUTTER
Gallon can ----- 79c
- APPLE BUTTER
Half gallon ----- 43c
- PEANUT BUTTER
5 pound can ----- 91c
- CALIFORNIA YELLOW CLING
Peaches, No. 2 1/2 can ----- 21c
- STAR COFFEE
3 pound can ----- \$1.24
- GRATON PIE PLUMS Gallon ----- 61c
- COMPOUND 8 pound ----- \$1.31
- 10 POUNDS SUGAR Not sold alone ----- 67c

See Us For Meat Sals.

HOFFMAN'S GROCERY
"DOWN ON THE BOWERY"
Phone 115. We Deliver.

Lets Get Acquainted!

If you are not familiar with Hereford's newest grocers, may we suggest that you pay us a visit—just any time—and inspect one of the most up-to-date stocks in the city. With the holiday supplies to buy, you will find that shopping here really pays.

H. & M. GROCERY

J. T. Hartley J. N. Messenger
"Quality and Satisfaction"

PIGGLY WIGGLY



PIGGLY WIGGLY IS THANKFUL FOR YOUR PATRONAGE

The Puritans of Mayflower days had much to be thankful for no doubt, but their Thanksgiving feast did not compare with yours. They had no PIGGLY WIGGLY to provide them with tender dressed turkeys such as we offer this week; they had no PIGGLY WIGGLY wherein they could select with their own hands viands and delicacies from all over the world. They had no crisp celery from Michigan, no olives from Italy, no fresh vegetables and fruits like you will find at PIGGLY WIGGLY. Not only does PIGGLY WIGGLY offer the world's best groceries, fruits and vegetables, but PIGGLY WIGGLY allows you to make your own selection with your own hands and then charges you less.

- Wapco Pork and Beans, no. 2 can, 3 cans for 25c
- Heinz Catsup 26c
- CRACKERS, 6lb Caddy 78c
- KING KOMUS CANE SYRUP, Gallon 89c
- RATCLIFF TAMALES, 2 cans for 25c
- PEACHES, Gallon 38c

See Our Line of Fruit Cakes and Holiday Supplies

We Buy Eggs and Pay as Much as the Market Justifies

We Deliver Orders of \$4.00 and over, on Orders Less than \$4.00
A Small Delivery Charge Will Be Made.



The Thanksgiving Bank Account Smile

When every member of the family has a thrift account in his own name, then truly they have something for which to be thankful.

Thanksgiving day may be made a day of real Thanksgiving when your financial condition is as secure as an account in this institution will make it. Begin an account now and be prepared for a real Thanksgiving at this time next year.

The First State Bank
Hereford, Texas

File



TURKEY DAY

15L

On Thanksgiving Day nothing can equal the feeling of satisfaction and well being that are afforded by an adequate bank account with a reliable bank. That is one of the main things for which patrons of this bank will give thanks next week. They know that come what may, they are protected in a financial way.

FIRST NATIONAL BANK

Sam Jones of Spring Lake, Miss Noel of Wichita Falls and Emma Beth Senters.
Mr. Newt Arnes and Mr. Cryer were guests of Mr. J. B. Sumner Sunday afternoon.
Mr. and Mrs. E. Dixon are visiting in Young county with relatives and friends.

What's Doing In WEST TEXAS

Lucders—"Lilac Lodge," picturesque river home of Col. R. L. Penick, Vice president of the West Texas Chamber of Commerce, the scene of an official meeting of the new Poultry and Dairy Bureau of the WTCC November 22. A year's program of work was outlined at the gathering after which inspection of the home and farm plant was made.

Lubbock—Culminating a three-days comprehensive tour of the West, Loring A. Schuler, editor of The Country Gentleman, left this city last week a full-fledged member of the West Texas Chamber of Commerce, "sold" on the advantages and possibilities of the entire section which he viewed and observed on his trip originating at Stamford and ending on the South Plains. Schuler and his party of more than half score members visited West Texas to gather cotton used in the region and to see the cattle industry and general conditions here. He was honor guest of the West Texas Chamber of Commerce during his stay.

Claude—Home canning interests are being advanced here through demonstration work in that field. A canning demonstration supervised by an expert was held here the week of November 14 and attracted wide attention from the Claude women.

Sweetwater—Westerners from all parts of Central Texas will convene here November 30 to see and hear Governor "Dan" take part in a district West Texas Chamber of Commerce gathering. Moody's attendance will mark his first appearance at a sectional convention of the West Texas regional organization and the entire occasion is planned as a gala event for the west.

Vernon—Friendship and good feelings of trade territory towns of this section have been cemented by a unique plan inaugurated by the Vernon Chamber of Commerce under the direction of Gra-

dy S. Shipp, secretary. The plan involves holding banquets at various points, the Vernon members paying for their tickets and for tickets for guests invited in the town where the event is staged. Programs with Vernon and local towns talent are held at each place. A series of similarly planned rural acquaintance trips are scheduled for school communities of the county during the winter months.

Breckenridge—A million pounds crop of choice nuts and over 147,000 native trees give Stephens county, Texas, a second place in pecan production of the Lone Star state. Many trees of the section are unusually prolific, producing from 500 to 850 pounds of excellent nuts to the tree. The capital of this banner pecan county is Breckenridge, with a population of 17,000, an ideal home city and manufacturing, wholesale and jobbing center. A \$500,000 courthouse is under construction here, planned to be one of the most excellent in the state.

Arlene—Two Heart of Texas West Texas Chambers of Commerce during the week of November 7. Both San Saba and Brady put themselves on the map, editorially speaking, through starting events of which much larger towns might well be proud. San Saba, San Saba county capital, instituted most successfully, the nation's first "National Pecan Show," and Brady, capital of McCulloch county, held its annual Turkey trot celebration, climaxed by crowning Miss Carmea Anderson as Turkey Trot Queen.

Bowie—A home grown products luncheon will feature the Red River District convention here on November 21. A number of ex-Bowieites who are now prominent commercial and industrial leaders in Ft. Worth will attend the meeting as well as state notables. A. G. Carter will be toastmaster at the luncheon.

Northeast Corner

A number of the farmers here have been very busy with their threshing the past week.
Mr. and Mrs. K. A. Harper of near Memphis were visitors in the E. T. Allred home Sunday.
In order to help the Union school obtain equipment for their

playground, a pie supper was given at the Fairview school building Friday night. A good crowd was present and about \$60 was netted. A box of candy was given to the prettiest girl and also to the highest bidder.

Joe Dowell arrived in this community one day last week and spent Saturday with his friends, Jim and Claude Ware.

Mr. and Mrs. J. T. McClain spent Sunday afternoon in the Jim Woodruff home.

Mr. and Mrs. E. T. Allred and family were visited by Mr. and Mrs. H. J. Oglesby and children. Mrs. Coy Phillips and daughter, Bernadine, are now visiting relatives in "East Texas."

Mrs. Clyde Johnson visited her parents, Mr. and Mrs. L. Sumner. Mrs. Johnson will be remembered as Miss Clara Hamner.

Miss Dovie McBroom returned to her work at Amarillo Sunday after spending the week end with home folks here.

Clyde Thomas of Ford community is visiting relatives here.

A number of the B. Y. P. U. folks visited Sunday in the home of Mr. and Mrs. J. M. Ware.

A social entertainment was given in the home of Mr. and Mrs. Duff Meadows last Saturday night at which a good attendance was reported. Each one enjoyed the evening.

Miss Zoe Beavers spent Sunday with relatives in Hereford.

Mr. and Mrs. John Bolling spent Sunday with friends here.

Mrs. Russell Downs and children of Pashandle spent a few days here last week with Mr. and Mrs. Otto Smith.

Miss Vera Hines spent last week end with friends in Canyon.

A thanksgiving program was given at the school auditorium at Wildorado last Friday night, which was attended by several from this section.

Mr. and Mrs. J. W. McClain left here last week for Gatesville where they will spend the winter months.

Miss Loraine Daniel was visited Sunday by a girl friend from Amarillo.

Flagg News.

Mrs. Ed Shely and children have been visiting relatives near Happy the past week.

Mrs. Owen from Levelland has been visiting her brother and wife, Mr. and Mrs. Cecil Thomas.

Coming to AMARILLO DR. MELLENTHIN SPECIALIST

In Internal Medicine for the past fifteen years

DOES NOT OPERATE

Will be at AMARILLO HOTEL

Tuesday, Dec. 13.

Office Hours: 10 a. m. to 4 p. m.

ONE DAY ONLY

No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Texas. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, bowels or adenoids.

He has to his credit wonderful results in diseases of the stomach: liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of the many satisfied patients in Texas who have been treated for one of the above named causes:

- Miss W. Bennett, Riscoe.
- Mrs. K. L. Daniel, Sweetwater.
- Mrs. Otto Eckmann, Wetmore.
- Miss Nell Egan, Palestine.
- Bill Graf, Vernon.
- H. B. Hughes, Texarkana, Ark.
- Mrs. C. A. Jones, Ranger.
- Mrs. Jean Mills, Abilene.

Remember above date, that consultation on this trip will be free and that his treatment is different

Maxwell, who was accompanied by their husbands.

