

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 41.

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## ANNUAL DRIVE BY CHAMBER OF COMMERCE FOR MEMBERS INAUGURATED LAST MONDAY

The drive for membership in the Hereford Chamber of Commerce opened full blast Monday noon, with the appointment of captains and leaders of the two sides who will conduct the campaign, which opened Monday noon and will close Monday, November 4.

R. O. Dunkle and Homer Fox were designated captains of the two sides. They immediately got together and announced their assistants as follows: E. B. Black, C. W. Humble, J. T. Cronin, C. E. Dillaway, W. Anthony, J. E. Hill and R. P. Conaway will help Dunkle, and John McLean, E. S. Ireland, J. E. Speagle, W. D. Kelleher, N. C. Vogels, Alex Thompson, J. H. Pitman, C. C. Acker and J. H. Olson will help Fox.

The battle for supremacy between the two teams got under way at once, with each vowing they would see the other side as losers appear in dainty aprons as waiters at the annual banquet the Chamber of Commerce will give the faculty of Hereford schools the evening of November 15.

Every business and every business man whose interests are identical with the best future of Hereford owes it to himself or his business to get in line with the Chamber of Commerce. Already acknowledged as one of the best commercial organizations on the Plains, Hereford Chamber of Commerce will go far during the next year because of its excellent record in the past. It will take everybody and everything working together to get 100 per cent results for Deaf Smith county next year. Just so much as any one fails to do his part, exactly that much the organization will fall unless that same part is made up by someone else.

### Juniors Organize and Get Down to Work

The Junior class of the Hereford high school has organized for the year's activities and the members are getting down to work in fine style. George Mitchell was elected president, George Floyd vice president, W. B. Wilson secretary-treasurer, Alberta Davis member of Annual staff, Robert Bell class reporter, who also serves with Woodrow Ireland as class representative in the athletic association.

The Juniors constitute the smallest class in high school, numbering but 39, but they are laying claim to the most pep of all. One class party has been held at the home of Miss Addine Hastings. Every member already has its picture made for the Annual and the class dues see paid up 100 per cent.

Dr. and Mrs. J. W. Hicks and Mrs. B. H. Hicks visited the State Fair and at Waco visited Miss Vida Hicks, daughter of Dr. and Mrs. Hicks.

### J. A. Wiley Killed Last Sunday When Truck Turns Over

J. A. Wiley was killed in an automobile accident last Sunday afternoon about 5:00 o'clock. The accident occurred about fourteen miles northwest of Friona, when the truck turned over, pinning Mr. Wiley under it. The E. B. Black ambulance was called and brought Mr. Wiley to the local hospital where he passed away on arrival there.

The Wiley family consisting of Mrs. Wiley and four children, were in the truck when it turned over. Another son was at home. Mrs. Wiley sustained a broken arm and glass cuts from the broken windshield, the youngest daughter was injured but not seriously; two others in the truck escaped injury. The cause of the accident was probably a broken radiator rod. They were not running fast.

Mr. Wiley would have been forty-two years old next December. The funeral services and interment were held at Friona Monday afternoon at the Christian church.

G. V. Vineyard of Amarillo was in Hereford last week on business.

### Federated Clubs of Deaf Smith and Castro Re-organize

The Federated Clubs of Castro and Deaf Smith counties having disbanded last July, the ladies of this county, seeing the need of federated club work, decided that a meeting be called for Saturday, October 26, at 2:30 p. m. in the court house basement club rooms. All clubs of Deaf Smith county are requested to send representatives to meet with the federated executive committee and it is important that a large representation of the various clubs, both rural and city, attend this meeting.

Mrs. W. R. (Bob) Higgins, former president of the bi-county federated organization, has requested the Brand to publish the above notice and earnestly pleads with the club women to attend the October 26 meeting.

### Chicago Man Fencing Big Tract; Planted to Wheat

Albert Howison of Chicago and a land owner, having five and a half sections of choice land in this county, is having the entire body of land fenced and all broken out for a wheat crop next year. L. Baskin, manager of the Howison farm, says that practically every foot of the land is tillable and one of the best in that section of the county. The land lies about 35 miles northwest of Hereford and will no doubt be improved as the country settles up.

### Jumbo Now Has Live Troop Camp Fire Girls Organized

Girls of the Jumbo community have this fall been granted a charter as Jumbo Camp Fire Girls, with Mrs. Ulman Hunter as guardian. The girls of Hereford troop are well pleased to see the Jumbo girls get the work started and have offered to lend their assistance. Programs have been put on by the local Camp Fire Girls at different communities over the county and they are desirous of seeing other troops organized.

### PANHANDLE LUMBER COMPANY MAN HERE

Prof. R. B. Galloway, extension service man for the Panhandle Lumber Company, of Amarillo, was here the latter part of last week conferring with County Agent Dunkle and R. P. Conaway, relative to holding a poultry school at a later date, possibly in November. Prof. Galloway is an experienced poultry expert and is anxious to spend a week or more in Hereford and the rural districts of Deaf Smith county.

### SIXTH CAR OF BUTTER GOES OUT FROM LOCAL CREAMERY THIS WEEK

The sixth carload of local creamery butter, made by the Farmers Creamery Association plant, left Thursday morning for an eastern market. The creamery is putting out an exceedingly high grade product in this car and the local manager, Mr. Lawton, is looking forward to increasing the quality of butter.

### SUDAN GRASS SEED CROP SMALLER THAN LAST YEAR

Production of Sudan seed is expected to be smaller than last year. The U. S. bureau of agricultural economics estimates the crop at 15 to 20 per cent under the 1928 yield. A slightly smaller acreage was cut for seed and the yield per acre failed to equal that of a year ago, although growing conditions were nearly as favorable as a year ago. The quality ranged mostly fair to good this year and fair to very good last year.

In general the crop matured more rapidly and harvesting began earlier than last year in most districts including the Texas Panhandle. Prices to growers were not fully established in all districts, but in the Texas Panhandle they averaged about \$1.35 higher than last year at a corresponding time.

Mr. and Mrs. E. A. Comer of Clovis were in Hereford over the week-end visiting her brothers, Jim and Bob Higgins and families.

### HAPPY HERE FRIDAY FOR FIRST CONFERENCE GAME OF THE SEASON

Happy high school football warriors put in their appearance in Hereford tomorrow for the first scheduled conference game the local fans will get to see this season. This is the first year Happy has been in the conference and not a great deal is known of the team's playing ability. Happy and Silverton played a tie-game this year.

The Hereford Whitefaces in making ready for the invasion do not expect the game to be a hard one to win; nevertheless no chances are going to be taken and the visitors will face as stiff a battle as the starting whistle as any Whiteface opponents will see this year. The game is called for 3:45, and everybody that can get there will be out at the athletic field to enjoy it.

### Methodists to Feast Next Sunday at Church Building

The First Methodist Church congregation will have a get-together meeting and basket dinner in the basement of the building next Sunday. The regular Sunday school and morning church services will be held and dinner spread at the noon hour.

### Laundry Ready for Operations by November 15

The new laundry building will be completed about November 15, according to B. O. Canfield who will manage the new plant. Mr. Canfield and family recently moved here from Pampa, where he successfully managed a laundry for several years. The building measures 36x90 feet and the construction is frame, metal, and the front stuccoed, giving it the qualities of a real business building. It is well lighted with large windows and two skylights. The interior will be finished in sheet-rock with a concrete floor. The floor space consists of over 3000 square feet, and will be divided into five rooms, namely, wash room, two waiting rooms, a boiler and dry cleaning room. The very latest of machinery will be installed. Mr. Canfield stated, and it is expected that the best of work will be done from the start.

T. M. Carter of South Texas was here Wednesday on business matters.

## PRICE PLANTS 350 ACRES OF WHEAT DAILY

What might be termed ultra-modern wheat farming and farming equipment, with five twenty-run drills connected end to end, drilling more than sixty-six feet at a time is now in operation on the Hickman Price 4480 acre farm about forty miles northwest of Hereford. The drills are pulled by a sixty horse power caterpillar tractor moving at the rate of 2 1/4 miles an hour, thereby making it possible to plant 350 acres of wheat each 24 hours. Mr. Price is sowing to wheat this fall about 1200 acres and the large ranch is under the management of Harold E. Pinches.

Mr. Pinches is a new comer to this part of the Panhandle, he having recently graduated from Ohio Wesleyan and later took advanced work in agriculture in Ohio State University. He is an experienced agronomist, having managed a large farm near Delaware, Ohio, his home.

Mr. Price is said to be one of the largest owners of wheat land in this country, according to a recent official survey. He owns a large tract of land in Swisher county near Kress, where he now makes his home. Mr. Price was formerly engaged in business in New York City.

## First Cold of Season Brings Ice In Hereford

Hereford and Deaf Smith county received their first touch of winter this week. Slight frosts were reported Monday morning and the thermometer dropped to 30 Wednesday morning with a few reports of a "skim" of ice. Crops and general farm conditions were in readiness for the colder weather, only the very latest crops suffering any loss on account of it. The unusually warm temperatures prevailing here through the fall season has been of much value in ripening row crops and excellent grain yields are in prospect.

A. W. Chandler returned the first of the week from a business trip to Bowie.

### HALLOWEEN CARNIVAL AT COURT HOUSE NIGHT OF NOVEMBER FIRST

Mothers of members of the senior class at high school are sponsoring a Halloween Carnival at the courthouse on the night of October 31, which promises to take up most of the attention of the city. Some ten or twelve booths will be operated for the express purpose of providing thrills, chills and creepy sensations in keeping with the history of the evening.

Prof. R. E. Frazier and the high school band are taking a hand in the entertainment and have promised great stunts featuring their notorious Humber Circus. A very dainty little miss, the celebrated Woodriska Ireland as "La Belle Fatima," does a daring slack wire exhibition; the lovely Dina Senorita Patiski Jones will sing the beautiful songs and give the flashy dances of Argentine. The largest and most gentle elephant in captivity, with a record of enormous consumption of peanuts, will be on exhibition with a large supply of gobbers nearby for the spectators to buy and feed him. Then the great Pido Travisto Countskil. There will be the Madamosele Zellerita Ruthera Shorina Kittzenula, the wildest thing living.

That's Thursday evening, October 31, in the court house.

## Dunkle Tells How to Finish Turkeys for Early Market

R. O. Dunkle, county agent, is kept busy these days giving advice on fattening turkeys for market, and has given the Brand for publication what he considers the best procedure.

Mr. Dunkle advises feeding the whole grain, equal parts of corn, oats and wheat twice a day. Milo maize may be substituted for the corn in the ration. Birds should be allowed plenty of range but should be fed as much as they will eat early in the morning so they will be full and not range too far looking for other feed. The last feeding should be done in the evening before going to roost. About five days should be used in gradually getting the turkeys on full feed and full feed should last about three weeks. It is well to determine the marketing time in advance and begin the feeding operations at a time to have the birds in the best condition at the marketing period set.

## Dr. Loyd, Vega, Grows Reminiscent When He Describes Experiences Encountered While With Panhandle Exhibits at Fairs Over Nation

Ladies of the First Presbyterian church served an excellent luncheon Monday to the Hereford Chamber of Commerce meeting. The roast chicken with cranberry sauce finished off with pumpkin pie, was appropriately in keeping with the day of the first frost of the year.

The luncheon and its attendant program were presided over by T. E. Seliger, president of the Chamber of Commerce. Messrs. Roberson and Seliger, with Miss Hill at the piano, high school students, delightfully entertained the assembly during the lunch period.

Dr. O. H. Loyd of Vega was the honor guest of the day and the lion of the occasion. His talk on presenting Panhandle-raised products at the large county and state fairs throughout the North and Central States was well delivered, forceful and full of facts. He did not attempt to prove any of his points—he just related the incidents as they occurred to him, and they were highly entertaining.

Dr. Loyd spent 23 years in preparing and presenting exhibits grown in this region to people of other parts of the nation, and his experience would make a delightful reminiscence story of the progress of agriculture in the Texas Panhandle. It seems laughable now, but it must have been almost tragic then, when one state fair, in 1917, refused to permit Panhandle products exhibition room, even when paid for in advance, because the directors considered the

display impossible, fraudulent and misleading. Dr. Loyd said such conditions are very rare now and that booths of Panhandle exhibits are always the center of great attraction wherever they are shown. This fall he has been with an exhibit of Panhandle Plains, Inc. products that has traveled in its own truck through Missouri, Iowa, Kansas and Nebraska, showing at the important district and state fairs. Two other trucks were also sent out this year by Panhandle Plains, Inc., one to the Oklahoma, Arkansas and Tennessee country, and the other more southeast toward Mississippi, Louisiana and South Texas points.

The last two trucks mentioned are now together and with new materials assembled from the recent Tri-State Fair at Amarillo are making one of the finest exhibits ever presented by this region at the Texas State Fair at Dallas. Dr. Loyd told that when Panhandle products were first exhibited at Dallas in 1913 those who visited the booth had no idea of where any place was in the Panhandle and all they knew even about Amarillo was what they had read about how it got cold there.

Dr. Loyd stressed the fact that the Panhandle embraces Northwest Texas and not West Texas, and that its interests differed widely from that of West Texas. He paid glowing tribute to the work of Porter Whaley and Col. Harvey Haynes in their great efforts in promoting the success of agriculture in the Panhandle and expressed regret at their passing to other work.

He attributed much of the success Panhandle Plains, Inc. has experienced this year to the assistance the city of Amarillo has given the organization, and with great enthusiasm told of the good the Santa Fe, Burlington and Rock Island railroads had done for the cause of the Plains country by furnishing printed literature illustrative of the region, and guaranteeing the authenticity of the exhibits shown at the various fairs. This is a five-year program by the railroads.

Dr. Loyd praised the work of J. E. Hill, S. P. Rossen, E. B. Black and T. E. Seliger in furthering the work of the Panhandle Plains, Inc. organization in Hereford and Deaf Smith county this year. Mr. Hill spent a month this fall traveling with the exhibit that went to Oklahoma, Arkansas and Tennessee.

Dr. Loyd filled his talk with wry sayings about his experience in telling people about the Panhandle, the evident truthfulness of which convinced his listeners many times Monday. He said "We are through solo singing and mist have work by the chorus now." He said he told new settlers, "You must farm the way people who live here have farmed successfully. If you farm the way you are used to farming you will go broke." To those who hang back and wait for someone else to do something for their community he says, "If you don't like the place you are living, move to a place you do like," and "You have no right to ride going up hill, with the other fellow doing the pushing."

## GAME OF SEASON EXPECTED WHEN CANYON EAGLES PLAY IN HEREFORD NOVEMBER 1

### Court House Pumping Outfit Torn Away, Goes to Farm

Another old relic disappeared from Hereford one day last week when Horace Sullins purchased the old court house well outfit, consisting of a pump, electric motor, derrick and the house which sheltered the equipment. Mr. Sullins owns a twenty acre tract of land northwest of town and is drilling a six inch hole on which he will set his pump and house. Mr. Sullins has most of his acreage planted to nursery stock consisting mostly of shade trees, Chinese elms predominating. The new well is expected to water several acres of land.