Address: 211 Broadway Bldg., Los Angeles, California. 44-3p

WE ARE THANKFUL

After all, taken by and large, this is a mighty fine old town and county in which to live. Population practically 100 per cent American; unexcelled educational facilities, a good hospital; wonderful churches; and best of all, people who are making the most of their opportunities. For these and the countless other advantages of this region, we are wholeheartedly thankful.

Why not insure today and protect the things for which you are most thankful?

Phone 273

RALPH BARNETT, Manager.
HEREFORD INSURANCE AGENCY

8V



GREETINGS

We congratulate you on the many blessings which you have received during the past year and join you in offering thanks for all of those blessings.

THE GOLDEN RULE PRODUCE CO.

12

Everything you WANT or NEED in America's Fastest Four

Everything that you want or need in a modern motor car.

Speed swiftly attained, and maintained for hours with effortless smoothness.

Luxury that makes a ride a rest, chiefly because this Four has the longest springbase of any car under \$1000.

Style that draws admiring glances. Stream-line contours. Smart lacquered colors.

Economy at the curb and on the road. 17 1/2 feet are plenty for parking. One gallon of gasoline yields 25 miles at 25 miles per hour.

Low price, and Dodge Brothers special purchase plan, make America's Finest Four today's greatest "buy."

4 DOOR SEDAN
\$875
F. O. B. Detroit—Full Factory Equipment

BEAVERS BROTHERS
Hereford, Texas

DODGE BROTHERS, INC.

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:

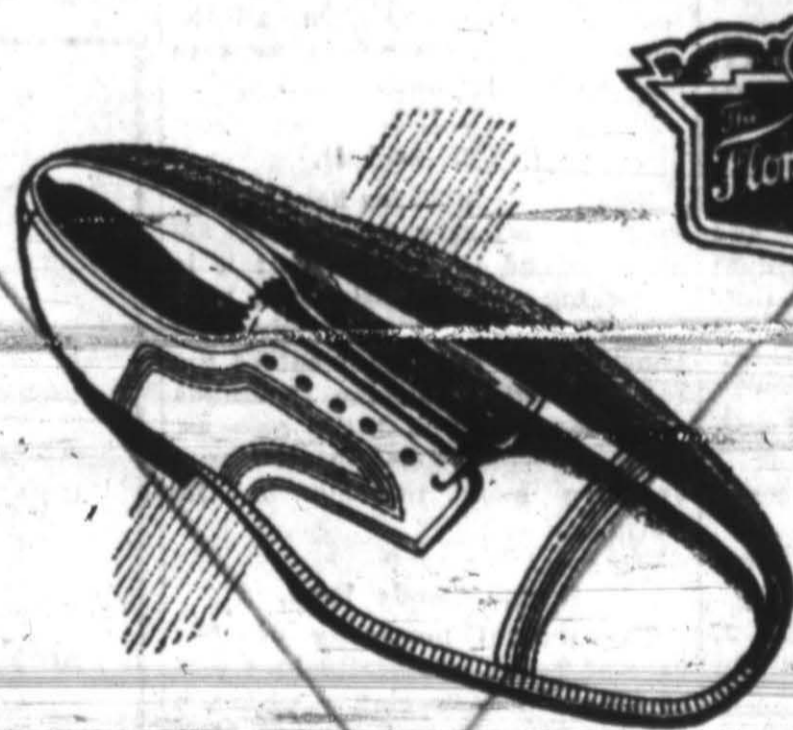
East Bound
9:25 a. m.
1:45 p. m.
10:35 p. m.

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.

12

For the Man Who Cares



The Frat

A smartly fashioned shoe, popular with the man who keeps his attire in step with the times. As much a favorite in the business world as on the campus—it's a FLORSHEIM.

One of those live styles at

\$10

FOX MERCANTILE CO.

Hereford, Texas

24



SANTA Recommends This Laundry To You

Why bother with your laundry work, especially during the holidays when many other duties call? Just phone us and we will call for your laundry and deliver it to you washed and ironed ready for use.

CANYON STEAM LAUNDRY

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

10

CLASSIFIED

Wanted

WANTED—To buy threshed, maize and will pay more than the market price. DR. G. W. HEARD. 45-1c

WE PAY \$1.20 dozen, sewing bungalow aprons at home. Spare time. Thread furnished. No button holes. Send stamp. CEDAR GARMENT FACTORY, Amsterdam, New York. 45-1p

WANT TO BUY—A good second hand coal range. Please phone 100. 45-1p

WANTED TO BUY—All of your five turkeys. Bring them here for best prices. WEST TEXAS FEED AND SEED CO. 42-1fc

For Sale or Trade

TO TRADE—One three-phone, one tube radio on a typewriter. Write Box 23, Bovina, Texas. 45-1c

FOR SALE OR TRADE—Some choice milk cows. Half mile east and two miles north of Hereford. O. E. SHELMAN. 44-2p

TO TRADE—One Essex touring car in fine shape, good rubber. Will trade for good Jersey cow, fresh cow. A. C. BARNHART. 43-1c

FOR SALE OR TRADE—One registered Duroc boar, Sensation's Big Chief; 2 years old March, 1928; bred by E. W. Harrison; sired by King Tut's Pathmaster 3rd; dam, Sensation Adair 3rd. W. A. or J. D. VAUGHN. 44-2tp

For Sale

FOR SALE—Two feed grinders, in first class condition. Inquire at Community Mills. 45-1c

FOR SALE—Bundles sorghum and raffia; also maize and kaffir heads. Four miles east on Brown place on Frio. See man on farm or E. F. CONNELLY. 45-1p

FOR SALE OR RENT—West half, Section No. 17, Block M-7, Castro county. Address W. J. Worthy, Morrill, Kansas. 45-3c

I HAVE several advantageously located city lots to sell at remarkably low prices. J. M. MURCHISON. 45-1c

FOR SALE—Carload of Jersey springer heifers. Write or phone Will McCrummen, Lubbock, Texas. 44-2c

FOR SALE—Small Round Oak heating stove. See CARL COCKRELL or phone 281. 43-1c

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

FOR SALE—Brand new Fordson tractor; one six foot tandem John Deere disc; one 7 foot wheat plow, and one triple disc Oliver plow. See CHARLIE BENNETT. 38-1c

For Rent

FOR RENT—Two unfurnished rooms for light housekeeping. Phone 253. MRS. EDNA RAY. 45-2c

FOR RENT—Rooms for light housekeeping. Phone 31. 45-1c

FOR RENT—Three rooms, and bath, unfurnished, with garage; close in. See J. H. Lomas at Gulf Refining Co. 44-2p

FOR RENT—Furnished bedroom in Oberthier apartments. See F. H. OBERTHIER. 43-1c

Notice

NOTICE—I have gone in with J. L. Fuqua in buying hogs. We will pay top prices. At present will weigh at West Texas Feed & Seed Co. C. C. BOWMAN. 45-2c

Lost and Found

LOST—Female German police dog, answers to name "Dixie." White spot in center of each eye. \$25.00 reward. J. J. KRUMPF, Phone 9000F2. 44-2ip

FOR SALE—Sweet milk; delivered to your door every morning. Call Mrs. E. F. Connell. 44-1c

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

MR. LANDOWNER

I have Amarillo property to trade for land and also some good cash buys. If you want to trade or sell, write or come to see me.

JOHN A. CAVIN
Room 210 Oliver-Bakel Bldg.
Amarillo. Phone 9462.
45-1p

Texas & Texans

By WILL H. MAYES

Texas Pecans and Turkeys.

With San Saba holding the first National Pecan Show and Brady having its annual Turkey Trot last week, the Heart of Texas district was right in the public eye throughout the country. A few years ago land owners would have laughed at the suggestion of a national show of pecans and an exhibition of Texas turkeys was limited to a few of the birds in pens. Texas pecans have become world-famous, and the Eastern papers send special feature writers to tell about the turkey trots. Cuero initiated the turkey trot as a big show, but dropped it and Brady jumped at the idea like an early bird after the first worm. While other places may raise just as good pecans and turkeys, San Saba and Brady can get and hold world-wide attention by keeping up their special shows. The town or the individual that gets a good idea and sticks with it year after year can build a worthwhile reputation around that idea.

Shipments Going Forward.

The first carload of turkeys to leave the state this fall is on the way from Fort Worth to Portland, Maine, for Thanksgiving dinners in that far-away Eastern city. Pecan shipments have been moving north several weeks. The turkey crop is unusually good, and the price paid the growers is close around 25 cents a pound. The pecan crop is light with prices ranging from 15 cents up. Fortunately almost every section of Texas is adapted to pecans and turkeys and buyers seem always eager for all that can be produced.

Speaking of Roads.

Not long ago I was in a Texas town which I will not name, that has one of the most favorable locations in all Texas, a place that should be an ideal residence town, and one that has all the natural attractions to draw thousands of tourists. But the place can hardly be entered from any directions because of its poor roads and the citizens appear to be indifferent to their improvement. Some day that place will wake up to see what it has been losing all these years because of its poor roads.

Smithville Wins Shops.

Smithville had a contract with the Katy railroad to maintain shops in Smithville, putting up a valuable consideration in land and money. The Katy decided to move the shops and did so over Smithville's protests. The removal gave Smithville a black eye. Now the Supreme Court of the United States has decided that the shops must be maintained in Smithville, according to contract and Smithville is happy again at the prospect of a return of the "good old shop days."

Black-Eyed Peas Staple Crop.

One result of the ten-year soil improvement campaign in Smith county has been to make black-eyed peas a staple crop, the yield this year being the largest on record. The crop is not confined to the one county, either, but extends over a number of East Texas counties. Diversified farming has almost stopped East Texas from shipping in any corn, whereas in some previous years about all the money made from cotton went to buy corn and wheat.

Uvalde Asphalt.

Some of us in Texas have to look up in a dictionary to see what asphalt is and then learn that it is something used extensively in road building; but comparatively few know that it is shipped out of the Uvalde section by the thousands of carloads and that the rock asphalt deposits of Southwest Texas are the most valuable in the world.

Pampa Bonds High.

The general prosperity of that part of Texas is revealed in a sale of Gray county 30 year aerial bonds bearing 5% per cent interest at a premium of 5% cents. The \$400,000 bond issue is to be used to hard-surface about 42 miles of highway leading out in several directions from Pampa to the oil territory of which Pampa is the center. Texas bonds are now in big demand.

Cauliflower and Cabbage.

Weimar is turning its attention to growing cauliflower and cabbage for carload shipment in the fall, as well as to nearby cities by express. It is said that these products and beans grow especially well there and that the prices usually are satisfactory. Under these conditions Weimar seems to have a wonderful opportunity for a prosperous home industry.

"Follow the Leader."

Most of us are what we are because of the example set by some one else. Biography of the great is the greatest inspiration to greatness. Knowledge of what the outside is doing puts a place and a people on their metal. The mountaineers of the East and dwellers in the swamps are the least progressive of our people because their impassable roads have cut off contact with the outside. Not knowing what others have been doing, they have not tried to keep up. The newspaper's main mission—the only excuse for its support—is to keep its people informed as to what is going on and to prod them into keeping up with the spirit of progress. Almost every community and town worth while excels in something, and in every place there is some one who stands out above others in what he is doing. By keeping these before their readers the papers are pointing the way for its people to follow—not to follow off after every trail, but to follow in the best things that are to be found.

Newspaper Responsibility.

The responsibility for pointing the way of leading the way rests upon the press because it has voluntarily assumed a position of leadership. It reaches the people. It can carry a message to them day after day, week after week, or can be a soulless, lifeless, dead weight—a barnacle on progress. It does serve a useful purpose by merely printing the local or even the state news and gossip. Nature's method, the busy tongue, can scatter community chatter faster than our fastest presses can run. When a paper fails to point the way to better things, it loses in its opportunity for helpful service and becomes an incubus to progress. It deserves to die like all other useless things.

Road Building Cheaper

Governor Moody has pointed out that road surfacing in Texas is costing less than one-third what was formerly paid for similar work under some contracts. One-half gallon of asphalt is being applied now at an average cost of 9.15 a square yard under competitive bidding as against a price of 30 cents once paid. This should stimulate asphalt of our highways. The only good roads for Texas is a surfaced road. Gravel and rock roads soon blow away.

Bexar County Roads

It is doubtful if any county in Texas has more good roads or better roads than Bexar county. Certainly none have been built so well at so little expense. The San Antonio Express says this is because the closest economy has been practiced in road building, and especially because the gravel, rock and sand close at hand have been used instead of paying for long hauls on materials. Many

other Texas counties are as fortunate as Bexar in having road building materials close by the roads.

Texas Has Arrived

A Chicago banker, Melvin A. Traylor, is being quoted by Texas papers as saying, "I can say without qualification that Texas has the brightest future of any state in the union." The banker's only mistake is that he has stated a fact as a prediction. Texas has the "brightest now" of any state in the nation. Texas has arrived. It is only necessary for us first to convince our own people and then to show the outside people like Mr. Traylor, that Texas is no longer a state of futurity, but is a viable, present-day field of unsurpassed opportunity.

Farming by Electricity

It begins to look like great changes are likely to come in the farming methods of the country. Already electricity is being largely used to prolong light to cause nursery stock to make more rapid growth and to make chickens lay more eggs. The Texas Agricultural Experiment Stations are to conduct some twenty-five experimental farms to test the practical use of electricity in the growing of numerous field crops. Great power and light companies are getting ready to supply unlimited electrical energy in Texas. The waters of all our streams are being salvaged for commercial and agricultural uses. Farming may soon be as scientifically done as manufacturing. With production on a scientific and dependable basis, marketing must of necessity be as well handled.

Hotels to Advertise Texas

The Texas Hotel Men's Association, under the leadership of its president, Charles A. Mangold of Dallas, is planning to advertise extensively the resources, climate and business advantages of Texas to the people of the East. This is as it should be, for Texas hotels are now in position, as they have not heretofore been, to take care of the people who come visiting and prospecting. The towns without good hotels, though, will not profit much from an influx of prospectors.

Big Irrigation Project

The Pecos Valley Water Users' Association has a project before the State Board of Water Engineers for the irrigation of 180,000 acres of land in what is known as the Red Bluff Water Improve-

LIFE INSURANCE
and
FARM LOANS

Frank Barber

Representative
SOUTHWESTERN LIFE
INSURANCE CO.

"MERIT"

DAIRY AND POULTRY FEEDS

"That Good Feed That Satisfies Their Need"

Let us show you how proper feeding methods will double your present income.

West Texas Feed & Seed Co.

E. B. NICKS, Manager
Phone 265 We Deliver

Thanksgiving BASKETS

Place a basket of fruits and nuts on the dining table on Thanksgiving day. It will prove a most attractive decoration as well as an enjoyable and tasty dessert. Our stock is always fresh.



G. B. WARREN GROCERY

ment District embraced in Loving, Reeves, Ward and Pecos counties. Other proposed irrigation districts indicate tracts indicate that the time is near when to waste water will be regarded as the worst kind of profligacy.

Seedling Pecan Trees

The Texas Department of Agriculture estimates that there are 15,000,000 seedling pecan trees growing in the State. Improved pecans are being planted at an enormous rate, and thousands of seedling trees are being topworked to improved nuts. If Texas keeps up its interest in pecans the industry will some day be worth more to the State than the cotton crop.

Texas Turkey Talk

The Texas turkey has attracted more attention the past month, than the Texas cotton crop. It will be in the mouths of the people of the nation for more than another month. While Texas people have a fondness for turkeys, those of the North and East, regard our turkeys as essential to their Thanksgiving and Christmas festivities. Prices to growers have risen from 25 cents at the opening of the season to 30 cents. The Texas supply was never before so large.

A new industry at Breckenridge is a clothes pin factory that is turning out 600 dozen clothes pins a day from East Texas hardwood. Just why Texas has all along bought clothes pins from Connecticut and Michigan is not known, except that most Texans fail to see the economies in small articles of consumption even though used in large numbers.

The Absent-Minded Bridegroom

Present by
EASTERN STAR

High School Auditorium
Friday, Dec. 2.

Ever See Them?
"What became of that portable garage of yours?"
"I tied the dog to it the other day and a cat came by."
The Innocent Thing.
"Dearest, I can't leave you! I feel a burning sensation in my heart."
"Has father been giving you those cheap cigars again?"

Some Need Wheels.
"Say, Mike, I bought a set of balloon tires the other day."
"Sat so, the I didn't know you owned a balloon."
Dumb Dera.
She wonders if cows really eat their browse and if it isn't hard on their eyes.

AUCTIONEER

W. S. WILLIAMS

Office, Newell and Ashbrook Building
Phone, Office 7 Residence 136.

SEE ME OR THE HERFORD BRAND FOR YOUR SALE DATES.

I pay the advertising on all sales that total \$1,000 or over and charge no more.

The New Ford

Someone said "It won't be long now." Maybe so, and maybe not—but we do know that there are just twenty-four more shopping days until Christmas. Why not select those gifts now?

May we have the pleasure of showing you?

Shambaugh Dry Goods Co.
HEREFORD TEXAS

Consider the Diplodocus

The diplodocus was the most gigantic animal that ever lived. It was eighty-five feet long and weighed scores of tons. Yet, despite its tremendous bulk, it had a brain the size of an English walnut.

Millions of years ago the diplodocus flourished. But when conditions changed, it was unable to adapt itself to a new existence. Other animals, less strong, but more intelligent, invaded its domain. And so, with the unceasing march of progress, its race died out and vanished.

It is just as necessary today as it was in the Upper Jurassic period to keep abreast of the times. Conditions are changing under our very eyes. New inventions, new products are constantly being brought forward to make life easier and happier. If we do not take advantage of them, we fall behind the procession.

Advertisements are the modern bulletins of progress. They tell you where to find the latest and most efficient aids to human comfort, they knit together the great fabric of consumers with needs to fill, and producers with goods to fill them. Read the advertisements. They give you information which is essential for the wise and economical expenditure of your money.

ADVERTISEMENTS KEEP YOU ABREAST OF THE TIMES—READ THEM!

File

BROOMS

BROOMS

BROOMS

On Saturday, November 26, we are featuring our entire stock of more than FIVE HUNDRED HIGH GRADE BROOMS—made of the very best material, with white enameled handles—at the especially low price of ONLY 55 CENTS EACH! This is a real buy. WATCH THIS SPACE FOR OUR WEEKLY SPECIALS.