### Walter Damrock, Famous Musician, to Give Concerts

Music lovers of the better class of music will be glad to know that Walter Damrock, famous and foremost orchestra leader of America, is making arrangements for a series of educational radio concerts to begin October 18, and continue throughout the winter. Especially will these concerts be of interest to music study clubs and college students. The concerts will be presented under auspices of the National Broadcasting Company and will be known as the N. B. C. Music Appreciation Hour. Sixty stations will broadcast Mr. Damrock's concerts.

### J. E. Morrison Says Crops In Arkansas Will Be Short

J. E. Morrison reached here last week from a visit with friends and relatives in Batesville, Arkansas. Mr. Morrison is a rancher in the Bippus district northwest of town. He says that in Arkansas they had a crop failure.

### J. W. Clark Erecting New Five Room Home On Second

J. W. Clark is building a five-room stucco residence on West Second street. He is doing his own work and expects to move into his new home within the next thirty days. The new house will contain all new built-in features with a 12x20 foot concrete basement.

### Local Boys Attend Football Game In Ft. Worth Friday

Messrs. George Connell, Roger Corbett, Glenn and Gordon Witherspoon and Babe Russell left Friday evening for Fort Worth where they attended the T. C. U. and A. & M. football game. The boys went by automobile and returned home Sunday night.

### Baskin Remodeling Real Estate Office This Week

The L. Baskin business building is being remodeled this week with a new front and awning. The front and south side will get several coats of stucco and finished with pebble dash. A new material will be used to cell the awning, it being pressed wood.

### Hereford Citizens Leave to Attend W. T. C. of C.

Mr. and Mrs. N. E. Gass, Mr. and Mrs. F. M. Kester, C. S. Richards and George LeGrand left this morning for El Paso where they will attend the convention of the West Texas Chamber of Commerce.

### R. P. Conaway Called to A. & M. to See Nephew

R. P. Conaway returned last week from A. & M. College where he had been called by the illness of his nephew, Chas. R. Conaway, who was operated on there for appendicitis.

### C. H. Dyar and Wife Home From Trip to Indiana

Mr. and Mrs. C. H. Dyar returned Monday from a month's visit with relatives at Fort Wayne, Indiana. Their niece, Miss Lucille Mulvane, came with them and will spend the winter visiting in Hereford.

All football chatter in Hereford leads to a spirited conversation about the coming game here with Canyon on Friday of next week, November 1. The nearer the time comes the more tense the situation appears, and it is evident some of the fans will be unable to talk about anything else by that time.

Because Tulla chose to consider the former game they played here this year as their conference tilt, and called off the regularly scheduled game of last Friday, many of the Whitefaces and other Hereford fans went to watch Clovis play at Canyon. The 19-6 score by which the Eagles won compares too closely for comfort with the 12-0 defeat Hereford handed the New Mexico team here two weeks ago. Indications are that Friday week's game will find two of the most evenly matched teams that will meet in this part of the state lined up against each other, and the game will go to the eleven that puts up the hardest, most consistent fight.

The merchants of Hereford are stepping out in a fine way to pay tribute to the team by financing the big advertisement in this week's issue of the Brand, calling all the city to get together and pull for the Whitefaces in their coming critical game. With hardly an exception the merchants have agreed to close their places of business from 3:30 till the close of the game that day, so that all employees may take it in.

The team is approaching the game in good condition. The boys are confident of winning, but are taking no chances, as they know the battle will be won only by the team that has the strongest all-around line-up and the best staying qualities.

### Central School Pupils to Entertain Friday Evening

The Central school will present what it has termed a "Majestic" program in the high school auditorium tomorrow evening at 7:45. The proceeds of the entertainment will go for school equipment.

### S. O. WILSON'S HOLSTEIN COW MAKES RECORD

In the recent Cow Testing Association, the record shown by S. O. Wilson's grade Holstein cow, Points, stood second in butter fat production. The same cow stood first a few months ago. The J. L. Lookingbill cow stood well up in the last test.

### Miss Lois Maddux Returns Thursday From Vacation

Miss Lois Maddux of the Texas Utilities Company office, returned Thursday of last week from a vacation visit with relatives and friends at Raab, Dallas and Denton.

## Red Cross Drive Under Way In Earnest Here

The American Red Cross membership drive got under way in earnest in Hereford this week with the committees reporting all plans progressing toward one of the greatest roll calls the city has ever known. Under the capable leadership of C. W. Humble, chairman, desk room has been provided in the Corner Drug Store to care for the work of the drive. E. B. Black Company furnished the desk for this purpose. Mrs. W. H. Howell in charge of the membership roll call has her teams getting in line to put over the drive.

It is very much desired by the committee that members not wait to be solicited during the roll call, but turn in their names at the desk. The Brand has agreed to publish the names of those who do this as an Honor Roll. Several business firms will record their membership 100 per cent and will be given a certificate to that effect.

The membership dues for the same time year as heretofore—\$1.00—the greater part of which remains in Hereford for local relief work.



**The Hereford Brand**  
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HEREFORD, DEAF SMITH  
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TELEPHONE 30

**NOTICE TO THE PUBLIC:**  
Any erroneous reflection on the  
character, standing or reputation  
of any person, firm or corporation,  
which may appear in the columns  
of this paper, will be gladly  
corrected upon due notice of same  
being given to the editor personally  
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Outside Zone 1, six months . . . \$1.50  
Outside Zone 1, three months . . . \$1.00

ALL SUBSCRIPTIONS STRICTLY  
CASH IN ADVANCE.

**Ward News Notes**

The Willing Workers Club met  
Wednesday, October 16, with Mrs.  
Charlie Vernon as hostess. The  
afternoon was spent in quilting  
and embroidering. After a short  
business session refreshments were  
served by the hostess, assisted by  
Mrs. Herbold, to seventeen mem-  
bers and six visitors. Mrs. Sonny  
Ledbetter, Lucile Hutson and Mrs.  
Sam Hutson, of Vega, and Mrs.  
Streums, Mrs. Reeves and Mrs.  
D. O. Williams. The next meet-  
ing will be with Mrs. Bob Allison  
Wednesday, November 6.

Mrs. Pete Saffron of Shreveport,  
La., arrived Friday for a  
visit in the home of her parents,  
Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Ernest Comber of  
Clovis spent Saturday and Sunday  
in the home of Mr. and Mrs.  
G. M. Suggs. Mrs. Comber and  
Mrs. Suggs are sisters.

Allene Caraway spent Thurs-  
day night with Gladys Lewis.

Mrs. John Hutson and Mrs.  
Crutchfield visited our school last  
Friday afternoon.

Mr. Ramming of Bridgeport, Ok-  
lahoma, arrived Saturday to look  
after farm interests here.

W. E. Hicks of Hereford took  
dinner in the home of Mr. and  
Mrs. Wiley Roberson Thursday.

Mr. and Mrs. Alfred Letcher,  
who have been visiting in the home  
of Mr. and Mrs. Bob Allison left  
Tuesday for Roswell, New Mexico.

**Keliehor Gives  
4-H Clubbers  
Gold Medal**

For a number of years W. D.  
Keliehor, jovial manager of the  
Magnolia wholesale oil company  
of Hereford, has provided a gold  
medal for the 4-H club boy or girl  
who has scored highest in the  
year's club project. This year  
Mr. Keliehor has purchased an-  
other gold medal out of his own  
pocket and it is now on display  
at the Kester Jewelry Store show  
window. According to County  
Agent Dunkle, the boy or girl who  
makes the highest club record  
sets the medal. Grading will be  
done in the near future and rec-  
ord books, projects, including field  
crops and stock, will be carefully  
graded and the winner announced  
in The Brand.

The Santa Fe railroad, Mr. Dun-  
kle states, will again offer a free  
trip to the International Live  
Stock Show, held in Chicago dur-  
ing the latter part of November,  
to the winner in 4-H club work in  
which several counties in North-  
west Texas, will compete. Deaf  
Smith county will have a contest-  
ant later.

Mr. Miles left Sunday morning  
for Crowell.

Misses Garrett and Hughes spent  
Friday night and Saturday in the  
home of Miss Hughes' parents,  
Mr. and Mrs. Allen Hughes, of  
Hereford.

Wesley Higgins is in Dallas at-  
tending the Fair.

Mr. and Mrs. Jim Lipscomb and  
A. H. Lipscomb spent last Sun-  
day with friends in Hereford.

Mr. and Mrs. Fred Stevens of  
Summerfield spent Sunday in the  
home of their son, Sam Stevens  
and family here.

Mr. and Mrs. Will Saltzman and  
family who have been visiting in  
the home of Mr. and Mrs. Fred  
Saltzman for the past two weeks  
left Thursday for their home in  
Lanexa, Kansas.

Miss Beatrice Hutson, Mrs. Pete  
Saffron and Miss Lucille Hutson  
were Sunday dinner guests in the  
home of Mr. and Mrs. Sonny Led-  
better at Vega.

Beatrice Hutson is on the sick  
list this week.

Mrs. Streums spent Wednesday  
with Mrs. Jack Hutson.

Mrs. Crutchfield and little daugh-  
ter, Dorothy Mae, visited in the  
home of Mr. and Mrs. G. W. Rob-  
erson Sunday afternoon.

Miss Hughes took her pupils to  
a Vienna roast Monday night.

Mr. Daughterty, Mr. and Mrs.  
Lewis and Mrs. Roberson were  
chaperones and everybody report-  
ed a big time.

**CITATION ON APPLICATION  
FOR PROBATE OF WILL**

THE STATE OF TEXAS,  
To the Sheriff or any Constable of  
Deaf Smith County, Greeting:  
You are hereby commanded to  
cause to be published once each  
week for a period of four weeks  
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  
Estate of Christian H. Ehlers,  
Deceased:  
Be it known that John Ehlers,  
of the County of Seward, State of  
Nebraska, has filed in the County  
Court of Deaf Smith County, an  
application for the Probate of the  
last Will and Testament of said  
Christian H. Ehlers, deceased, who  
departed this life on the 18th day  
of November, 1928, in Seward  
County, Nebraska; that a duly cer-  
tified copy of said Will probated  
in Nebraska be entered in the Pro-  
bate Records of this County as  
provided by law, and that Letters  
Testamentary issue to John Eh-  
lers; which will be heard by said  
Court on the Second Monday in  
November, A. D. 1929, the same  
being the 11th day of November,  
A. D. 1929, at the Court House  
thereof in Hereford, Texas, at  
which time all persons interested  
in said Estate may appear and  
contest said application, should  
they desire to do so.

Herein fail not, but have you  
this writ before the said Court at  
the time aforesaid, with your re-  
turn 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 11th day  
of October, 1929.  
(REAL) L. H. FOSTER,  
Clerk, County Court, Deaf Smith  
County, Texas.

**NOTICE OF TRUSTEE'S SALE**

THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
Notice is hereby given that,  
whereas, on the 10th day of May,  
1927, Harry K. Denmead and Ade-  
laid B. Denmead, his wife, execut-  
ed a Deed of Trust to Harvey C.  
Vernon as Trustee, and to George  
A. Kennedy first successor Trust-  
ee on the hereinafter described  
real estate, for better securing the  
payment of one promissory note in  
the principal sum of \$46,500.00,  
dated May 10th, 1927, executed by  
Harry K. Denmead and Adelaid B.  
Denmead, and for the benefit of  
the legal holder of said note,  
which is now owned and held by  
Harold R. Weinacker, which Deed  
of Trust appears of record in Vol-  
ume 39, on Page 302, in the Deed  
of Trust Records of Deaf Smith  
County, Texas, and also appears  
of record in Volume 8 on Pages  
121, 122 and 123, in the Deed of  
Trust Records of Oldham County,  
Texas, to which records reference  
is here made to more fully show  
the wording and effect of such in-  
strument, and the indebtedness se-  
cured by same, and the property  
covered by it; and, whereas, the  
said Harry K. Denmead and Ade-  
laid B. Denmead have made de-  
fault in the payment of the note  
described in said instrument,  
leaving \$52,415.80 principal and in-  
terest on this date remaining due  
and unpaid thereon; and, whereas,  
the said Harold R. Weinacker is  
the holder and owner of said note  
and indebtedness and the benefi-  
ciary under said Deed of Trust,  
and has made request in writing  
to Harvey C. Vernon to enforce

said trust, and said Harvey C. Ver-  
non has refused to enforce said  
trust, and to act as Trustee there-  
under; and, whereas, the said  
beneficiary Harold R. Weinacker  
has requested me, George A. Ken-  
nedy, first substitute trustee nam-  
ed and appointed in said Deed of  
Trust, to enforce said trust:

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

All of Sections 1 and 2 in Block  
D, and all of Sections 91 and 92  
in Block K-6, and all of Sections  
2, 25, 27 and 28 in Block K-11, all  
in Deaf Smith County, State of  
Texas, and that part of the East


Half of Section 56 in said Block  
K-6 falling within Deaf Smith  
County, State of Texas;  
also  
The Southwest Quarter of Sec-  
tion 37, and the Northwest Quar-  
ter of Section 42, and the Southeast  
Quarter of Section 37, and all of  
Section 64, all in Block K-6 in  
Oldham County, State of Texas,  
and that part of the East Half

of Section 56 in said Block K-6  
falling within Oldham County,  
State of Texas,  
together with all and singular the  
rights and appurtenances thereto  
in anywise belonging or appertain-  
ing.  
Witness my hand, this the 1st  
day of October, 1929.  
GEORGE A. KENNEDY,  
Trustee.

**These  
are the  
Oakland features  
which make driving  
a real delight**

Foremost among the many convenience features  
offered by the Oakland All-American Six is the Cross-  
flow radiator. The Cross-flow radiator practically  
eliminates losses of water and alcohol through  
boiling. Only Oakland in the entire medium-priced  
field employs the Cross-flow radiator. Foot-  
controlled headlights represent another great con-  
venience. Only Oakland and one other medium-  
priced car offer this feature. And it is such features  
as these, combined with Oakland's impressive  
performance, distinctive style and exceptionally  
long life, which make Oakland ownership an un-  
interrupted experience in motoring enjoyment.

**MONEY TALKS  
BY YOUR CASH**



**FRESH NEW**

—I am as old as civilization,  
yet as new as a freshly minted  
coin. I speak with the  
wisdom of age, and also with  
the understanding of modern  
times, when I tell you to  
patronize E. B. Black, says  
Your Cash.

**E. B. BLACK CO.**  
We Are Satisfied With Small Profits

Oakland All-American Six,  
\$1145 to \$1175, f. o. b. Pan-  
ama, Michigan, plus delivery  
charges. Spring covers and  
Lansing Hydraulic Shock Ab-  
sorbers included in list price.  
Sungar, and rear fender  
guards extra. General  
Motors Time Payment Plan  
available at minimum rate.