HEREFORD WHOLESALE GROCERY L. W. Carlyle

17 1/2

America's History Making Trans-Oceanic Flyers at White House



Prior to the awarding of the Hubbard Medal to Colonel Lindbergh, President Coolidge was host at luncheon to all of the trans-oceanic flyers. Left to right: Lester Maitland, Clarence Chamberlin, Art Goebel, Charles Lindbergh, Ruth Elder, Paul Schuller, Emory Bronte, A. F. Hagenberger, Richard Byrd, George Haldeman, Charles Levine, Bernt Balchen and Wm. Block.

Famous Horse Will Be Shown In Movie Here

"Whiskery," the sensational famous race horse which won the Kentucky derby, and famous jockeys such as Albert Johnson, Earl Sande, Earl Poole and others, will be among the features of the picture "In Old Kentucky" which comes to the Star theatre next Wednesday and Thursday, November 30 and December 1.

Last year, during the derby, Director Stahl had a battery of cameramen at Churchill Downs, Louisville and Latonia, filming the races and many of the incidents of racing.

Col. Matt Wynn, Danny O'Sullivan, Captain Canard, E. R. Bradley, noted racehorse owners, co-operated with the studio in obtaining details as did Mose Chappoff, the famous trainer who appears in the picture. Previous winners at Churchill Downs were also photographed for the production.

"In Old Kentucky," which features Costello and Wesley Barry, as well as other famous players, is a vivid screen play by A. F. Younger and was suggested by the famous old racing melodrama which for years has been so popular on the stage.

The picture contains a beautiful love story against a background of Southern tradition, beautiful women and racing horses.

S. P. Rosson returned Monday night after a three weeks hunting trip. Mrs. Rosson returned the same day, after visiting with friends and relatives at Abilene and Sweetwater for the past few weeks.

Dr. and Mrs. N. J. Greer of Lockney spent Saturday night in the J. H. Brooks home.

The Open Season.
"What kind of girl is Alice?"
"Well, she can only be kissed on two occasions."
"So? And when are they?"
"When it rains and when it doesn't."

He's Like That.
Prof. (giving illustrated talk)—
"You can't get any idea about how terrible that sight looked unless you observe me carefully."

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

The convention at Wichita Falls was a great success. Texas Baptists are going on together in a great way.

The Pastor and family are enjoying their new car this week. It is a blessed God given privilege to serve such a people as this Pastor is called to serve.

Don't forget the Community Thanksgiving service at First Christian Church Thanksgiving evening at seven thirty.

We welcome the new Pastor of the First Methodist Church, Brother Bowen, and wish for him a highly fruitful ministry with this splendid Church.

Come to the special service next Sunday evening. Special music, chalk talk, special sermon and

forty of our folks are to receive diplomas and awards in training service work. A warm welcome to all.

Sunday school at 9:45.
Praying service 10:45.
Training service 6:00 p. m.
Praying service 7:00 p. m.
Prayer service 7:00 p. m. on Wednesdays.

Come to this service with your sorrows and burdens and let us pray together about them.

"And this is love, that we walk after his commandments." II John 6.

CITATION ON APPLICATION

No. 298.
The State of Texas, to the Sheriff or any Constable of Deaf Smith County, Greeting:

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

The State of Texas,
To all persons interested in the welfare of Howard Floyd West and Maude West, minors:

Mrs. J. F. West has filed in the County court of Deaf Smith County an application for Letters of Guardianship upon the estate of said minors, which said application will be heard at the next term of said Court, commencing on the 1st Monday in December A. D. 1927, the same being the 5th day of December A. D. 1927, at the Court House thereof, in Hereford, Texas.



"Going to Market"

May be made a pleasure instead of a task if you will only come here and let us help you by our most valuable suggestions. Guests for dinner need not bother you when you can depend upon good meat market service, such as ours.

How about a delicious roast, or, say, some tender, juicy chops, this evening?

Texas Meat Market
PHONE 353—WE DELIVER



The set that you've been waiting for
The New RCA Radiola 16

\$69.50

A compact, attractive and sturdy set that is amazingly sensitive and selective. Its unparalleled performance will be a revelation to you. Hear it with the new RCA Loudspeaker 100A. You'll be surprised! Let us demonstrate. Liberal terms.

Clark's Drug Store
Phone 13

Dimmitt Castro County News

Dimmitt, Nov. 22.
G. A. Barnett and Joe Hastings who recently organized the Barnett-Hastings Chevrolet Co., have opened for business in the new brick and tile building just completed by G. A. Barnett. Saturday will be their opening day.
Mrs. Brownlee, owner of the Dimmitt Garage sold his complete stock to Barnett-Hastings Monday. Mr. Brownlee is a fine business man and a big booster for Dimmitt and Castro county. It is hoped that he will remain in some kind of business here.

C. E. Reynolds made a business trip to Hereford Monday.
Mrs. J. R. Hastings and son, Jay, and Mr. and Mrs. E. F. Harmon left last Thursday for Mangum, Okla., after receiving word that Mrs. Hastings' mother was seriously ill. They returned Friday and word of their grandmother's death was received Friday afternoon.
Mr. Finley of Wilson, Texas, was in Dimmitt last week looking for a location for a drug store. He was unable to secure a building at this time but will open up a stock here as soon as a building is available.
Mr. and Mrs. S. P. Crawford and Mrs. Carlos Reynolds and baby spent Sunday in the John Burgess home near Happy.
Rankin Reynolds, student in Tech college at Lubbock, will spend the week end at home.
Miss Marilyn Miller of Wichita Falls will spend the week end with her father, Dr. Mayes Miller.
Born to Mr. and Mrs. Bill Easter, on Wednesday, November 16, a boy named Jimmy Lee.
The Priscilla Art Club enjoyed a dinner at the home of Mr. and Mrs. L. P. White Tuesday.
Mr. and Mrs. Mark Cowart returned Sunday night from Junction, Texas.
Mr. and Mrs. Smith have moved to Castro county from Lamona and are located on the new T. A. Miller place west of town.
Mr. and Mrs. J. N. Smith of Crosbyton were shaking hands with friends here Monday.
Mr. and Mrs. Dewey Wright have returned from East Texas where they spent their honeymoon.
Brooks Woodlee had a slight operation performed on his nose last Saturday in Amarillo.
Mr. and Mrs. S. C. Huckabay and son spent Sunday in Plainview.
Mrs. Jack Ward, Miss Jane Burnam and Ward Bolton of Amarillo spent Sunday in the J. C. Tate home.
The longest term of district court ever held in Castro county was this month. The first murder trial in twenty years was that of Bill Miller of Tulsa who was found not guilty in the killing of Alton Rogers in a barber shop there several years ago. Judge Clements was disqualified in this case for he was prosecuting attorney in the same case twice before. He exchanged benches with Judge Bishop of Amarillo.
Roy Williams of Cherokee, Ok., was given two 5-year suspended sentences in the transportation of whiskey and attempting the sale of C. E. Reynolds made abusiness of flags.
Mr. and Mrs. Joe Gollebon spent Sunday in Canyon.



Gifts

"HEAR YE! HEAR YE!"

Young and old are cordially invited here to Gifts of Utility Headquarters, where are shown for easy choosing a wide variety of home needs, luxuries that last and the latest Christmas novelties and holiday wares of established reputation. Several items are very specially priced for this early showing.

FOR THE HOSTESS—Nothing enhances the delight of serving, particularly at breakfast time, more than a toaster or other at-the-table utensils. Adds much to the pleasure of serving.

FOR MISS OR MATRON—Just the thing for the impromptu snack—deliciously browned waffles, made in a moment. Equally good for the regular family breakfast, and a gift that will be remembered—always.

A CONSIDERATE GIFT—He who chooses to delight the wife's heart at Christmas time will look far before he finds a better opportunity to show his consideration than with one of these wonderful irons.

EVERY MEMBER OF THE FAMILY—Will derive benefit from a good thermos bottle. For lunches or to keep liquids at the proper temperature for any future serving, this gift is unexcelled. We always make a specialty of this item at Christmas time.

HUNDREDS OF OTHER THINGS!
You'll find it easy here to fill Santa's pack wisely and well.

Streu Hardware Co.

Ray Barber

Pure Bred Live Stock and Farm Sales

AUCTIONEER

SUPERIOR SALES SERVICE

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

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

Shop Early for your CHRISTMAS CARDS



Selections easily made from conveniently arranged samples.

"Glad to Show You"

The Hereford Brand

SUBSCRIBE FOR

The Amarillo Daily News

ONE FULL YEAR Daily and Sunday 365 Big Issues for Only \$5.00 by mail Only

Offer Closes Dec. 31, 1927.

DON'T MISS THIS ANNUAL OFFER!

Rush Your Order to

The Hereford News Stand

John Robinson, Manager

We Thank You

for having given us the largest volume of business of any year since we have been in business in Hereford.

We will try harder in the future than we have in the past to deserve the patronage you have so generously bestowed on us.