**\$1145  
AND UP**

Consider the delivered price  
as well as the list (f. o. b.)  
price when comparing auto-  
mobile values. . . . Oakland  
Factory delivered prices  
include only authorized  
charges for freight and  
delivery and the charge for  
any additional accessories  
or financing desired.

Dixon Motor Company  
Hereford, Texas

**OAKLAND**  
ALL-AMERICAN SIX  
PRODUCT OF GENERAL MOTORS

**Come To Hereford, Texas**  
and call on  
**Hill-Ricketts Co.**  
for  
WHEAT LANDS AND STOCK FARMS  
Phone 358 Clark Bldg.

**LA SALLE UNIVERSAL  
WAGON**

La Salle Universal wagons are designed for high  
speed, save time on the road and it is possible to run at  
any speed the driver wishes to travel.

Adjustable wheel base, anti-vibration which prevents  
the rear end side wabbles and shimmying; construc-  
tion of alloy steel fabricated according to the best  
engineering practice, thus making it light and strong;  
2,000 pounds capacity thoroughly tested with ample  
factor of safety; equipped with 30x3 1/2 tires; bolster  
stakes are adjustable for either 38 or 42 inch boxes;  
combination horse and motor hitch.

NOW ON DISPLAY AT JACOBSEN BUILDING

**WELCH  
Machinery Co.**  
PHONE 33


**M  
SYSTEM  
"Saves for the Nation"**

CREATION—What a wonderful word. The perfection  
of "M" SYSTEM METHOD was a CREATION for the  
people who recognize an opportunity to be thrifty.  
Just think what an advantage a big chain has. See  
how we buy. See how we cut the overhead—NO  
CHARGE ACCOUNTS—NO DELIVERY—NO CLERKS  
—YOU select you own wants—SEE THE LOGIC?

**Specials for Friday and Saturday**

ORANGES, per dozen . . . . .	15c
GRAPES, Tokay, 3 pounds for . . . . .	20c
PUMPKIN, No. 2 1/2 can . . . . .	17c
CRACKERS, Saltine Flakes, two-pounds . . . . .	31c
STARCH, Faultless, large . . . . .	21c
BAKING POWDER, Eumford, pound . . . . .	26c
COCONUT, moist, 1/4 pound can . . . . .	14c
VANILLA WAFERS, barrel . . . . .	28c
VIENNA SAUSAGE, three cans for . . . . .	25c
MOTHER'S OATS . . . . .	31c

**SOUTHERN TEA  
BISCUITS**



Is the recipe to try this week with  
**SNOWDRIFT**  
(Ask for the "Recipe" of the week  
card)

**Greater power . . Greater freezing  
speed . . Greater beauty**

**The  
famous  
Frigidaire**



**"Cold Control"**  
and all for less money

Year after year Frigidaire has announced  
improvement after improvement. And  
yet despite this constant improvement  
prices have been lowered again and  
again. Today you can buy better Frigid-  
aires than ever before at the lowest  
prices in history.

How can Frigidaire afford to offer such  
surpassing value at such low price?

Because Frigidaire enjoys a world-wide  
public preference—a preference that has  
caused more Frigidaires to be bought  
than all other electric refrigerators  
combined.

Because Frigidaire has in its factories  
the largest porcelain enameling plant  
in the world.

Because Frigidaire benefits by the co-  
operative buying power of General  
Motors.

Because Frigidaire and General Motors  
engineers have made Frigidaire simple  
and dependable.

See for yourself Frigidaire's value. Come  
in today.



**FRIGIDAIRE**  
MORE THAN A MILLION IN USE

**B. B. PARMER, DEALER**  
Hereford, Texas.



### Ford Doings

Rev. and Mrs. Cloyd held his regular third Sunday services at Ford Sunday and ministered to a large attentive crowd.

Singing was well attended last Sunday night and Ford community appreciates the good singers from Tega helping us to make it better.

Mrs. Bassett of Amarillo is here on account of her health, spending a few weeks with her sister, Mrs. J. S. Garrett.

Mrs. Hardy Benson's sister, Mrs. Ellison and daughter Lois, left Sunday for their home in Cisco, after having spent several weeks here.

Miss Marjorie Bell left Saturday for Lubbock where she will visit friends.

Glenn Simpson spent Sunday evening with Billy Garrett.

Mrs. A. Koch went to Oklahoma last week to visit friends and relatives.

Mrs. Byrl Davis' aunt, Mrs. Slater, of Roosevelt, Oklahoma, is here visiting in the Davis home.

Cecil Raynor ate supper at the O. D. Frasier home Sunday night.

Clyde Mann spent Saturday evening and night also Sunday at the Edward Simpson home.

Mrs. George Rempel and family left Saturday for Besse, Oklahoma, to visit friends and relatives a few days.

Joe Garrett ate supper at the D. B. Mann home Sunday night.

Visitors at the Thurmond home Sunday were LaVerne Mann, Ruby Rempel, Vineta Simpson, Mildred, Nell and Boyd Curry.

Vineta Simpson ate dinner with Ruby Rempel Sunday.

Mr. and Mrs. Arthur Butler and children left last week for Okla-

home. They expect to be gone all winter if the find work to do. If not they will return in three or four weeks.

Mrs. Dewey Larson spent Saturday in Amarillo.

### ALICE HACKETT CONCERT PLEASES MANY

The appearance of Alice Hackett, pianist, at the high school auditorium Monday evening was outstanding among musical attractions that have been offered to a Hereford public. The large audience which greeted the performer manifested an increasing appreciation and pleasure with each succeeding number, enthusiasm fairly bubbling over with the realistic rendering of McDowell's "The Cat and the Mouse", the closing number.

The artist's program was a pleasing innovation in that it consisted entirely of interpretive music, representing the modern trend in musical composition. The setting for each number was vividly portrayed in colorful story form, the number itself following as a musical interpretation of the story. Not alone to the hundreds of children in the audience but to older ones with varying degrees of musicianship did the finding of the story in the music prove a delightful experience.

But a deeper pleasure lay in the music itself, in the beautiful harmonies that sang as sweetly in the driving storm of McDowell's "March Wind" as in the delicate nuances of the Mendelssohn's "On Wings of Song" which was the one variation from an entirely modern program. Such music was nothing less than the answer of a master musician to her art. Mrs. Hackett's appearance was

under the auspices of the Music Study Club. Following the program members of the club, together with a few friends and a group of music students were guests at an informal reception for Mrs. Hackett given at the home of Mrs. G. A. F. Parker.

### SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an order for sale issued out of the Honorable District Court of Deaf Smith County on the 8th day of October, 1929, by the Clerk thereof, in the case of Catherine Schulz versus L. W. Hough, Walter A. Schulz, Roxana Schulz, R. M. Dunn, E. C. Brodie, Empire Gas & Fuel Company, Incorporated, Gates Rubber Company, Goodyear Tire & Rubber Company, Mrs. C. J. Puett, Henry J. Anderson, Marvin Puett and Roy Culbertson, No. 1720, and to me, as Sheriff, directed and delivered, I

will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in November A. D. 1929, at 10 o'clock in the forenoon, at the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

All of the west half of Section No. Thirty-five (35), Block K-8



WEST & SNYDER

in Deaf Smith County, Texas, containing 320 acres of land and located about ten miles northwest from Hereford.

October, 1929, as the property of the defendants above named to satisfy a Judgment amounting to \$8,137.45 in favor of Catherine Schulz and cost of suit.

Given under my hand, this 8th day of October, 1929.  
JOHN B. MILLER,  
Sheriff, Deaf Smith County, Texas.

## Womack's Specials

FOR FRIDAY AND SATURDAY

CRACKERS, Merchants Sodas, six pounds .....	85c
COFFEE, Fancy Peaberry, one pound package .....	45c
POTATOES, Good, ten pounds .....	40c
COEN, Primrose, No. 2 can .....	16c
MACARONI, four packages .....	25c
SOAP, White King, three boxes .....	25c

## REJUVENATE RUN-DOWN PROPERTIES

One of the many reasons for the present nation-wide movement toward modernization is that it rejuvenates "run-down" properties. Land values are becoming higher. Do not dispose of your property at a sacrifice. Modernize old buildings at a profit.

Before you sell, investigate the many possibilities afforded by our home modernization plans.

### ROCKWELL BROS. & COMPANY

Lumbermen

Here Since 1898.

Phone Four—The Lumber Number..

—DO YOUR BIT FOR

## HEREFORD

—JOIN THE

### Chamber of Commerce

## Stoves

Heaters, gas ranges, coal ranges, coal heaters—in fact any kind of a stove you want.

Don't forget that I have a complete line of

## Furniture

—in living, dining and bed room suites—odd pieces, rugs, floor coverings—in fact, anything you'll need for furnishing your home.

## Jones Furniture Company

HEREFORD

PHONE 111

TEXAS

## Friday and Saturday SPECIAL

A large combination

BAKING AND ROASTING PAN

PRICE 49c

White enamel, with green band—a good looking and useful pan.

## KERR-ANTHONY HARDWARE COMPANY

PHONE 169

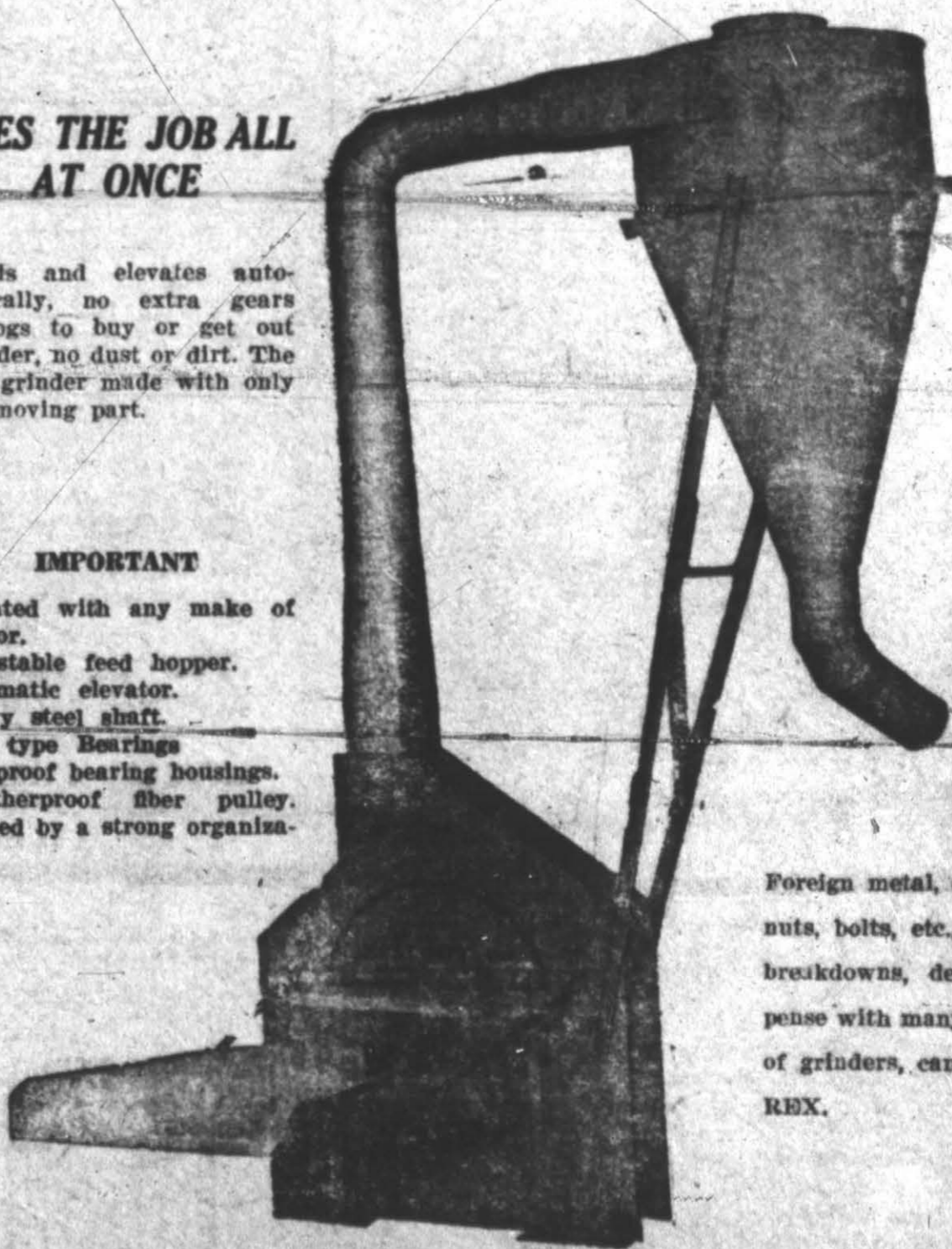
Only One Moving Part—No Breakdowns or Waiting for Repairs with REX. Grinds Anything Grown on the Farm

DOES THE JOB ALL AT ONCE

Grinds and elevates automatically, no extra gears or cogs to buy or get out of order, no dust or dirt. The only grinder made with only one moving part.

### IMPORTANT

operated with any make of tractor.  
Adjustable feed hopper.  
Automatic elevator.  
Heavy steel shaft.  
Ball type Bearings.  
Dustproof bearing housings.  
Weatherproof fiber pulley.  
Backed by a strong organization.



GUARANTEED One Year

Foreign metal, such as nails, nuts, bolts, etc., which cause breakdowns, delays and expense with many other makes of grinders, cannot harm the REX.

Call for a Demonstration of This Mill.

No. 34 REX Mill Complete With Elevating Device and Dust Collector, Belt Pulley, Wagon Box, Discharge Spout and Three Screens, \$285.00 Delivered.

## Twin City Tractor & Implement Co.

Hereford, Texas.

WHEN YOU BUY A



BALANCED-UNIT RADIO

You not only get the newest and best Radio on the market. You get service that our years of Radio experience enables us to give you.

This service insures you absolute satisfaction when you O W N A PHILCO!

Phone 452 for a Free Home Demonstration.

## LEE ELECTRIC CO.

All-Electric Philco Radios, Backed by An All-Electric Concern.







# Cash Specials

FOR  
Friday and Saturday

SHORTENING, 8 pound bucket	\$1.00	SOUP, Van Camp's, three cans	25c
COCOA, Hershey's, one pound can	25c	SALMON, pink, two for	35c
CRACKERS, two-pound box	33c		
RICE, two-pound package	21c		
DATES, Dromedary	19c		
TOMATOES, large can	21c		
CHILI, Van Camp's, No. 2 can	19c		
PRUNES, four-pound package	52c		



**Southern Tea Biscuits**  
Is the recipe to try this week  
**With Snowdrift**  
Ask for the "recipe" of the week card

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

# WANT Ads

Advertisers: All classified advertising ordered to run must have a written order also the order discontinued must be in writing to avoid misunderstanding. It will enable us to give satisfactory service.