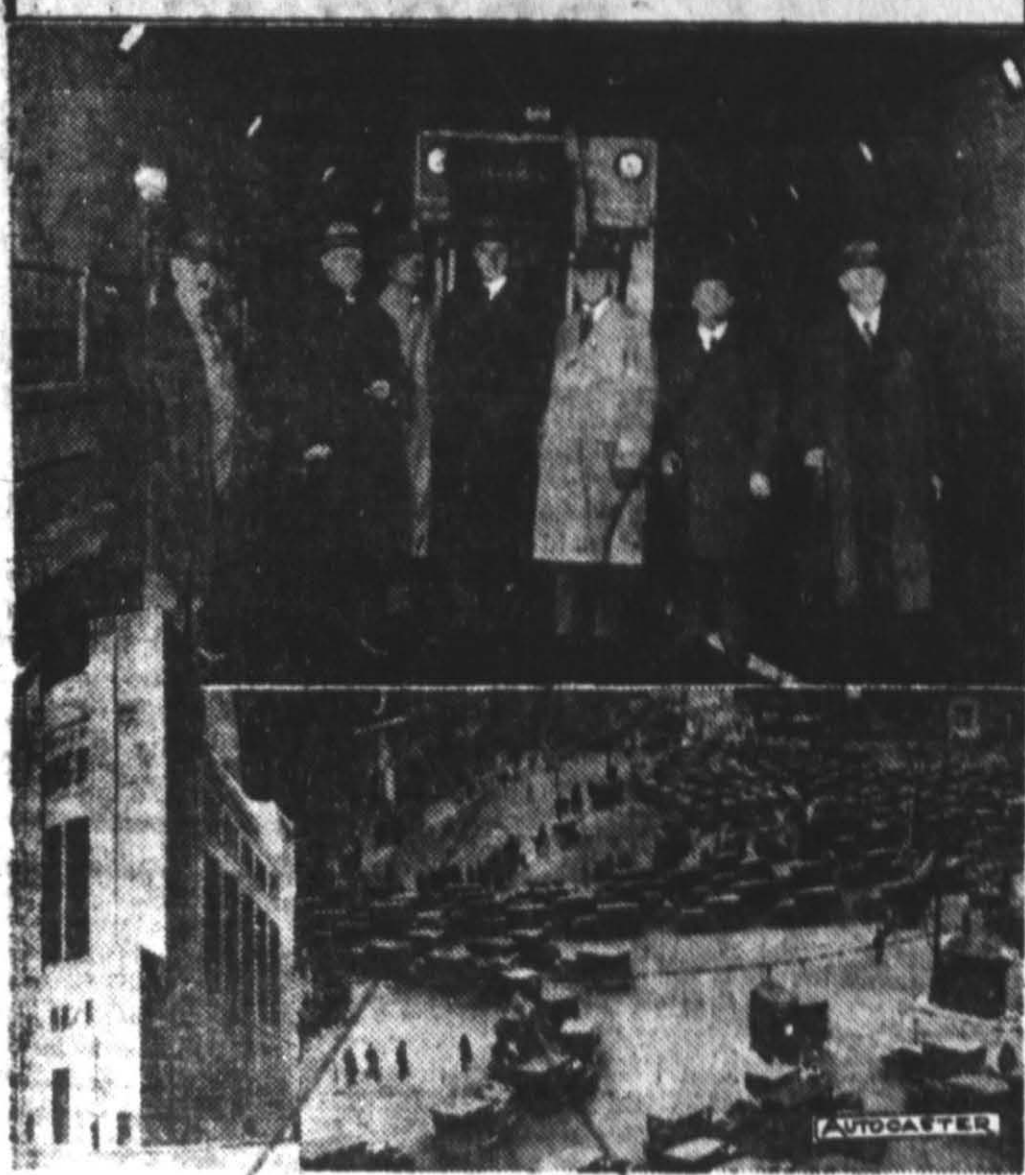
Our wonderful holiday line is now complete and we are working hard to get it ready for your inspection. Watch next week's Brand for our formal opening.

Skelton's Variety Store

Hereford

Texas

For Automobiles to Drive Beneath River



At New York last week the Holland Tunnel under the Hudson river was opened—one of the great engineering feats of the ages. The tunnel, 9,250 feet long, costing \$48,000,000 joins Manhattan island and New Jersey. On opening day 52,285 cars passed through. It took seven years to build the double tube tunnel. Above, inside the tunnel. Below, one of the ventilating plants; and, autos lined up for the trip under the river.

Communion and preaching services at 11:00 a. m. The subject for this hour is "Spiritual Hindrances."
Mid-week prayer services each Wednesday evening. You need this service.
Senior C. E. at 6:30 p. m., and Junior C. E. at 8:45 p. m.
Gospel preaching at 7:15 p. m. "Seeking a Better View of Jesus" is the sermon subject. What is your vision of the Master? Have you ever been able to see Him as he is? Come hear this message and worship with us.

Brand Want Ads See Results.

Home Economics In Favor.
The Caldwell county home demonstration agent observes that a great improvement is noticeable in the last few years in the meals served in farm houses in that county. Yes, and Miss Home D. Agent is entitled to a big part of the credit, for she has assiduously taught the people how to prepare the foods and the meals in a way to have an abundant variety at all times without much additional cost to the old-fashioned way of providing the home larder. These faithful workers do not get a great deal of praise but they are showing us how to live better and to be healthier and, consequently, happier.

Lubbock's Growth.
It hasn't been a great while since Lubbock was a little village with an uncertain future on existence. Now reports tell us that there are nearly a million dollars worth of buildings under construction in that little city at this time.

Lubbock has a feeling, too, that it has just started upon its growth. Good schools, good roads and plucky people are turning a trick.

Thanksgiving Day



Means just that when your home is snug and warm and ready for the cold winter blasts. With our experience and equipment, making the required repairs to your home in anticipation of winter needs is a quick and economical process. Call us today.

KEMP LUMBER CO.

1927	Nov	1927
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30

A Daily REMINDER

That we are on the job to buy your Turkeys and other Produce.

Homer T. Wilson
At Carl's Produce.



EVANGELICAL LUTHERAN CHURCH.

Wm. F. Hanna, Pastor.

A special Thanksgiving Day service will be celebrated at 11 a. m. Thursday at the court room, county court house, Text II, Corinthians 9:6-11.

Sunday school 10:00 a. m. Divine service Sunday at 11 a. m. Sermon topic: "Behold, thy King cometh unto thee." Matthew 21:1-13.

A cordial welcome is extended to all.

First Presbyterian Church

JAS. T. ROSS, Pastor.

Regular preaching services on next Sunday at 10:50 a. m. and 7 p. m. Sunday school will convene at 9:45 a. m. and Christian Endeavor will begin at 6:15 p. m. In the afternoon at three the pastor will preach at Dimmitt.

Next week's activities will include the Women's Missionary Society on Wednesday, 2:30 p. m. and the Church-Nite at 7 p. m. of the same day.

An open door, an open hand, an open heart, an open Bible this church offers to you. In the name of the Blessed Christ we bid you welcome to each and every service. Come.

First Methodist Church

E. B. BOWEN, Pastor

Sunday school meets at 9:45 a. m. Classes for all ages.

Morning and evening worship conducted by the Pastor. The subject for the 11 o'clock hour will be "Visions and Duties." There will be a public installation of the Board of Stewards following the sermon. Evening service at 7:00.

There will be special music at each service.

Both Epworth Leagues meet at 6 p. m.

7:15 p. m.

We will be glad to have you worship with us.

Statements, Letters, Heads, Envelopes, on the Work of the Brand.

First Christian Church

REV. THURMAN MORGAN, Pastor.

It was a great blessing indeed to have had Dr. and Mrs. W. E. Macklin with us last Sunday. They have given us a new vision of what it means to serve Christ. Let us all labor on with new hope and new courage.

The Sunday school was on the increase again. This is a step in the right direction. Come and bring the whole family to the Sunday school, which meets at 9:45 a. m.

L. C. PENNY
LAWYER

First State Bank & Trust Co. Building.
Office Phone 3, Home 190

City Loans

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

FANCY FOODSTUFFS

At no time of the year are "fancy" groceries more in demand than during the holiday season. Hundreds of Hereford housewives are coming to depend more and more on our complete stock of staple and fancy merchandise. "Let Baker's help with the holiday menus" is their motto—and you'll have to agree it's a good one.

MONT E. BAKER
GROCERIES



The HOOVER

It BEATS... as it Sweeps as it Cleans



SINCE "Positive Agitation," embodied in The Greater Hoover, was introduced to housewives about a year ago it has been recognized as the most outstandingly thorough cleaning method ever devised.

Women the country over have realized as never before how quickly, easily and thoroughly their homes can be kept immaculate. We know that it will be the best of news to every Hooverless housewife to learn that "Positive Agitation" is now available in a new popular-priced Hoover.

Every woman can now take advantage of this wonderful new cleaning principle. This is the finest electric cleaner value we have ever offered. A genuine new Hoover at no greater cost than an ordinary vacuum cleaner. Phone us today for a free home demonstration.

Only \$6.25 down, complete with dusting tools
Balance monthly

Texas Utilities Company
Hereford, Texas

Old Doc Bird Says:

Peace is a state of mind of your own business.



TRY OUR CAKES AND BREAD!

THE CITY BAKERY

C. U. WALL, Prop.

Clover-Dell Farm

First Annual JERSEY SALE

Berry Orr invites you to attend the FIRST ANNUAL SALE of All-Interest-Bred Registered Jerseys at the Hereford Sales Pavilion on

Monday, Nov. 28

Sale Will Begin Promptly at 1:30 p. m.

PERCHERON HORSES

8 head of young Percheron Work stock, including:
1 pure bred match team, 2 and 3 years old, about 3000 lbs, stallion and mare.
2 coming 3-year-old Percheron fillies.
1 good young work mare.
3 weaned filly colts, sired by the above stallion.

TWENTY-TWO HEAD HOGS

22 head registered and pure bred Duroc and Jersey hogs, from three months old up.
The Grand Champion Duroc Jersey gilt at Deaf Smith County Fair in 1926.
1 boar, subject to registry, half brother to above grand champion gilt.
1 extra good pure-bred sow, two years old.
19 shoats, weight from 60 to 100 pounds each.

12 HEAD REGISTERED JERSEY COWS

The Junior Champion female at the 1926 Deaf Smith County Fair, now 3 years old.
1 full sister to blue ribbon winner at 1926 fair; coming 3 year old; will be fresh this winter.
1 full sister to blue ribbon winner; will be 2 months old on sale day; excellent for club calf.
1 line-bred Interest heifer calf born Sept. 19, 1927; also fine prospect for club calf.
2 registered yearling heifers sired by line-bred Interest bull.
6 males, including one blue ribbon winner and two full brothers to blue and purple winners and three other line bred Interest bulls and bull calves, one excellent for club calf.

5 issue of the Jersey Bulletin by Dr. Hugh Vanpelt and John R. Sibley, breeders of the most valuable Jersey herds in the world and breeders of four World Record cows will be convinced that the blood of "Interest F-3582C" is the greatest factor in breeding high producing Jerseys in the world today.

Nine of the above registered Jersey cattle are strongly line-bred to "Interest F-3582C", she showing 14 times in their pedigrees, the greatest assurance of prepotency. Pedigrees will be read on sale day and furnished to buyers. Whiteface breeders are pinning their faith to line-bred Anxiety 4th. Why not pin your faith to line-bred Interest Jerseys?

This stuff is still on pasture and will not be clipped and dolled up for exorbitant prices. Every female sold in this sale will be absolutely guaranteed to give satisfaction or your money will be refunded with interest.

Six months time, bankable notes. Five per cent discount for cash.

CLOVER-DELL FARM

BERRY ORR, Owner.

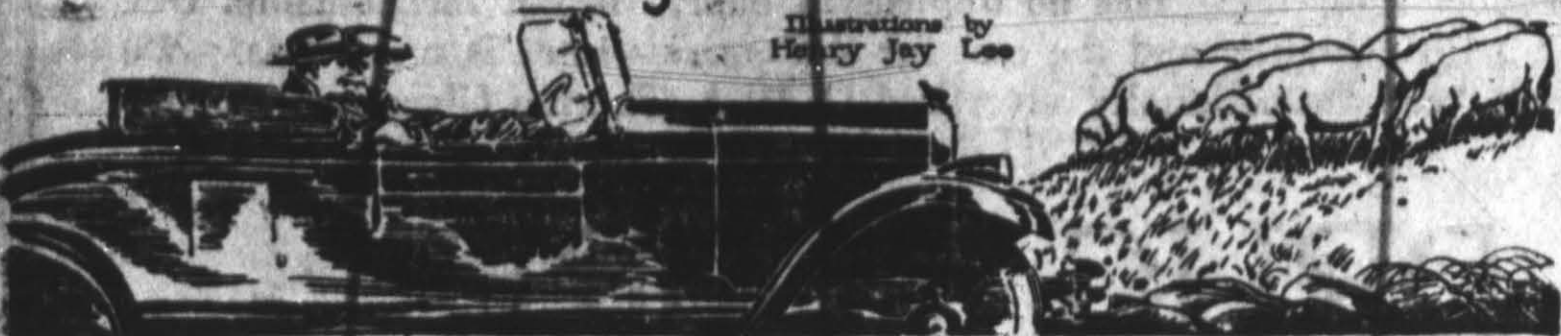
C. C. ACKER, Clerk.

COL. RAY BARBER, Auctioneer.

BLACKSHEEP!

By Meredith Nicholson

Illustrations by Henry Jay Lee



COPYRIGHT CHARLES SCRIBNER'S SONS - RELEASED THROUGH PUBLISHERS AUTOCASTER SERVICE

(Continued from Last Week.)

"I haven't thing to say for myself," blurted Archie who was at the point of tears. "I was weak, miserably weak. I had no idea that anyone could lie as that girl did. And it's not fair for me to stay on with you. I can't ask you to trust me again. We'd better part company right here."

"How completely you misjudge me, Archie. There's a charm in you begotten of your very innocence and helplessness, and I should be very unhappy if we parted now. We've shared some danger together and in spite of your weaknesses I'm fond of you. And if I left you to your own devices something very disastrous might happen to you."

The Governor was unconcerned, sketching one of the diagrams with which he seemed to visualize his plans. Archie was startled now to hear his companion muttering to himself:

"Archie, the Lamb, the Fishes." For a time I stumbled and walked in darkness but the leading light is clearer now. The moving finger writes—writes."

Archie had caught one day a glimpse of several of the sodical signs drawn on the margin of a newspaper where the Governor had neglected to erase them; but he was astounded to find that he was in the company of a man who took counsel of the stars.

"Ne sours une mauvaie etale! You catch the sense admirably. When you see me scribbling I am calculating the potency of the dark fate that overhangs me and trying to estimate when if ever the cloud will pass. Don't trouble your head with those fancies; leave them to me. Hope buoyed in by the fact that never yet have my figures erred."

"To return to practical affairs, we shall abandon Collins' machine and I'll wire him where to pick it up. Then we'll entrain at our lei-

"If you don't mind my asking, I'd like to know where we are bound for?"

"New York, my dear boy; but

you needn't be alarmed. It will be hot there and we'll only pause for a day or so. We both need to freshen up our wardrobe a bit."

Archie shook his head stubbornly.

"I haven't told you this, but I'm supposed to be in the Canadian Rockies. It would be a risky business for me to show up in town!"

"You're a frightful egotist, Archie. This is a large world and man's memory is short. If you see any old friends, I beg of you do not attempt to dodge them, shake one and all heartily by the hand. We'll pretend that our black wool is as white as the drifted snow, and no one will run after us shouting, 'Blacksheep! blacksheep!'"

At the station gates a man in gray livery stepped up and touched his cap to the Governor.

"Ah, Tom; glad to see you again."

"Thank you, sir; is this all the luggage?"

"That's all, Tom. Drive directly home, please?"

"We may wander to our hearts' content, Archie, but there's no place like home, particularly when it's little old New York," remarked the Governor, sinking back contentedly.

The car crossed to the Avenue and more north.

The Governor had not warned him to avoid marking the route, which was as familiar to Archie as the palm of his hand, but somewhere in the Seventies he did for a moment lose track of the streets, and the car, swinging east, stopped midway of a block of handsome residences. There was still the chance that this was all by-play, a trick for concealing their arrival in town, but the footman was already ringing the bell of a house whose facade was the most distinguished in sight. The door was opened by a manservant, whose face expressed pleasure as the Governor passed him with all the airs of incontestable proprietorship.

"I think we may as well go at once to our rooms," he said. "You understand, Baring, that we dine at seven-thirty—places for three?"

"Very good, sir; I received your telegram."

"On the third floor, Archie, surveyed approvingly a lounging room, half library and half office. He tottered toward a stand on which decanters, syphons and a silver bowl of ice had been placed. He helped himself generously to Scotch, the Governor contented himself with a glass of mineral water—he never took anything else, he explained.

"Odd, but I've never used the stuff at all. Bless you, no fanatical notions on the subject. And now, my dear Archie"—he closed the door and turned on the fan—"you are my guest, in every sense my guest. It may have occurred to you that I may be an interloper here, but such is not the case. I own this house and the ground it stands on and everything in it. You are, of course, not a prisoner, not in any sense, and there's a telephone in your room by which you can talk to all the world quite freely—no restrictions whatsoever."

"My name is not Saulsbury, of course, but something quite different. The servants in this house do not know my true name. They might, of course, work it out for I pay taxes here and my family history is spread in the public records, but the people you see about here are trained to curb their curiosity; I trust them just as I trust you. They are all from under the crust—the man who met us at the station, is a daring house-breaker; the chauffeur a second-story man; the butler is a hotel thief. Down to the scullery maid, who was a clever shoplifter, all the servants are crooks I've picked up and installed here until they can do what Leary's doing, invest their ill-gotten gains in some legitimate business. Baring has enough rewards hanging over him to make any one rich who can telephone his whereabouts to police headquarters in any town in America. As all

Doctor Orders Vinol For Nervous Woman

"I was weak, nervous and anemic. Could hardly walk. My doctor ordered Vinol, and I feel 100 per cent better." Mrs. H. Willis. For over 25 years, this simple strengthening iron and cod liver compound has been prescribed for weak, nervous women and men and frail children. The very FIRST weak you take Vinol, you begin to feel stronger, eat and sleep better. Corner Drug Store.

branches of the profession are represented here by veterans repay my hospitality by keeping me in touch with their comrades everywhere."

"I suppose, I suppose," Archie timidly ventured, "you've told them about me?"

"Not a word! You will act exactly as though you were a visitor in the house of an old friend. And now I must go through this mail—I've got a chap who collect my stuff from some of the unofficial post offices up-state. The first room to the right is yours."