**Lost and Found**  
Party who took package from Hereford Saturday please return to store at once. 41-2p

**Wanted**  
SALE—A splendid violin. 41-2p

ED—Plowing, discing, drilling and all kinds of tractor work. ARCH CONKLIN. 41-2p

G and remodeling. Coats prices reasonable. Phone 41-3c

ED—Practical nursing in home, or housework. 41-1p

G and hemstitching. Coats prices reasonable. Phone 40-4c

ED—Plowing, combining or any kind of tractor work. BRUMLEY & SON. 39-2c

ED—I will buy your maize and ear corn when mature. BRUMLEY & SON. 39-2c

## Lodge Directory

LODGE NO. 548  
of Instruction  
Thursday night  
W. M. Secretary  
HEREFORD LODGE  
No. 476, L. O. O. F.  
Meets Monday 8:30 p. m.  
Visiting Brothers welcome  
N. G. Secretary

LET'S MAKE  
HEREFORD 100 PER CENT  
OF THE

Chamber of Commerce

Join the  
Chamber of Commerce

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

### For Rent

FOR RENT—Upstairs apartments furnished. Phone 194. 41-2c

FOR RENT—Modern five room house; newly papered. Phone 150. DR. FLORENCE MILLER. 41-2c

FOR LEASE—Have raw section to lease out three years wheat farming. L. BASKIN, Phone 138. 39-4c

### For Sale or Trade

FOR RENT—Light housekeeping rooms, adults only. Phone 43. 41-1c

FOR SALE—520 acres already sowed in wheat; crop for sale; includes 120 acres grass land; will give possession of house and improvements for immediate sale. JOHN JOHNSON, four miles north of Hereford and four miles west of Hereford. 41-2p

FOR SALE—Windmill, tower and tank. Call C. C. FERGOUSON. 41-1c

FOR SALE—Two improved five-acre tracts. Good terms. DAVE GRIMES. 39-4p

FOR SALE—Coles' hot blast range cook stove, in good condition. Mrs. C. E. WADE. 37-2c

FOR SALE—Hooster kitchen cabinet, practically new; new hot blast heater, almost new four-burner Perfection oil burner cooking stove. See F. B. SOWELL, or phone 1, at Jones & McLean's. 37-2c

\$27.50 per acre buys improved 480 acre place only 3 1/2 miles out. L. BASKIN, Phone 138. 39-2c

FOR SALE—\$22.50 per acre buys 180 acre place, 110 acres broke out and fenced; one mile to school. See L. BASKIN, Owner. 34-2c

\$22.50 per acre buys five half section, four miles out; 180 acres broken out; well, and fenced. L. BASKIN, Phone 138. 37-4c

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

FOR SALE—Royal Portable typewriters. Ask the user. They're the best. Take one home and demonstrate it to your satisfaction. Trial free. Terms. JOWELL M. MURCHISON. 32-4c

FOR SALE—Lots of city lots, worth the money. See me for bargains. JOWELL MURCHISON. 31-4c

FOR SALE—A Round Oak coal range; almost new. Also a large coal heater in excellent condition. R. A. FRYE, Dawn, Texas. 40-4p

FOR SALE—Pure bred White Wyandotte cockerels. Regal strain. February and March hatch. PERCY G. SHEPARD, Dimmitt, Texas. 40-4p

FOR SALE—A Ford truck in good working order. See A. J. HALSTON at Beams & Marra Garage. 40-4c

Have fine section land four miles Slaton, all in cultivation. Real home on it. Want to trade for two sections wheat land. Would like to deal with owner. A. B. WHITEHEAD, Slaton, Texas. 40-3p

FOR SALE—Choice S. C. Rhode Island Reds from best stock in the South; last year's blue ribbon winners at Tri-State Fair and Poultry Show. CHARLES C. FERGOUSON, Jr. 40-2p

LOW PRICES and easy 6 per cent terms on the following: Improved section 8 miles out; raw 320 only 3 1/2 miles out; improved 40 acres edge of town; 320 acre tract 20 miles northwest; close in 200 acre improved place; improved five acre place, electric lights; well located town property; 480 acres 7 miles west of Dimmitt; improved 140 acre place close in; improved quarter on 25-Mile Avenue; close in 320 acre on air line, blinker light; 18 acres under irrigation, electric service; 2 acre tract with natural gas. Ask for details on any of above. L. BASKIN, Phone 138. 29-2c

FOR SALE—Electric washing machine for \$25.00; good condition; free demonstration. JACK MILES, North G. Avenue. 40-3p

FOR SALE—Hegari bundles with good grain, 5 cents each; fine horse or cow feed. Leave orders with Ralph Barnett or see BEN WRIGHT. 40-2c

FOR SALE—Big boned, registered Poland China boars, ready for service. Phone 250. J. F. WARD, South Hereford. 40-1c

FOR SALE—Big German heater, burns either coal or fuel oil. See FRANK BARBER, Phone 271-W. 40-1c

FOR SALE—Warehouse 22 x 40 feet, corrugated iron roof; would make a good implement house or stock barn. Also our office building. Also 60 feet 2 inch galvanized pipe and sucker rod. CONSUMERS FUEL ASSOCIATION. 40-2c

LAND BARGAIN—East 320 acres of section 82, block K-4; ten miles north of Hereford; \$20.00 bonus; \$2,000 cash, balance terms. O. M. BURCH, Box 679, Amarillo, Texas. 40-2p

FOR SALE—Ten room home, mostly modern, with many recent improvements; close to school. Priced extremely low. Box 303, City. 29-2c

FOR SALE—By owner, choice chicken ranch, close in, terms if desired; also choice business lots. Also ornamental fence, cheap. Address P. O. Box 473, Hereford, Texas. 29-2c

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

### DEAD SHOT

For All Skin Diseases  
Such as Eczema, Tetter, Ringworm, Sores, Poison Ivy, Insect Stings, Erysipelas; also Cuts and Chiggers, Spanish and Toe Itch. Manufactured and sold since 1891. For Sale by all druggists.—Adv.

## 200 Head of Whiteface Yearlings

ON CORN

That's the grade of meat we have to offer you!

## Texas Meat Market

Phone 353

# Magnolia Coke

The ideal fuel for modern homes—gives a steady, even flow of intense heat.

SMOKELESS—HARMLESS  
ECONOMICAL

Contains more heat per pound than coal. Residue of ash less than one-half of one per cent. Thousands of home owners are heating their homes better, more economically and with greater ease and convenience by using MAGNOLIA COKE instead of coal.

They call it "The Wonder Fuel," and once you try it you'll never go back to using other fuels.

CALL NO. 1

—for prompt service

**Jones & McLean**

## Specials for FRIDAY, SATURDAY and MONDAY

### In Men's and Boys' Suits

—Both the older men and the younger fellows who know good clothes will hail with pleasure the selection of suits we are showing this fall . . . Worsteds and hard-woven, long-wearing materials are offered at these three-day special discount prices . . . in various new fall models for your approval . . .



SUITS OF STANDARD LINES  
KIRSCHBAUM AND STYLEPLUS

FOR MEN

and

PERFECTION FOR BOYS

make up this splendid offering . . . They come in two-pant suits, with a choice of patterns, weaves and materials that give a wide selection . . .

VERY  
AGREEABLY  
PRICED!



**D. R. GASS & SON**



# International Sunday School

## Lesson

BY DR. J. E. NUNN

OCTOBER 27.

### THE CHRISTIAN VIEW OF RECREATION

Mark 2:18-28

Golden Text: I came that they may have life, and may have it abundantly.—John 10:10.

#### Introduction.

"Play is one of the chief factors in the socialization of man. If the purpose of God in the world consists in training human beings in the divine art of living together, then play is one of the most necessary elements in every life. For there is a higher value in the spontaneous reactions of play than in the conscious experience of labor. Vice will lose its power when play is made more attractive. . . . The failure to recognize this primary need for recreation and to provide adequate facilities for its development, means an increasingly large number of persons who are not fully socialized and ordained."—Batten. "Building a Community."

"We need a holiday that we may rest, and we need a holiday that we may see. There is nothing so fatal to a kindly vision as an unceasing and unvarying routine. To understand anything we must not only look at it, we must learn the art of looking away from it; and holidays are given us for that end, that we may see things in their right proportions."—George H. Morrison.

#### Jenny Lind's Decision.

"Thirty-seven years before her death, Jenny Lind abandoned the operatic stage. The motive of the great reputation was merely a spiritual one. Every appearance had been a dramatic triumph, and her pecuniary reward was large; yet she never regretted her decision. Once an English friend found her sitting on the steps of a bathing machine on the sands with a Lutheran Bible on her knees, looking out into the glory of a sunset that was shining over the waters. They talked and the talk drew near to the inevitable question, 'O Madame Goldschmidt, how was it that you ever came to abandon the stage at the very height of your success? When every day was the quiet answer, 'It made me think less of this,' (laying a finger on the Bible), 'and nothing at all of that (pointing to the sunset) what else could I do?' It is thus that we are to test our recreation, and this lesson is to show us how."

#### Boys and Girls in the Street.

"And the streets of the city shall be full of boys and girls playing in the streets thereof."—Zeck. 8:5 Zechariah. It will be remembered, was a contemporary of Zerubbabel, the governor under Joshua the high priest who led the first company of exiles that returned to Babylon. He was

also a contemporary of Haggai, and the two prophets combined their forces to persuade the returned Jews to resume the work of restoring the ruined temple. This verse is from one of Zechariah's encouraging prophecies. He tells the returned exiles that they need not be discouraged about rebuilding Jerusalem and the temple. To be sure, Jerusalem was then unsafe for old people and children; they were liable to be carried off at any time by the enemy, for there was no wall to keep out the foe; but Zechariah foresaw a time so secure that old people could sit safely outdoors and little children could play safely in the street. It is a lovely picture, this of the streets full of boys and girls playing happily together, with no one to molest them.

That is the kind of country we are living in, and we should praise God for it continually. We are so familiar with peace and safety that we do not realize their blessedness or give thanks for them. Zechariah's prophecy of ideal play is a prophecy of ideal conditions that alone make play possible. Let us realize the prophecy in our individual lives and in the history of our nation and the world.

#### A New Patch On An Old Garment.

"No man seweth a piece of undressed cloth on an old garment." When the patch of new cloth gets wet it shrinks and pulls away from the old cloth, making a bigger hole than before. Christ's thought for his questioners was that they must take the new teaching and the new life he brought them as a whole, and not make it a patch on the old system which the Jewish rabbis had so tollsomenly fabricated. Applied to us of today, the parable means that "the Christian life is not a mere compromise with the old life of sin. It is a little of the new on the surface while a great deal of the old remains underneath, as wretched and as imperfect as ever. It is not a poor, mended, unsightly cloak, to be thrown over the life. It is a new life, wholly new a complete life, a life wholly distinct from the old. It is a life that grows more and more into harmony with the divine life of God."

#### The Pharisees and the Sabbath.

"And the Pharisees said unto him, Behold, why do they on the sabbath day that which is not lawful?" It was lawful (Deut. 23:25) and quite customary to help themselves to the grain. What the Pharisees objected to was the plucking of the wheat, which they had decreed to be a form of reaping, and rubbing the kernels out in the hand (Luke 6:1), which they had decreed to be a form of threshing, and reaping and threshing were forbidden on the Sabbath. A further refinement of Pharisaical casuistry forbade walking on the grass on the Sabbath, for the shoes would be threshing out the grass seed, nor was a fruit to be plucked from a tree on the

Sabbath, for that would be reaping. It was against such nonsensical rules that Christ made his protest.

#### Jesus and the Sabbath.

"And he said unto them, The Sabbath was made for man, and not man for the sabbath." "The Sabbath was instituted at the beginning of the human race. It was a divine provision, universal and perpetual. 'For man,' no broader, no stronger statement can be made. 'The Sabbath was made for man' but what was man made for? Man was made to know and love and serve God in the use of his higher and nobler faculties, sympathies and affections. For man, made a little lower than the angels; for man, made to have dominion over all the works of the divine hand, crowned with glory and honor; for man, conscious of such an origin and such relations, Christ died. And for this man the Sabbath was made."—Edwin B. Webb.

"So that the Son of man is Lord even of the sabbath." Christ "the son of man" had a right to control what was intended for man. He was Lord of all things pertaining to men, even of an institution as the Sabbath. He was the Creator and Ordainer of the Sabbath. It is his free gift, his priceless gift, to his toiling, weary, burdened brothers. "Our Christian Sunday is an institution which has grown up in the light of his life and teaching. It should be used to the highest ends of manhood and brotherly service. If he was so careful of your interest will you not also be careful of your own interests; and will you not also be careful of your brother's interests?"—Rev. Henry Stiles Bradley, D. D.

"Now it is clear why the Lesson Committee united a lesson on the Sabbath with a lesson on recreation. The Lord's Day is intended for the highest recreation—rest of the body and renewal of the soul. Under the Son of man we pass from the old, negative rule of Sabbath keeping to

the new, positive rule; it is to be a day of joy, a day of privilege, a day of growth, and a day of service. It is, in short, a day set apart by its Creator for recreation."

#### Christ at a Wedding.

The first of our Lord's miracles was the turning of water into wine at a wedding in Cana, a village about three and three fourths miles northeast of Nazareth. Jesus and his disciples were invited, and Mary, the mother of Jesus, was there. In the course of the festivities the wine gave out, which would be regarded as a disgrace by those hospitable people, and Mary told Jesus about it, evidently expecting him to work a miracle. This he did, though at his own time and in his own way, transforming into the juice of the grape six stone jars of water holding from eighteen to twenty-seven gallons each. The wine was taken to the manager of the feast who praised the quality of the wine in the highest terms, declaring that the best wine had been kept for the close of the feast.

"We learn from this miracle that Christ is willing to be with us, not merely in places and times of religious service, but in all the times also of our pleasure and enjoyment, in our marriage feasts and days of rejoicing and happiness and daily at our table, and meals and fireside, when we talk freely and laugh and are merry with our friends; and that as he is willing to be with us there, and to bless our enjoyment, so we ought by faith to see him there, to see him by faith, not to make us gloomy or restrain our mirth, but to make us thankful for our enjoyments and to keep them innocent."—Dean R. W. Church.

#### Observance of Our Sabbath.

The sabbath has a history. All the Pentateuchal codes give a large place to it. The historical and prophetic books of the Old Testament allude to it. The New Testament scriptures do not ignore it. The history of the sabbath tells us what the Sabbath has

been. A day marked by the cessation of labor; of religious observance, very simple at first, but more complex, involving special sacrifices, worship in the Temple, prayer and meditation—as the maturer religious consciousness developed. It was, therefore, not only social and philanthropic, but also religious.

The sabbath had an ideal. The ideal was human and divine. It was concerned with the relations growing out of contact of man with man, and of man with God. This ideal proposed to counteract the deadening influence upon both body and soul of uninterrupted daily toil and a continuous absorption of secular pursuits.

Jesus accommodated himself to such observance of the sabbath as were consistent with its real purpose and meaning. He came to it under the liberty of the Spirit. He worshipped and taught on the sabbath. He healed and blessed on the sabbath. Deeds of

mercy and helpfulness were no desecration of the sanctity or purpose of the day. It was lawful to do good on the sabbath. To

help men; to aid men; to relieve the needs of man; to be clear that the day was for man.

# DELCO LIGHT

CAN BE BOUGHT ON TWELVE MONTHS TIME.

## B. B. PARMER

Hereford, Texas

Office Phone 340.

Residence 39



# HOUSE PAINT IS CHEAPER NOW

3 Gallons New Era Paint 1/2 Gallon Trim Color

\$13.25

Buys Enough A Quality New House Paint for 36' x 12' Bung

There was a reduction in paint prices last winter amounting to over 10% on House Paint and similar reduction on Flat Wall Paint, Floor Enamel, etc. That's why it's cheaper to paint NOW—that's why you cannot afford to put off your painting job any longer.

New Era House Paint is guaranteed to cover and wear its the highest quality product that it is possible to make.

## Acme Quality "240 for Floors"

Varnish your floors and use them the same day "240 for Floors" dries dust free in one to two hours and hard enough to re-coat in four hours. "240 for Floors" is a light colored varnish that works freely under the brush—a few minutes' work to apply it and a matter of a few \$1.55 per quart hours before it's dry.

A. C. THOMPSON LUMBER STORE

"THE HOUSE OF COLOR"

## 6-IN-ONE WOOD WORKER

—I have just installed a new 6-in-1 Wood Worker, which is equipped with a rip saw, band saw, sander, lathe, joiner, etc., therefore, I can do all kinds of fancy designs in wood that you want, such as magazine racks, smokers, small tables and chairs for the children.

CHRISTMAS GIFTS TOO NUMEROUS TO MENTION.

J. J. (Scotty) BUCKNER

PHONE 313

NORTH D STREET

## A New Addition

To The A B C Electric Washer Family



With famous porcelain tub, inside and out; also has soft rubber rolls. This machine sells for \$99.50.

We are headquarters for Hunters' Supplies. We have the best stock of GAS HEATERS in town. We will appreciate a visit from you.

# STREU HARDWARE CO.



## We Invite Women's Account HAVE MONEY!

Having a bank account teaches a woman how to HANDLE BUSINESS AFFAIRS should they suddenly be thrust upon her.

We offer our banking service; and our advice when desired, to all the ladies in our community, whether they have an account with us or not.

Start Saving Regularly NOW

We Invite YOUR Banking Business

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



# EGGS!

Poultry Profits

TAKE THE MERIT WAY TO PROSPERITY



The average hen, fed on grain alone, produces only one-half number of eggs that the same would produce if fed a balanced and complete ration. To keep working at full capacity you must give her a feed containing the essential ingredients to make excellent yolks, whites and shells. Do this when you feed MERIT EGG MASH.

WEST TEXAS FEED & SEED CO.

Phone 265



**MUSIC STUDY CLUB MEETS AT BEYER HOME**

The Music Study Club met last Monday in the home of Mrs. J. E. Beyer. The lesson on "Beginnings of Music" was given in lecture form by Mrs. Roberson. The musical program was led by Mrs. Glenn Snyder. Mrs. L. N. George, a visitor, sang two delightful solos. Arrangements were completed for the Hackett concert and it was announced that a rehearsal of "Venezia" would follow later in the week. "Venezia" Cantata will be sung at the Methodist church on Monday night, October 28.

**MRS. WARD ENTERTAINS SUNDAY SCHOOL CLASS**

Mrs. J. F. Ward delightfully entertained her Sunday school class with a dinner in the beautiful Ward farm home in South Hereford last Sunday. The main purpose of the meeting was to pack a box for a little orphan girl in the Methodist church home. The class has taken it upon themselves to see that this child is properly clothed and they send her a box twice each year. This time the box was well laden with everything a child could wish for and the value placed on it was \$33.00.

Twenty-one in all were present and after dinner all gathered on a large farm scales, tipping the beam at 2600 pounds. Those present were Misses Sarah Agnes Bryant, Dorothy Arnold, Veran Mae Welch, Alene Cox, Virginia Cox, Beth Millard, Marie Seed, Merle Barber, Margaret Brown, Maurine Spradley, Mary Inez Hough, Marjorie Golden, Helen Johnson, Mary Ellen Parker, Kathleen Cronin, Alberta Davis, Velma Woods, Anna Lee Hamilton, Opal McMahon, Virginia Bowman and Ursula Friday.

**STRAY DOGS RAID PHILLIPS POULTRY FARM; GET TURKES**

Mrs. J. B. Phillips lost five Bank Bronze turkeys early Tuesday morning. Two or three stray dogs raided the Phillips poultry farm Tuesday just before the break of day by jumping over a four foot woven wire fence into the park where the turkeys were roosting. The loss consisted of four young toms and a young hen. The toms Mrs. Phillips said, were worth about \$10 each. Mr. Phillips scared the intruders away by scattering a few buck shot in their midst.

**BROADDUS-MATTHEWS**

Miss La Vere Broaddus and Olin Matthews stole a march on their many friends in Hereford when they quietly slipped to Portales, New Mexico, Saturday and were married.

Mrs. Matthews is the charming young daughter of Mr. and Mrs. L. B. Broaddus of Hereford. Mr. Matthews is the son of Mr. and Mrs. Clay Matthews, also of Hereford, and is employed with Jim Mauk is the well drilling business.

They were accompanied to Portales by Mrs. Matthews' mother, Mrs. L. B. Broaddus, and R. B. Wade, and were married at the Christian parsonage by Rev. Lawrence in Portales at four o'clock in the afternoon.

Mr. and Mrs. Matthews are at home to their many friends in Hereford. Mrs. L. B. Broaddus gave them a wedding dinner Sunday, those attending being Mr. and Mrs. Olin Matthews, Clay Matthews and Mrs. L. B. Broaddus.

**FIRST PRESBYTERIAN CHURCH**

REV. E. P. GIERSSER, Pastor  
Phone 174-W

Thursday, 7:30, tonight, mid-week service for prayer, praise and conference.

Sunday, 9:45, church school. Come and help us double our attendance. 10:45, morning worship. 5:00, Junior League. 8:45, Christian Endeavor, topic: What is Worship? Leader, Mary Broadwell. 7:30, preaching service.

Tuesday, 3:00, the Guild entertains the W. M. S. at the church. Wednesday, 2:30, W. M. S. at the church. 7:00, choir.

"Seek ye first the Kingdom of God and His righteousness and all these (needed) things shall be given unto you."

A cordial welcome to the services of this church is extended to all.

**DR. AND MRS. HEARD TO FORT WORTH**

Dr. and Mrs. G. W. Heard will leave overland the latter part of this week for Fort Worth where Dr. Heard will attend the annual meeting of the Southwest Dental Study Club. Mrs. Heard will take post graduate work in dental office assistant. Dr. and Mrs. Heard regularly attend the Southwest Association meetings. They expect to be away about a week.

**BIG TIME HALLOWEEN NIGHT AT COURT HOUSE**

There will be lots of fun, and a big time for every one. Halloween night at the court house. The Senior Mothers' Club is sponsoring a Carnival for the benefit of the High School Annual, and if you are not present you will miss the biggest time of the year. There will be ten or twelve booths, each one holding a different experience for those who come for a good time.

Come one, come all, to the biggest and most famous "Humbug Circus" in existence. Admission ten cents, reserved seats five cents. Come early to avoid the rush! No parade, as the horse is sick.

DON CARLOS SARDINA, Manager

**CAMP FIRE GIRLS HAVE "GIFT SERVICE" MEETING**

Friday evening the Wecocante-waste Camp Fire Girls had a "Gift Service" meeting at the home of their guardian, Mrs. W. H. Howell. The girls each made a fabric painting for her mother. After the meeting a few of the girls remained for a slumber party.

**BOX SUPPER AT THE PROGRESSIVE SCHOOL**

Progressive community is slated to have a box supper on Friday night, November 1. The purpose of the supper is to use the proceeds to buy playground equipment. Miss Gusta Sampson, a teacher at Progressive, extends a cordial invitation to everyone to be there and take part.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

**Cotton Ginning**

ON WEDNESDAYS AND SATURDAYS OF EACH WEEK

The gin is in good working order and we can do first class work. Market for both seed and cotton.

**Hereford Gin Company**

H. L. CASEBBER, Manager.

**What's Doing IN WEST TEXAS**

Memphis' newest \$20,000 building is being erected by T. T. Harrison on the lot east of the Pounds hotel and will be the home of the Kuhn Motor Co. The building will be 50x140 feet and have a large show room.

Alvord is watching the close of its watermelon season with satisfaction. More melons have been shipped than at any time since 1924 when 213 cars were exported. Two hundred cars had been billed up to a recent date.

Sonora is to be covered by a special edition of the Devils River News, to be published October 9, when several hundred people from Florida, Louisiana, Mississippi, Alabama and Texas will compose a motorcade through the town. News of Sonora and Sutton county will be played up.

Clarendon showed a gain in cream production from eighty ten gallon cans the first week to 136

cans the last week of August, even though it was one of the hottest and driest of the summer months.

Friona's committee investigating the feasibility of installing a water works system is making good progress. The committee has secured all available information it can regarding the necessary steps to be taken and as to reliable engineers and contractors, and work will no doubt be started soon.

Junction and surrounding communities will soon have live 4-H clubs if the plan of County Agent R. E. Homann works out. \$225 in prizes has been offered by the chamber of commerce to stimulate interest.

The Stamford offices of the WTCC were recently visited by a committee composed of R. L. Penick, O. P. Thrane and Walter Cline who drew up a preliminary report of changes in the constitution and by-laws of the WTCC to be used at the convention.

Carlsbad is expecting a great number of Panhandle and North Plains delegates to the WTCC convention to pass through their city on the way to El Paso in October. The Carlsbad irrigation projects and Carlsbad Cavern will be two

items of much interest to the visitors.

El Dorado Lions will put on a publicity campaign soon. The outside world will be told of the advantages of the town, and what it has to offer in the way of opportunities. The coming of a railroad has been one of the great assets the town boasts.

A Rankin farmer has succeeded in producing and marketing 1500 dozen ears of corn from five acres in 80 days on land that was fifty years old. For the last two years this field has been sowed in the fall with a bushel of wheat and a half bushel of rye and pastured until spring when it was plowed under.

**Cream Prices**

Cream prices are higher here at the Farmers' Creamery than any other town within the radius of seventy-five miles.

The Hereford Creamery needs your cream in order to maintain higher prices.

**Farmers Creamery Ass'n, Inc.**  
Hereford Phone 3.

**LET'S GET ACQUAINTED!**

In order that you may know the quality of our products, we are offering the following Specials for Friday and Saturday:

- OATMEAL FRUIT COOKIES, per dozen ..... 14c
- CREAM PUFFS, per dozen ..... 50c
- APPLE SAUCE CAKE, each ..... 23c
- CINNAMON ROLLS, per dozen ..... 19c
- FRUIT ROLLS, per dozen ..... 23c
- JELLY ROLL, each ..... 9c

TELEPHONE YOUR ORDERS  
WE'LL RESERVE THEM

**HEREFORD BAKERY**  
"YOUR HOME INDUSTRY"

**Ray Barber, Auctioneer**

Superior Sales Service

Phone 241 Hereford, Texas

FOR BARGAINS IN

**USED CARS**  
with an OK that counts

Visit our lot, located at the Abo filling station. Our offering this week includes among others the following:

- 2-1928 CHEVROLET COACHES
- 2-1928 CHEVROLET COUPES
- 1929 FORD TUDOR
- 2-1927 CHEVROLET COACHES
- 1927 CHEVROLET COUPE
- 1927 CHRYSLER COACH
- 1928 CHEVROLET TRUCK

These are certainly priced away below their actual value—see them before you buy. We have several other good cars not listed above.

Yours for Sales and Service

**Brumley Chevrolet Co., Inc.**

"A Reliable Institution"

Phone 216

**PIGGLY WIGGLY**

**FRIDAY & SATURDAY SPECIALS**

- CRANBERRIES, per quart ..... 19c
- LARD, Compound ..... \$1.10
- PEAS, No. 2 can, two for ..... 21c
- OATS, Mother's ..... 30c
- COFFEE, Maxwell House, 3 lbs ..... \$1.42
- RAISINS, four pound package ..... 31c
- SOAP, P. and G., 10 bars ..... 39c
- MILK, Carnation, small 5c, large, per can ..... 10c
- BLACKBERRIES, per gallon ..... 52c
- BEANS, new crop, Pinto, 14 pounds for ..... \$1.00



**Southern Tea Biscuits**

Is the recipe to try this week with

**SNOWDRIFT**

Ask for the "recipe" of the week card

**SAVE**

**10 Butter - Nut Bread Coupons**

and get



**Hostess Cake FREE!**

Any grocer, anywhere, who handles Butter-Nut Bread, will gladly give you a delicious 25c-size Hostess Cake in exchange for 10 Butter-Nut Bread Coupons—which you will find wrapped with each large loaf of Butter-Nut. Start saving them today!

BUTTER-NUT IS AS RICH AS BUTTER  
AND AS SWEET AS A NUT!



**Daniel News**

There was a good attendance at Sunday school last Sunday afternoon. New members and visitors are always welcome. There was also a good crowd at singing Sunday night, and everyone present seemed to enjoy it. We are always glad to have a good attendance at singing.

Mr. and Mrs. Veal Alverson and little daughter, Nina Belle, of Canyon, spent the week end with Mrs. Alverson's sister, Mrs. Clyde I. Slaughter of this community.

Mrs. Plez Brown and children are spending a few weeks with Mrs. Brown's mother, Mrs. Burns, at Vega. Mrs. Brown is in poor health and it is thought that a rest will do her good.

Mr. and Mrs. W. C. Thomas and family visited Sunday with Mr. and Mrs. Dan Higgins. Mrs. Higgins is the daughter of Mr. and Mrs. Thomas.

Harvey Bishop who has been visiting in the home of his uncle, W. T. Bishop, went to his home in Lockney last Thursday.

Ben, Ruth and Laura Mae Slaughter, who are attending school in Canyon, visited their mother last week-end.

Mr. and Mrs. Joe Moore and Mr. and Mrs. Bill Moore were called to Plainview on account of the death of their nephew, Arnold Moore. He was operated on for appendicitis last week. Arnold visited in this community last summer and made many friends. Our hearts go out in sympathy to his loved ones in their bereavement.