"You've got to admit the service in this house is excellent. If you don't mind we'll dress for dinner," remarked the Governor lounging in the doorway. "I forgot to say that there's a lady dining with us—"

"A lady?" demanded Archie with a frown.

The Governor crossed the door,

stared at the floor for a moment, and then said from the door: "The lady, my dear boy, is my sister."

"Julia is usually very prompt but she is motoring from Southampton and we must allow her the usual margin," the Governor remarked when they met in the dining room.

The clock had struck the three-quarters when they heard the annunciator tinkle followed by the opening of the front door. The Governor left the room with a bound and Archie heard distinctly his hearty greetings and a woman's subdued replies.

"I'm sorry to be late, but we had to change a tire. No, I'll leave my wraps here."

"Won't you be more comfortable without your hat?"

"No; I'll keep it, thanks."

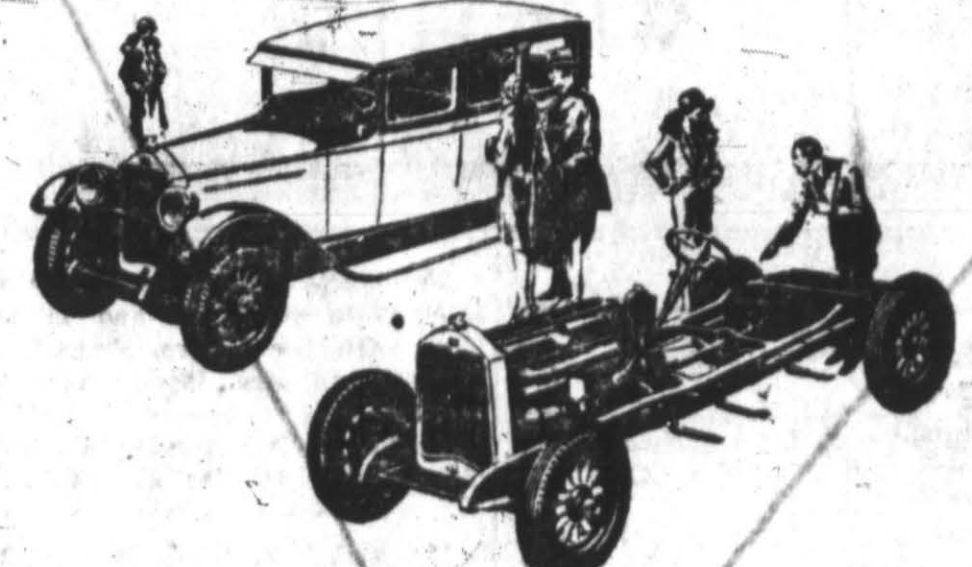
The door framed for a moment a young woman who in her instant's

pause on the threshold seemed like a portrait figure suddenly come to life. She was taller than the Governor and carried herself with a suggestion of his authoritative bearing. Her face was a feminized version of the Governor's, exquisitely modeled and illuminated by dark eyes that swept Archie with a hasty inquiry from under the brim of a black picture hat.

No We've Observed. The stunning post guard finds the path of duty. Full off a most unpleasant one for him— had rather back with some hair bathing beauty. That rescues the old maids who cannot swim.

Continued Next Week

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



From 'roof to basement' that's the way to buy a car
Buick welcomes this searching test

The man who buys a home goes over it thoroughly, from roof to basement, to make certain that it has the sound construction that means long and enduring service.

Buy your car as you would a home. Buick welcomes this searching test, and invites critical comparisons. And Buick is willing to leave the decision to you.

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. financing plan, the most desirable, is available.

BUICK for 1928

Norton Motor Company
Hereford, Texas

DON'T BUY
Your Christmas Gifts until you have seen the thousand and one lovely gift suggestions which we have on display.
Anthony Furniture Store

HERE is WHY
It is a fact that all of the most careful drivers are using Golden Texaco Motor Oil. It flows at zero and protects your engine from the wear and tear of winter starting.
Texas Filling Station
M. D. WOMBLE, Prop.

DR. J. W. HENDRIX
CHIROPRACTIC MASSAGE
Residence Phone 62 Hereford, Texas
Second Floor Lambert-Decker Building
FREE CONSULTATION AND ANALYSIS

REAL ESTATE
CITY—FARM—RANCHES
Real Estate Loans. Priced to Sell
HILL & RICKETTS
Phone 358

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

YEARS IN THE BUSINESS
That means that we have pleased our customers—that we have gained the confidence of the public—that we have served well.
Years of experience have taught us how to conduct a used car business—how to buy the right cars—recondition them properly.
If you need a used car let us help you in selecting one. We offer you our experience and our judgment.
BEAVERS BROTHERS
Hereford, Texas
A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

Special Holiday Values
Friday, Saturday and Monday, we are going to feature an assortment of dry goods bargains which challenge comparison anywhere!
These are strictly bona fide bargains, and we assure you that we are offering standard merchandise at a price much lower than that which we would have to pay if we were to re-buy these goods today. Such nationally known brands are included in this sale as Garza and Pepperell Sheetings, Chief Cotton and similar well-known items.

9-4 Garza or Pepperell Bleached Sheeting, value 50c, a yd.	40c
9-4 Garza or Pepperell unbleached, value 45c, per yd.	37 1-2
9-4 Standard Sheeting, value 40c, per yd.	30c
36 inch Pillow Tubing, worth 30c, per yard	25c
40 inch Pillow Tubing, worth 40c, per yard	29c
Hope bleached Dimity, a bargain at 20c, per yd.	12 1-2c
Extra soft bleached Dimity, a real value, per yard	16 2-3c
Canton Flannel, regularly 20c, per yard	15c
30 inch extra heavy Canton Flannel, worth 25c, per yd.	20c
Pillow Cases, 36x40, value 30c, at	22 1-2c

D. R. GASS & SON
We Give Double Purple Stamps Every Monday and Wednesday

REMINDER'S
THANKS-GIVING
Means an array of good things to eat seldom equalled throughout the year.
Baked foods of all kinds, such as pies, cakes, etc., enjoy their greatest popularity during the holiday season.
Insure your baking success, Madam Housewife, by using
AMARYLLIS
and
GREAT WEST
"The Flour Without a Peer"
PIGGLY WIGGLY.
WILLIAMS BROS.
MONT E. BAKER.

SAFEGUARD YOUR RADIATOR AGAINST FREEZING IN COLDEST WEATHER

Use Colgate's THERMO GLYCERINE. Guaranteed to stand a temperature as low as 20 degrees below zero. Will not evaporate. Will not injure radiator. Will not injure rubber coupling. Has no unpleasant odor. Is not inflammable. One filling will last the entire winter. The first cost is only a little higher, and the cost for the entire winter is much less. We also have alcohol for radiators, if you prefer. Be sure to get the nationally advertised G. P. A. Thermo Glycerine. Better be safe than sorry. For sale by

THE CITY DRUG STORE

HEREFORD, TEXAS

PRIONA, TEXAS

Local Happenings

The condition of W. C. Nix, line-type operator of The Brand, is reported as rapidly improving, following his operation last Tuesday evening. Mr. Nix was removed to his home Tuesday from the Deaf Smith County hospital.

Come to Summerfield Sock Social and Fiddlers Contest, Dec 2.

We have received three large shipments of Brunswick tires and another still larger is on the way. Rice sells them; absent on the "sels."

Peter Perolan picked a peck of pickled papas! See The Absent-Minded Bridegroom.

Your neighbor uses Brunswicks.

Come to Summerfield Sock Social and Fiddlers Contest, Dec 2.

We had a fine Thanksgiving business and are now ready to receive all of your turkeys for the Christmas market. Hereford Produce, phone 171.

See "The Absent-Minded Bridegroom" and learn the definition of "aphasia."

THEATRE

HEREFORD, TEXAS

THURSDAY MIDNIGHT MATINEE (THANKSGIVING)

"Fascinating Youth"

FRIDAY, NOV. 25, ONLY THOMAS M'BIGHAN

in "Tin Gods"

Saturday Afternoon and Night

NOV. 26. YAKIMA CANUTT

in "A Two-Fisted Sheriff"

Monday and Tuesday

November 28-29 JOHNNY HINES IN "HOME MADE"

Wednesday and Thursday

Nov. 30, Dec. 1

"In Old Kentucky"

with James Murray and Helene Costello.

Friday and Saturday

December 2-3

"Hold That Lion"

with DOUGLAS MACLEAN

Time of Shows: 6:45-8:20 2:30-3:30

Mrs. Jack Mounts of Dallas arrived here yesterday and is visiting with her sisters, Mrs. J. A. Pitman and Mrs. Homer Wilson.

Radioing is wonderful now. Tubes and batteries at Rice's.

Mr. and Mrs. S. J. Walcott returned Friday night from a two weeks visit at San Antonio.

Russell Whitehead, John Robinson and Harold Wall drove to Amarillo Friday night.

Here we are, ready as usual to give you a square deal all around. You know us. Square Deal Produce Co., phone 33.

We have bargains in guaranteed 20x4.40 and 30x3.75 tires. Rice's.

Come to Summerfield Sock Social and Fiddlers Contest, Dec 2.