Mr. and Mrs. Charlie Wall and Mr. and Mrs. Edgar Gassie were guests of Mr. and Mrs. Lemuel Shuggart Sunday evening.

Mr. and Mrs. Gus Laquey and family spent Sunday in the home of Mr. and Mrs. Noah Cole of Canyon.

Everyone come to the Halloween Carnival to be given at the school house Saturday, November 2. We are going to have a big time that night.

I have purchased from

ARCH CONKLIN

the

**Brumley Chevrolet Filling Station**

GONOCO GAS AND OIL

QUAKER STATE OIL

I invite all my friends and others to come and see me.

S. B. FELLERS

**LAMINEX DOORS**

Will not Shrink, Swell or Warp



**French Doors Need LAMINEX Construction**

Having no supporting cross rails, French Doors are very apt to warp from moisture—but not LAMINEX French Doors.

The LAMINEX process of building doors is proof against every condition that causes warping. In fact, there is a LAMINEX guarantee label on the end of every genuine LAMINEX Door, insuring you against these common door faults.

We are headquarters for these exceptional doors in this section and shall be glad to show you the many attractive designs we have in stock. Come in and let us figure with you on your building requirements.



**MOISTURE PROOF TEST.**  
Under this test, LAMINEX Doors have been soaked for 24 hours in three weeks without warping or coming apart.

**R. H. KEMP Lumber Co.**

**LIVE STOCK**

**DIP TO DESTROY MANY PARASITES**

**Important That Task Be Finished Before Winter.**

(Prepared by the United States Department of Agriculture.)

For September the Calendar of Live Stock Parasites, issued recently by the United States Department of Agriculture, makes suggestions as follows:

"Now is the time to dip your live stock for lice, sheep ticks, true ticks, and mange. Later it will be too cold to do more than apply relief measures. Do it now while the weather is still warm and save yourself trouble later, as these pests are more troublesome in cold weather. Consult Farmers' Bulletins Nos. 1330-F (sheep parasites), 1493-F (lice, mange, and ticks of horses), 1085-F (hog lice and hog mange), 1017-F (cattle scab), 980-F (ear ticks), 909-F (cattle lice), 795-F (sheep ticks), and 713-F (sheep scab). Clean up lice on poultry. See Farmers' Bulletin Nos. 1337-F and 801-F.

"In the fall farrowing of pigs plan to use the swine-sanitation system as modified for farrowing on pasture in the fall. Consult United States Department of Agriculture Leaflet No. 5-L.

"A mud wallow for pigs provides a breeding ground for worm eggs and helps to load pigs with roundworms and kidney worms. At one packing plant in the South it was found that kidney worms and thorn-headed worms cause an annual loss of \$80,000. The use of a concrete wallow is an aid in keeping down worm infestations, provided it is properly constructed and used. See Farmers' Bulletin No. 1085-F for directions for constructing and using concrete wallows.

"In regions where parasites interfere with sheep raising, breed ewes in time to lamb early, if you have the equipment, and market before the worms share your profits. Early lambs come before the parasites wake up from their winter sleep."

This calendar, compiled by Dr. Maurice C. Hall of the bureau of animal industry, contains similar reminders for each month in the year and a general summary of year-round precautions against parasites. The calendar, which is Miscellaneous Publication 25-M, or any of the departmental publications listed by Doctor Hall, may be obtained free by applying to the United States Department of Agriculture, Washington, D. C.

**Red Clover Excellent**

**Pasture for the Hogs**

Red clover makes an excellent pasture for hogs and ranks close to alfalfa as a forage. From the standpoint of the average farmer or hog feeder, it will probably be the most used forage crop particularly because it fits better into almost any system of crop rotation than does alfalfa. However, it will not usually support quite so many head per acre, nor will the forage season be quite so long, but if not pastured too closely and not allowed to go to seed, it will generally produce an abundance of good forage all summer. An acre of clover should furnish ample pasture for from 8 to 10 hogs if properly handled. Clover is high in protein and will replace a large part of the tankage or similar feeds, necessary to get maximum growth.

**Sheep Tick Infection**

**Cause of Loss of Lambs**

Sheep ticks, *Mulophagus ovinus*, are, strictly speaking, not ticks, but highly modified flies that have taken up a ticklike existence. The female retains the larvae in the abdomen until ready to pupate, when eight or ten are laid. These immediately attach themselves to hair and pupate. The pupal stage lasts from three to six weeks. While light infestation with sheep ticks produces no visible symptoms, heavy infestations cause loss of flesh and losing of wool. Since infestation of young lambs occurs by ticks that have left recently sheared wool, lambs should be kept a considerable distance from the stored wool. In severe infestation, dipping may be necessary.

**Sod Pasture for Pigs in Rainy Season Best**

During the rainy season it would be well to have a sod pasture for the pigs. Here they may roam around on nice days, getting the exercise and sunshine so vital to their growth. They will consume only small amounts of green forage, but this is very helpful in balancing their ration and in supplying the necessary vitamins. How much easier it is to keep the quarters clean if a sod pasture is used during the wet season.

For this purpose bromegrass is perhaps one of the best grasses for forming a sod.

**Gluten Feed Value**

Recent experiments at the Kansas station indicate that gluten feed has a value per pound, in the steer ration, slightly greater than cottonseed meal. Linseed meal proved to be worth \$12 to \$15 a ton more than either cottonseed meal or gluten feed. However, linseed meal usually sells considerably higher than gluten feed, and so it would seem that more farmers should be feeding gluten feed than actually are to secure the greatest returns from their steers.

**TO HEREFORD PARENTS.**

An Open Letter to Parents of the Hereford High School Students:

One of the greatest needs of our students is an adequate library. Books contain knowledge and unless we have the books, how can our students acquire this learning? They must have tools and books are the tools. Since our school has been organized and we have had a library, it has served many students, but our needs have greatly outgrown the growth of the library. We have only fourteen hundred books, while standard high schools the size of Hereford high school, should have between 2000 and 3000 books. Hereford cannot afford to be so deficient in this phase of school equipment.

There are two ways in which you can greatly aid us. First, will you help us to keep the books which belong to the library by reminding those of your family who borrow books from the library to return them promptly? This is one of the greatest services you can render us, for how can we acquire an adequate library when the books are lost as rapidly as new ones come to our shelves? We shall strive to do our best in keeping a check on all books, but we ask your co-operation also.

A second way you can help us is to aid us in increasing the books in our library. We are making a special effort to double the number of books and from time to time we shall seek donations, both of books and money. Just now we are badly in need of good fiction. We shall be glad to receive books by any standard authors which you would like to place in our library. This applies to all types of books. If you will call on us we shall be very glad to send for the books.

We shall do our best to show our appreciation by increasing our efficiency in school work and by taking the best possible care of the books which come into our possession.

Very sincerely yours,  
**IRENE CHAWFORD,**  
Librarian.

**HEAVY LOSS FROM SMUT IN HARTLEY THIS YEAR**

Channing.—Practically every field of wheat not treated for smut in Hartley county this year was so smutty that it drew a dock at local elevators of from three to 20 cents per bushel, according to E. R. Duke, county agent. Not a single case of smut was reported by farmers who used the copper carbonate method of treatment recommended.

He: "There's something devil-like about you."  
She: "You flatterer."  
He: "Yes, you're pigeon-toed."

**Corn and Cotton on Terraced Land**

Cuero.—Terracing has increased the corn yield 25 bushels to the acre in two years for Gus Schaffner, who lives in the Westhoff community in DeWitt county. Two years ago he says he made only 10 bushels of nubbins an acre on this field, but that this year all the ears are big and the yield will be at least 35 bushels an acre. Before the field was terraced the only big ears grew down in the flat, but now they grow just as big on the hillside, he states. He plans to finish terracing his farm this fall and winter.

Trig Peebles, another local farmer whose terracing is reported by the county agents, declares that before his land was terraced nine years ago he got only 13 bushels of corn to the acre, where he now gets 35 bushels. "Hit cotton-yields have been doubled also."

**An Example of Economics.**

In an arid country of western Kansas lives a rancher 70 years of age, whose hired man, 65, has been with him for more than forty years. The two of them barely manage to eke out an existence. A visitor one day asked the old rancher: "How do you manage to pay that fellow his wages?" "It's this way," replied the rancher. "I hired him for two years and gave him a mortgage on the ranch to guarantee his wages. At the end of the two years he got the ranch, and I went to work for him on the same terms. For fifty years the ranch has passed back and forth every two years, and neither of us has drawn a cent of wages." —The Kablegram.

**Try a Want Ad in THE BRAND**



**Hair Cutting SHAMPOO**  
With Soft Water.  
All work done by experts and you can expect good work.  
Phone 16 for Appointment  
**Orr's Beauty Shoppe**

**CASH SPECIALS FRIDAY AND SATURDAY**

- MELO** The wonderful water softener, 3 for 25c
- OYSTERS** For that good stew 5 oz cans 15c
- Strawberries** New pack Gallon can \$1.10
- SOUP** White Swan, tomato or vegetable, 3 cans 25c
- SALMON** Concho Pink, No. 1 tall can 18c
- OLIVES** Premier Queen Quart size 47c
- CHIPSO** Large Package 21c
- PEACHES** Choice evaporated, 10 lb box, new crop \$1.98
- APRICOTS** Choice evaporated, 10 lb box, new crop \$2.31
- Pork and Beans** Armour's Medium Can 10c

**BISCUITS SOUTHERN TEA**

Is the recipe to try this week with

**SNOWDRIFT**

(Ask for the "Recipe" of the week card)



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

**DALLAS FAIR WILL HAVE 60-TON WHALE ON EXHIBIT**

Dallas.—A sixty ton whale killed in July on the Pacific coast will be one of the many attractions to be shown at the State Fair of Texas. It has been announced here by T. E. Jackson, president. More than 6000 gallons of formaldehyde were used in embalming the sea monster.

This is the first whale that has ever been brought inland on tour in the flesh. Many whale skeletons have been exhibited, but never before has a whale been embalmed and carried on tour. A specially built steel railroad car has been provided for the tour. It will be taken to its location on the midway on the car upon its arrival at the State Fair.

The roads department of the Province of Quebec, in conducting a campaign to reduce automobile accidents, has made the following plea: "If you will help hold down automobile fatalities, have yourselves and your machines under control, be more eager to respect rights of others than to insist upon full exercise of your own, do unto

others as you would that they should do unto you, and always and ever be careful."

The truth in this message is unassailable. Care, competence, grace of accident prevention, a really unavoidable accident is almost non-existent. Behind every mishap, whether its result is a bent fender or a number of dead, is the figure of the inconsiderate, careless or incompetent driver.

The accident toll can never be reduced without public realization of the facts and willing public co-operation. Every driver should understand that his own life is in constant danger so long as the reckless and incompetent crowd the highways. This message from Canada has a personal application to every American motorist.

**Announcing**

**THE OPENING OF OUR RADIO DEPARTMENT**

We have the latest equipment for servicing radios. We service all makes. We have radio license issued by the Department of Commerce of Washington, D. C. You have to be able to make and operate all kinds of radio receiving and transmitting sets to pass the examination to obtain this license. So you may depend on our work being first class. Let us fix that old set that is out of order.

**JOHN B. ORR**

HEREFORD DRY CLEANERS

PHONE 85

**SPECIALS**

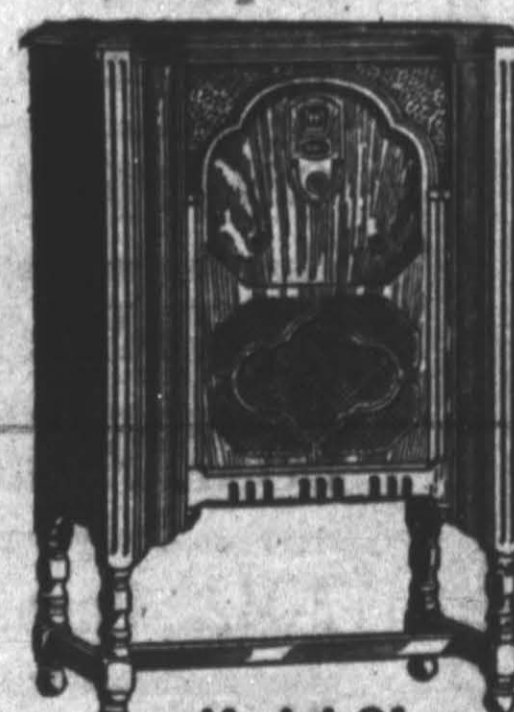
FOR FRIDAY, SATURDAY AND MONDAY

- PURE WHITE COTTON BATTS—** Large Size, quilted ..... 90c
- PURE WHITE COTTON BATTS—** Large Size, plain ..... 75c
- RAYON BED SPREADS—** Extra Quality, Size 84 x 108, in all colors ..... \$4.95
- MEN'S BLEACHED RIBBED UNIONS—** Extra weights and quality ..... \$1.00
- EXTRA HEAVY TURKISH TOWELS—** 20 x 40, double thread, 29c each, four for ..... \$1.00
- MEN'S FAST COLOR BROADCLOTH SHIRTS—** Sizes 14 to 17 ..... \$1.25
- MERITAS OIL CLOTH—** (None Better) in fancy colors, yard ..... 30c
- HEAVY GRAY TWILL BLANKET—** Size 66 x 80 ..... \$1.75
- HEAVY PART WOOL TWILL BLANKETS—** Size 70 x 80, all colors ..... \$4.35

**J. O. Newell**

WE GIVE 25c GREEN STAMPS.

**The NEW Majestic RADIO with Power Detection and the New-45 Tubes**



**Model 91**  
\$137.29 (less tubes)

Improved Majestic Super-Dynamic Speaker. Extra heavy, sturdy Majestic Power-Pack, with positive voltage-ballast, insures long life and safety. Early English design cabinet of American Walnut. Instrument panel overlaid with genuine imported Australian Lacquerwood. Reptroduction plate and knobs finished in genuine silver.

plus the exclusive Majestic Automatic Sensitivity Control gives you QUIET, Smooth Reception, with no oscillation on the low wave lengths as well as the high ones

**FOUR TUNED STAGES**  
**RADIO FREQUENCY**  
**No A-C Hum**



**Model 92**  
\$167.50 (less tubes)

Improved Majestic Super-Dynamic Speaker. Extra heavy, sturdy Majestic Power-Pack, with positive voltage-ballast, insures long life and safety. Faceted panel cabinet of American Walnut. Doors of matched butt walnut with overlays on doors and interior panel of genuine imported Australian Lacquerwood. Reptroduction plate, knobs and door pulls finished in genuine silver.