Mrs. Homer Wilson and Mrs. J. T. Gilbreath entertained six tables at bridge last Friday afternoon at the home of Mrs. Gilbreath. Decorations appropriate to the holiday season were carried out with chrysanthemums and turkey and a delicious salad course was served as refreshment. Mrs. J. H. Pitman and Mrs. J. A. Pitman were awarded the two prizes.

Mrs. Carrie Glassey of Dallas arrived Saturday morning for a few days visit with her sister, Mrs. N. C. Vogel.

Frank Barber left Monday for a business trip to Lubbock and Plainview.

Carry a second spare. Extra rims and carries at Rice's.

Miss Doll Meert returned home Sunday after spending three weeks with relatives in Amherst.

Miss Addie Townsend drove to Amarillo Tuesday.

Have you tried Rice's Instant Tire Service? You'll like it.

Miss Mary Valentine, who is a teacher at Keesee, was here over the week-end with her parents, Mr. and Mrs. Wink Valentine.

Come to Summerfield Sock Social and Fiddlers Contest Dec. 2.

Harry Fair and Dick Schermbach of Poplar Bluffs, Missouri, are visiting here this week with W. Frank Ball. They are inspecting this part of the country with the view of possibly locating here soon.

FLOWERS

Cut Flowers or Pot Plants

See or Phone

MRS. J. H. PITMAN

Phone 157

Marelling 50c Hair Cutting 50c

Mrs. Sam Hutson

AT SPROWLS-CORBIN & COMPANY

TO SEE BIG GAME.

Mrs. C. R. Burrough, Mrs. Dorothy Burrough, and Miss Grace Ferguson left yesterday morning to visit in Southern Texas cities, including Houston, Fort Worth and Austin. They also expect to attend the Thanksgiving day football game between Texas University and A. & M. College to be played tomorrow at College Station.

Fresh Hotshots at Rice's.

Don't forget the phone number, 33, when you want the best prices on your cream, eggs and produce. Square Deal Produce Co.

Inspector Tells Of New Ruling On Motor Tags

"Register your cars, and register them before the first of the year as required by law. The county will get its share of the automobile license fees paid in regardless of whether the money is paid before or after January 1st." This is the advice given by Deputy State Highway Inspector W. B. Guthrie of Amarillo who was in Hereford last Friday.

The most recent enactment of the legislature provides in brief that the county of registration of a car will get all horsepower fees collected as heretofore plus thirty per cent additional of all monies collected, beginning with collection for the year 1928, which shall go into the county road funds for the purpose of maintaining lateral roads.

"It is up to the commissioners, sheriffs and officials of the counties to help us get in the license fees, and with this provision that gives the county practically one-third of all money collected, it should certainly prove to the interests of citizens looking to the betterment of lateral roads to give their cooperation also," said Mr. Guthrie.

After discussion of this matter with Inspector Guthrie, Sheriff and Tax Collector Claude Denton declared, "we should like to request the people of Deaf Smith county to please come in and register before the rush of the property tax payments comes on. We are always literally 'swamped' about the first of the year with property taxes alone and when the bulk of the license taxes are held off it makes it very hard for us as well as inconvenient for the public."

Mr. Guthrie pointed out that the highway law provides for the payment of the license fees by January 1, and that it is impossible to promise that those who neglect this will not be arrested by highway officials, immediately following that date.

Public Urged To Beware of Faker Menace

"The public should beware of fakers posing as insurance agents who are now busy working the Panhandle region, particularly in this and neighboring counties," said Frank Barber, local insurance man this morning. Already three losses have been sustained here in Hereford and a number have been reported from the surrounding districts.

According to Mr. Barber, there are two types of swindlers for which to be on the alert, namely those who take money and fall to send it to the company which they also allegedly representing, and those who are not representatives of any company. The favorite practice of this class of men is to receive payment on an insurance application and then disappear.

If a person wants to buy insurance from a stranger, it is said, he may verify the stranger's credentials, or determine his probable authenticity by consulting any of the local insurance agents, all of whom are anxious to prevent fakers of this sort from getting a foothold here.

"It is often hard for the individual customer to be sure," Mr. Barber said, "for these men often make the acquaintance of prominent, reliable men in a city, and these men in turn introduce them to the customers. Those who must buy from outsiders had better have any possible suspicions verified before they pay out any of their money."

Region Must Be Advertised, Says Circular

The greatest asset now possessed by the Panhandle of Texas is the development of its agricultural resources, by the encouragement of immigration and settlement of its undeveloped lands, according to a bulletin released this week by the Amarillo, Board of City Development.

Those who have the vision of this section of Texas at its greatest moment see the broad expanse of our fertile plains dotted with the homes of prosperous farmers surrounding healthy, growing cities and towns.

Much greater benefit will come from combined effort than through individual work. Much more can be accomplished in all counties in the Panhandle work with this one purpose in mind and with one mind to the end in view.

In the meantime, the board is advertising the Panhandle of Texas, through an exhibition of its products in other states, one county would not raise enough funds to send its exhibits very far from home. But ten or twenty counties combining their efforts and resources to send a carefully arranged exhibit to many sections of the United States would not work a hardship on any of those co-operating. By this move each county would be nationally advertised as well as the Panhandle of Texas. This exhibit would be booked at points where it would create the greatest interest in the agricultural possibilities of the Panhandle Plains of Texas.

At a meeting of the Board of City Development, directors of Amarillo November 3, this matter was very thoroughly discussed. The Board of City Development finally was of the opinion that this move was the best that could be taken in encouraging development of our agricultural resources. They therefore decided to start the ball rolling by making the initial contribution to a fund necessary to defray the expenses of showing this combined exhibit. It is their

Students From Here Prominent In School Work

Thirty-five young people from Deaf Smith county are enrolled at the West Texas State Teachers College, according to information sent out this week from the office of the registrar of that institution. Of this number, thirty-one are college students and the remainder are taking work in the high school department of the college.

Five of the students from this county are registered from Dawn; all of the others giving Hereford as their home addresses. Recently the latter group had a meeting and organized "The Hereford Whitefaces." This club, it is understood, will do practically the same work as other organizations

in the college known as county clubs. Hereford, it is said, has a generous representation among the group of students who are prominent in scholarship circles, literary society work and musical organizations.

Those from this county enrolled in the college include: Eric Barrett, Ella Brown, Golda Brunley, Nell Brown, Carol Corbett, Martha Dungan, Josephine Feltwell, Grace Ferguson, Eunice Heath, Ethel Harris, Matie Lou Harrison, Moseille Hill, Louise Jackson, Inez Jowall, Blanche L. McDonald, Perry McMin, Agnes Moore, Norma Powell, Georgia Robinson, Beulah Lee Rutherford, Hazel Smith, Gwendolyn Spradley, Walter J. Spradley, Owen J. Stagner, Pauline Steele, Zella Mae Waleer, Pauline Wilson, Carl Theo. Wimberly, Alice Womble and Ethel Fay Womble.

Don't fail to see Yonnie, Yennie and Yankie in The Absent-Minded Bridegroom.

Some are to be built that will cross the ocean in four days. Seems like the richest of men should be able to get along with their wives for that length of time.

The anticipated slump in the rag business will be brought about, it is predicted, because men today are wearing their clothes too long and the women too short.

At least 100,000,000 laying pullets have to be raised in the United States each year to replace that number of yearlings and older hens.

Frozen silage must be thawed before using, after which it should be fed immediately before decomposition sets in. No harm will result from feeding such silage, nor is the nutritive value known to be changed in any way.

FAIRBANKS MORSE Home Light Plant

Why content with dangerous all lamps? This plant will let you have the same with electric light.

DUNLAP & SON

HEREFORD, TEXAS

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Five of the students from this county are registered from Dawn; all of the others giving Hereford as their home addresses. Recently the latter group had a meeting and organized "The Hereford Whitefaces." This club, it is understood, will do practically the same work as other organizations

in the college known as county clubs. Hereford, it is said, has a generous representation among the group of students who are prominent in scholarship circles, literary society work and musical organizations.

Those from this county enrolled in the college include: Eric Barrett, Ella Brown, Golda Brunley, Nell Brown, Carol Corbett, Martha Dungan, Josephine Feltwell, Grace Ferguson, Eunice Heath, Ethel Harris, Matie Lou Harrison, Moseille Hill, Louise Jackson, Inez Jowall, Blanche L. McDonald, Perry McMin, Agnes Moore, Norma Powell, Georgia Robinson, Beulah Lee Rutherford, Hazel Smith, Gwendolyn Spradley, Walter J. Spradley, Owen J. Stagner, Pauline Steele, Zella Mae Waleer, Pauline Wilson, Carl Theo. Wimberly, Alice Womble and Ethel Fay Womble.

Don't fail to see Yonnie, Yennie and Yankie in The Absent-Minded Bridegroom.

Some are to be built that will cross the ocean in four days. Seems like the richest of men should be able to get along with their wives for that length of time.

The anticipated slump in the rag business will be brought about, it is predicted, because men today are wearing their clothes too long and the women too short.

At least 100,000,000 laying pullets have to be raised in the United States each year to replace that number of yearlings and older hens.

Frozen silage must be thawed before using, after which it should be fed immediately before decomposition sets in. No harm will result from feeding such silage, nor is the nutritive value known to be changed in any way.

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