**FREE Home Demonstration**

OUR RADIOS USE THE NEW TYPE TUBES THROUGHOUT

**Orr's Tailor Shop**

Phone 16



**Progressive News**

(Crowded out last week)  
The Misses Childree who teach at Summer, New Mexico, motored home for a week-end visit with their parents.  
Last Sunday evening the people north of Progressive school house had a very hard rain.  
Mr. Perkins and Miss Olive were guests in the Wedel home Sunday.  
Mr. and Mrs. Ray Hershey and Mary Ella called in the Cramer home near Vega Saturday evening.  
Mr. and Mrs. Parks and Ruth visited their daughter, Mrs. Henry Sunday. Their grand daughter, La Velle, has been ill, but is better.  
(This week's letter)  
Mr. and Mrs. Jim Blagg of Hereford spent last Sunday afternoon at the Cockrell home.  
Mr. and Mrs. Arch Conklin and children spent Sunday with her parents, Mr. and Mrs. Ray Hershey.  
Miss Lucille Parks and Miss Ina Floyd spent the week end with Miss Parks' parents.  
Teachers and pupils of Progressive plan to give an entertainment and have a box supper Friday, November 1. The proceeds are to be used for play ground equipment.  
Mr. and Mrs. Ira Ricketts motored to Silvertown Sunday to visit Mrs. Ricketts' mother, who has been ill.  
Mr. Webb and family visited Mr. and Mrs. Counts Sunday.  
Mr. and Mrs. Ray Hershey, Mary Ella and Katherine called in the Parks home Saturday evening.  
Mrs. Weaver and Miss Olive Perkins called on Mmes. Green last Thursday afternoon.  
Miss Margaret Roberts, who is teacher at the Higgins school, visited Katherine Hershey Sunday evening.  
Mr. and Mrs. Orin Russell spent Sunday with her parents, Mr. and Mrs. John Counts.  
Mrs. Arch Daugherty, who has been staying with her mother, Mrs. Ricketts, returned to her home Saturday.  
Mrs. Weaver called on Mrs. Cockrell Thursday.  
Mr. and Mrs. C. P. Caldwell motored to Brownfield Saturday to visit her niece, who is very sick with pneumonia.  
Mrs. Luke McBryer spent Friday at home.  
Mr. Hershey threshed Monday afternoon. This is the first threshing to be done in this neighborhood this season.

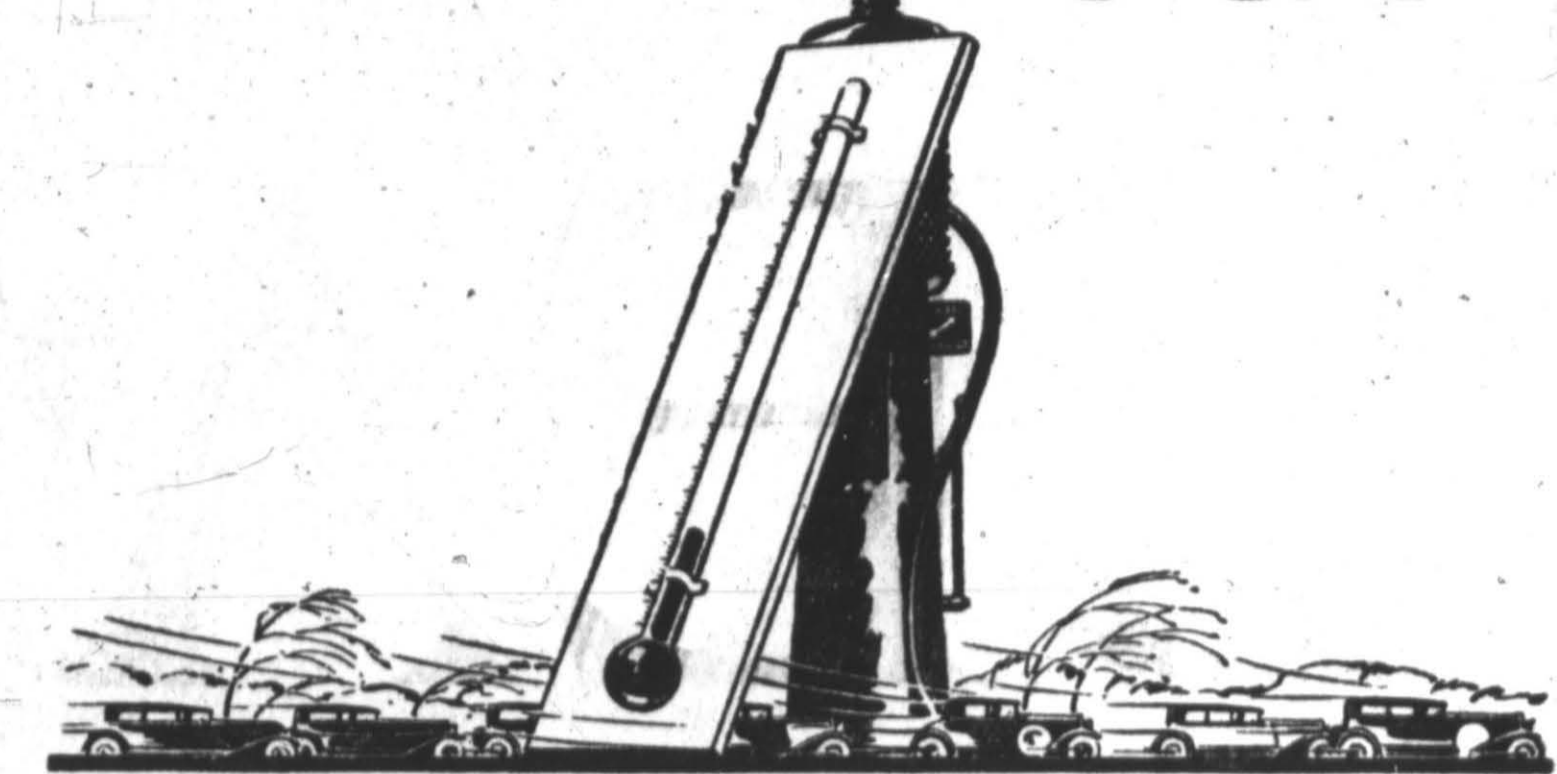
**Arney News Items**

Rev. Swartz and family and Rev. Stiles and family were here Sunday. Rev. Swartz filling his regular appointment.  
Mr. and Mrs. Clifford Franklin and daughter spent the week end with his parents near Westway.  
Miss Athies Tipton was at home over Sunday from Plainview.  
Miss Flossie Fortner returned to Happy Wednesday after a few days at home here.  
M. Burks visited the Henry Dixon home Monday.  
Misses Edna and Rachel Burks spent the week-end in their home.  
Mr. and Mrs. Douglas Lynch of Amarillo spent the week end in the G. A. Wilson home.  
Mr. and Mrs. Ray Cole were in Tulla Tuesday.  
Ben Fortner and Ross Campbell were in Canyon Monday.  
Mr. and Mrs. G. A. Wilson have returned from a visit in Childress.  
Mrs. Wallis, Shawna and Hughes were Happy visitors Friday.  
Jim Graham and family of near Hereford visited the E. R. Roberson home one day recently.  
Dr. McMeans and niece of Amarillo were here Sunday.  
Mr. Ivy of Dallas is visiting his sister, Mrs. Rufus Right.  
Mr. Hawkins of Joel was here Tuesday.  
Misses Velma and Vivian Bratcher, Juanita Hutson and Mrs. Bratcher were in Happy Wednesday.  
E. Tipton transacted business in Plainview Thursday.  
Mr. and Mrs. Wallis and Miss Shaw were shopping in Hereford Saturday night.  
Bill Sims and Frank Davis visited the Boyd home Sunday.  
Messrs. and Mmes. Harry Swartz and Stiles and families were dinner guests in the J. L. Hammond home one day recently.  
George and Harlie Wilson were out of school Monday.  
Mrs. Carroll Barnett of Plainview was here last week visiting with relatives and friends. She was formerly Miss Ona Beene.

**NOTICE OF TRUSTEE'S SALE**  
THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH.  
Notice is hereby given that, whereas, on the 10th day of May, 1927, James L. Denmead and Ruth K. Denmead, his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee and to George A. Kennedy, first successor Trustee on the hereinafter described real estate, for better securing the payment of one promissory note in the principal sum of \$10,000.00, dated May 10th, 1927, executed by James L. Denmead and Ruth K. Denmead, and for the benefit of the legal holder of said note which is now owned and held by Harold R. Weinsacker, which Deed of Trust appears of record in Volume 30 on Page 307 in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8 on Pages 127, 128 and 129 in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the property covered by it; and, whereas, the said James L. Denmead and Ruth K. Denmead have made default in the payment of the note described in said instrument leaving \$11,272.22 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weinsacker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust, and to act as trustee thereunder; and, whereas, the said beneficiary, Harold R. Weinsacker has requested me, George A. Kennedy, first substitute trustee named and appointed in said Deed of Trust, to enforce said trust:  
Now, Therefore, I, George A. Kennedy, trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such Deed of Trust, sell at public vendue to the highest bidder, or bidders for cash, at the Court House door in the town of Hereford, in Deaf Smith County, Texas, in which such property is partly situated, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the 5th day of said month, an undivided one-third part of the following real estate so described in and covered by such Deed of Trust:  
All of Sections 1 and 2 in Block D, and all of Sections 91 and 92 in Block K-6, and all of Sections 2, 26, 27 and 28 in Block K-11, all in Deaf Smith County, State of Texas, and that part of the East half of Section 56 in said Block K-6 falling within Deaf Smith County, State of Texas;  
also  
The Southwest Quarter of Section 37, and the Northwest Quarter of Section 42, and the Southeast Quarter of Section 57, and all of Section 64, all in Block K-6 in Oldham County, State of Texas, and that part of the East Half of Section 56 in said Block K-6 falling within Oldham County, State of Texas,  
together with all and singular the rights and appurtenances thereto in anywise belonging or appertaining.  
Witness my hand, this the 1st day of October, 1929.  
GEORGE A. KENNEDY,  
38-30c Trustee.

**Stomach Trouble**  
If you suffer from gas, bloating, heartburn, acid, or sick stomach, because of dyspepsia, try the Diotex 15 Minute Test. Absolutely harmless. Works fast. Five positive digestive aids in pleasant tablet form. No soda, dopes or laxative. Get Diotex from your druggist for only 60c. Try it. See how fast it works. Money back if it doesn't give stomach comfort in 15 minutes, and soon help restore good digestion.  
**Prairie Dairie**  
Milk Is Good—Good for You  
Phone 15.  
"How much easier it is to prepare nice meals for your family with plenty of fresh milk in the house! A thousand and one nourishing and delicious dishes can be prepared from milk. Arrange for your milk supply from the Prairie Dairie," says The 3randle Bossy.  
**DELICIOUS DISHES**

**WE CAN'T CONTROL THE WEATHER . . . but**



**WE CAN CONTROL VOLATILITY!**

"There's been a lot said about the weather but very little done about it" — until Phillips 66 was perfected. Here, at last, is a motor fuel in which the volatility of each gallon is controlled to fit the season and the climatic conditions of the locality in which you buy it. The result? Instant starting — any weather. Quick warm-up. Easy acceleration. Mileage and power that gratify. All this at no extra cost! For best results try a full tank of Phillips 66 . . . or 66 Ethyl.  
© 1929, Phillips Petroleum Company  
**CONTROLLED VOLATILITY**  
WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP. Gasoline must vaporize before it can be fired in the cylinders of your motor. Volatility refers to the ability of gasoline to vaporize. With volatility controlled, Phillips 66 vaporizes as quickly in cold as in warm weather.  
Schley Avenue and Third Street Second and Miles  
T. E. Major, Local Agent

**CHECK BUICK'S CHASSIS**  
-note its distinctive construction  
.. then you'll know why more than 2,000,000 people have bought  
**BUICKS**

The world-famous Buick chassis and Buick's smart new Bodies by Fisher! An unrivaled combination! Providing the highest degree of motor car performance and all-round motoring satisfaction, over the greatest number of miles!  
The more thoroughly you compare Buick with other cars, the more clearly you will understand why more than 2,000,000 people have bought Buicks—why men and women are buying from two to five times as many Buicks as any other automobile priced above \$1200—and why they have purchased more Buicks during the few weeks this brilliant new car has been on the market than in any like period in Buick history.  
See the new Buicks and arrange to buy one. Six of the 14 luxurious body types, incorporating all the famous Buick superiorities, are available at prices ranging from \$1225 to \$1295, f. o. b. factory. All available on the extremely liberal General Motors Time Payment Plan.

**Buick's 99-horsepower Valve-in-Head engine** is the most powerful engine of its size in the world. It is famous, too, for unrivaled smoothness, economy and stamina. It incorporates such marked engineering advancements as counterweighted crankshaft with torsion balance, carburetor heat control, positive pressure gas pump, and triple seals against wear.

**Buick's Controlled Drive Enclosed Mechanical Brakes** provide the most perfect control ever devised for any automobile. They are smooth, sure, silent in operation, and achieve positive results with minimum pedal pressure. And because they are enclosed—fully protected against dust, dirt and water—they insure maximum braking efficiency in any weather.

New, longer rear springs, in conjunction with four new Loveloy Duralastic Shock Absorbers, impart a superlative degree of riding comfort. These two vital comfort factors work together in perfect harmony to check both bounce and rebound over the roughest roads.

**Buick's new frictionless steering gear** imparts matchless steering ease throughout the entire turning range, while the new Buick Road Shock Eliminator absolutely prevents transmission of road jolts and jars to the driver's arms. Twin features which make a tremendous contribution to driving ease and roadability.

**Buick's famous multiple-disc clutch**, too, reveals marked superiorities. In addition to being far sturdier than those of conventional design, it imparts exceptional smoothness, due to its special facing which insures gas, graded engagement of the driving and driven surfaces.

**Buick's famous torque tube** serves two vitally important functions. It not only carries the driving shaft, leaving the rear springs free to cushion the car's progress, but also forms a major part of the Buick chassis seal. Every moving part of the Buick chassis—from fan to rear wheels—is fully protected against dust, dirt and water, assuring maximum operating efficiency in any weather.

\*The engine in the 124- and 132-inch Buicks develops 99 horsepower, and that in the 116-inch Buicks 80½ horsepower.

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

**THE New BUICK**  
**Norton Motor Company**  
Buick and Marquette Sales and Service Hereford, Texas

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

**FRIDAY & SATURDAY SUGGESTIONS**  
**SHERWIN-WILLIAMS**  
**PAINT HEADQUARTERS**  
**THERE'S NO PAINT BARGAIN LIKE GOOD QUALITY!**

**SWP HOUSE PAINT**  
You need fewer gallons of SWP to paint your house  
Fine old SWP House Paint has such wonderful "body" that each gallon thoroughly covers more square feet of wall.  
That is one reason why SWP House Paint costs no more than cheaper paint on your house. The saving on gallonage does it—regardless of the price per gallon.  
In addition you get the superior quality of SWP—the more beautiful, weatherproof colors—the long service that saves 50% to 60% in repainting cost. All because fine old SWP is made of the finest materials, by the largest paint and varnish makers in the world.  
Come in and let's do a little simple arithmetic before you squander money on cheaper paint.

Fall painting is the most important of the year. Don't neglect to paint weather-beaten houses, garages, shutters, trellises, fences, screens, flower boxes, etc., NOW. You will save money. And, remember, cheaper paint can not equal the economy of fine old SWP for your house. We are at your service at all times. Call for suggestions.

**IT WOULDN'T RENT BEFORE**

Many an old home stands vacant. A relic of days and customs long past, they will not rent. But . . . the great majority of these same homes can be made to bring good rentals, simply by judicious home modernizing. Let us tell you how it is done . . . and done profitably.

Specify SWP and engage a good painter

Our Aim—To Help Improve the Panhandle  
**PANHANDLE LUMBER CO.**  
Quality - Service - Courtesy



**"Y-e-a TEAM Y-e-a TEAM! FIGHT! F**

# BEAT CANYON

**Here, Friday, November**

### Team Roster

T. E. McCOLLUM, Coach	JACK RUSSELL
RALPH CLENNIN, Quarter Back	HAL KESTER
"SANDY" JOWELL, Full Back	RUSSELL WHITEHEAD
"BABE" RUSSELL, Half Back	CARL KROPFF
WOODROW GILBREATH, Half	ANDREW HABERMACHER
B. SEED, Center	
HOMER BRUMLEY, Guard	Back Field Men
RICHARD STONE, Guard	
GEORGE MITCHELL, Guard	WOODROW IRELAND
G. T. HIGGINS, Tackle	J. C. McCOLLOUGH
ROGER ORR, Tackle	DEWARD ROBERSON
J. C. GREGORY, End	HENARD EAST
NEWT GILLILLAND, End	
ELBERT BOWEN, End	Line Men.

### This Year's Record

HEREFORD 18	HEREFORD 44
October 4	September 20
TUCUMCARI 0	TULIA 6
HEREFORD 12	HEREFORD 19
October 11	September 27
CLOVIS 0	TEXICO-FARWELL 0
Happy plays here Friday, October 25, and	
CANYON WILL BE HERE FRIDAY, NOVEMBER 1	



Hereford Business



## Dedicated to the 1929 Hereford

Earl W. Wilson, County Judge  
 "M" System Grocery  
 Kerr-Anthony Hardware  
 Thompson & Ireland  
 D. R. Gass & Son  
 Corner Drug Store  
 Lee Electric Company  
 Stren Hardware  
 Carroll & Corbett

Fox Mercantile Company  
 Baker's Cash Grocery  
 The Texas Company  
 Willard Battery Station  
 L. W. Carlyle  
 Chocolate Shop  
 Deaf Smith County Abstract Co.  
 White Face Printing Company  
 H. L. Rice

Bentley's Cigar Store  
 Texas Meat Market  
 John H. Patton  
 Piggly Wiggly  
 C. A. Skelton  
 Olson's Variety Store  
 John McLean  
 J. O. Newell, Dry Goods



**GHT! FIGHT!"**

**YON!**

**er 1st**



**Let's Boost Them To  
The Limit!**

The football squad this year is made up of a valiant, hard-playing, clean-cut set of boys. They are putting their best into the games and are out to make football history for Hereford. They are following hard on the heels of last year's District Champion Whitefaces, doing their dead level best to keep the championship in Hereford two years in succession. They have spent long, hard hours in training and are ready to fight to the finish for victory in the game against Canyon. The teams are going to be very evenly matched and the struggle will be bitter all the way through. The encouragement of seeing every Hereford citizen out on the sidelines that day will add much to the team's determination to win. Let's be loyal to them and show our appreciation of their ability!

**s Houses Have Agreed to Close for Game**

**Whitefaces by the Following Merchants:**

City Drug Store  
W. J. Ray, Jewelry  
First State Bank  
Orr's Tailor Shop  
Star Theatre  
Hereford Bakery  
C. E. Stone Company  
Hereford Dry Cleaners

Beavers Bros.  
Sprowls-Cronin & Company  
E. B. Black Company  
Brumley Chevrolet Company  
First National Bank  
Western National Bank  
W. D. Keliehor  
Hillside Hatchery and Poultry Farm

West Texas Feed and Seed Co.  
West & Snyder  
A. C. Thompson Lumber Store  
M. D. Womble  
Jones & McLean  
Arthur Thompson  
Panhandle Lumber Company  
The Hereford Brand



### Summerfield

The W. M. S. met last Thursday afternoon with Mrs. Walter Hawkins when the program was led by Mrs. Gladys Owen on the subject of "Tithing." A round table discussion was indulged in by all present. A box of clothing was packed for the Mexican Orphan home. At the conclusion the hostess served delicious refreshments.

Miss Lillie Handley of Claude, a returned missionary from China, gave a most interesting talk on "Visions." At the preaching hour Sunday morning Mrs. Mae Abbott was present and gave one of her usual good talks on helping the Mexicans at home, and for a fund for a certain crippled lad at Bovina.

Rev. Brownlow was unable to fill his appointment at the usual hour last Sunday owing to the fact of a telegram stating the serious illness of his father at Quannah.

Miss Pauline Fincher of Hereford was a visitor of Miss Alma Walker Sunday.

Mrs. Lester Smith was reported as not doing so well the past week. Her friends are all hoping for her speedy recovery.

Mr. and Mrs. Troy Weltz of Shamrock visited with his parents over the last week-end.

Mr. and Mrs. J. B. Davis visited her parents, Mr. and Mrs. Barnes at Hereford last Sunday.

Mr. and Mrs. A. J. Blakemore and family attended church at Hereford last Sunday.

Born to Mr. and Mrs. Charles Roberson last Saturday night a baby son. All parties are reported as doing fine.

Mrs. Louie Huckert has been in Vega the past ten days taking care of a new daughter born to Mr. and Mrs. John Heiselman.

Misses Opal and Lorraine Hayes spent the week end with home folk at Black.

Mrs. L. Johnson and sister, Mrs. J. H. Murdock, and Mrs. Ray Johnson and little daughter spent the day last Friday with Mrs. O. G. Hill at Hereford.

Lewis and Raymond Thornton visited over the week end in the Dorris home, about 30 miles north of Summerfield.

Mr. and Mrs. Denson Hill of near Adrian and Mr. and Mrs. Hill Knox of Hereford visited over Sunday with their parents, Mr. and Mrs. B. A. Atchley.

C. P. Walsler and Mr. and Mrs. J. C. Lance of Hereford motored to Lubbock to visit Mrs. Walsler and children. Guy is doing fine after a tonsil operation.

Mrs. Melburg and Miss Annie Lance went to Canyon last Saturday and returned with Marie Melburg and two girl friends, Misses Pauline and Allen McCants, who spent the week-end here with friends and relatives.

Miss Dorothy Harris of Canyon spent Sunday with Miss Annie Lance.

Mr. and Mrs. Ky Lawrence and daughter, Mr. and Mrs. Joe Kendall and family spent Sunday with Mr. and Mrs. Lee Kendall in the Blance community. The occasion was in honor of Mrs. Lawrence's birthday.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

### MUSICAL EVENTS

One of the important musical events of the year for the Panhandle is the appearance of the U. S. Military Band in the Amarillo auditorium for two programs Saturday, October 26 at 2:00 and 8:30 p. m. These programs are the first of a series of the world's greatest attractions to be staged in Amarillo during the winter by Emil F. Myers of the Amarillo College of Music.

### CARD OF THANKS

We wish to express our sincere thanks and appreciation for the kindness and sympathy shown in words, deeds and beautiful flowers by friends during our recent bereavement.

Dr. C. L. Armstrong,  
Mr. and Mrs. J. A. Tidenberg,  
Brothers and Sisters 41-1p

C. R. Smith, W. F. Gillis and Leland Ashbrook left Monday morning overland for Wichita Falls on a business trip. Mr. Gillis will visit his sister, Mrs. S. E. Fisher, at Wichita Falls.

### SHERIFF'S SALE

STATE OF TEXAS,  
County of Deaf Smith.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 8th day of October, 1929, by the Clerk thereof, in the case of H. A. Gudger versus J. M. Seitz and T. J. Carter, No. 1094, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in November A. D. 1929, it being the 5th day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:

All of the southeast quarter of Section No. 24, Township 5 North, Range No. 3 East in Deaf Smith County, Texas, the same being a part of Capitol Leagues Nos. 376 and 389, the same being about 18 miles west and 14 miles north from Hereford and containing 160 acres of land.

Levied on, on the 8th day of October, 1929, as the property of J. M. Seitz to satisfy a Judgment amounting to \$1,952.63 in favor of H. A. Gudger and cost of suit. Given under my hand, this 8th day of October, 1929.

JOHN B. MILLER,  
Sheriff Deaf Smith County,  
Texas. 39-3CR

### SHERIFF'S SALE

STATE OF TEXAS,  
County of Deaf Smith.

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

lowing described property, to-wit: A tract of twenty acres of land out of section No. 80 of block K-3 of Deaf Smith County, Texas, beginning at a point 3321.94 feet south and 2117 feet west of the northeast corner of said section 80; thence west 942 6-7 feet; thence south 924.6 feet; thence east 942 6-7 feet; thence north 924.6 feet to beginning, being known as tract No. 3 out of said section on the tax assessor's rolls, and commonly known as the Hartley place or the Smith place in West Hereford; levied on as the property of Mrs. Willie Smith and H. M. Smith to satisfy a judgment amounting to \$3,540.39 in favor of the Friona State Bank of Friona, Texas, and W. A. Odell and cost of suit.

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

JOHN B. MILLER,  
Sheriff.

Jewell Marchison, Deputy. 39-3CR

### NOTICE OF TRUSTEE'S SALE

THE STATE OF TEXAS,  
COUNTY OF DEAF SMITH.

Notice is hereby given that, whereas, on the 10th day of May, 1927, Dwight H. Denmead and Marguerite W. Denmead, his wife, executed a Deed of Trust to Harvey C. Vernon as Trustee, and to George A. Kennedy first successor Trustee on the hereinafter described real estate, for better securing the payment of one promissory note in the principal sum of \$16,200.00, dated May 10th, 1927, executed by Dwight H. Denmead and Marguerite W. Denmead, and for the benefit of the legal holder of said note which is now owned and held by Harold R. Weinacker, which Deed of Trust appears of record in Volume 30, on Page 304 in the Deed of Trust Records of Deaf Smith County, Texas, and also appears of record in Volume 8, on pages 124, 125 and 126, in the Deed of Trust Records of Oldham County, Texas, to which records reference is here made to more fully show the wording and effect of such instrument, and the indebtedness secured by same, and the

### Backache

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

property covered by it; and, whereas, the said Dwight H. Denmead and Marguerite W. Denmead, have made default in the payment of the note described in said instrument leaving \$18,261.00 principal and interest on this date remaining due and unpaid thereon; and, whereas, the said Harold R. Weinacker is the holder and owner of said note and indebtedness and the beneficiary under said Deed of Trust, and has made request in writing to Harvey C. Vernon to enforce said trust, and said Harvey C. Vernon has refused to enforce said trust, and to set as Trustee thereunder; and, whereas, the said beneficiary Harold R. Weinacker has requested me, George A. Kennedy, first substitute trustee named and appointed in said Deed of Trust, to enforce said trust.

Now, therefore, I, George A. Kennedy, Trustee as aforesaid, hereby give notice that I will accordingly, after due advertisement of this notice as required by such

Deed of Trust, sell at public vendue to the highest bidder, or bidders, for cash, at the Court House Door in the town of Hereford, in Deaf Smith County, Texas, in which such property is partly situated, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., on the first Tuesday in November, 1929, the same being the 5th day of said month, an undivided one-third part of the following real estate so described in and covered by such Deed of Trust:

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

The Southwest Quarter of Section 37, and the Northwest Quarter of Section 42, and the Southeast Quarter of Section 57, and all

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

REAL ESTATE—LOANS  
WEBSTER  
ETHICS—(iks), n. pl. The science that treats of the principles of human morality and duty.  
ESTATE—(t-at), n. Condition of life; rank, position or quality; the title of interest one has in lands, property in general.  
REAL—(Re'al) actually existing; not fictitious; genuine; true, as lands, not personal.  
REAL-ESTATE (es-tat) Land; and all pertaining to them.  
AGENT—(a'jent) one who acts especially for another; an active power or cause.  
OFFICE—(of'is) public or private business; employment; function; act of kindness; service apartment for transaction of business.  
RALPH BARNETT, 215 MAIN

of Section 64, all in Block K-6 in Oldham County, State of Texas, and that part of the East Half of Section 56, in said Block K-6 falling within Oldham County, State of Texas, together with all and singular the rights and appurtenances therein in anywise belonging or appertaining.  
Witness my hand, this 1st of October, 1929.  
GEORGE A. KENNEDY,  
Trustee.

**WEST TAILOR SHOP**  
MRS. O. F. WEST, Proprietor  
"Well Pressed Is Well Dressed"  
Clothes called for and delivered—Phone 886

**Grinds—Feed at Low Cost**  
A W-W Feed Grinder grinds and mixes everything from the ground up, with lightning speed—separately or together. Turns fodder, alfalfa, maize heads, snapped or ear corn, oats, bundle feeds, etc., into valuable mixed, balanced feed that goes a third further. And the W-W does every grinding job at low cost.  
**W-W FEED GRINDER**  
By grinding and mixing all your feed crops, from the ground up, you utilize that 35 per cent of the feed usually wasted in stalks and stems. Your livestock eat it all when ground the W-W way—and it is all better for them.  
In fifteen years of actual service on thousands of farms the W-W has proved to be the world's outstanding feed grinder. No burrs, tears or knives to work loose or give trouble. Powerful RIGID hammers do the work.  
**Come In**  
and let us show you more about this outstanding grinder. See how it is built for years of service—with Timken Tapered Bearings, Alemite Lubrication and Rockwood Pulleys. Self-feeder can be furnished—Blower or Elevator equipment. Nine different sizes.  
We will also demonstrate the W-W on your own farm with your own feed and your own power.  
**M. D. WOMBLE**  
Hereford, Texas

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

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

**One Way Discs**  
IN STOCK READY TO GO  
Get Your Supply Before They Are All Gone.  
Combine and Binder Repairing.  
All Sheet Metal Work Done—Welding.  
**Barnhart & Shreve**

**CHEVROLET**  
**Millions of Miles of Constant Testing**  
to maintain the outstanding quality and dependability of The Chevrolet Six  
In spite of the fact that a million Chevrolet Sixes have already been placed in the hands of owners, and have proved their performance and stamina by billions of miles of service over every type of highway the nation affords—  
—the Chevrolet Motor Company continues to take new Chevrolet Sixes from the assembly line at the factory and subject them to pitiless testing on the roads of the General Motors Proving Ground!  
This passion for proof—this consistent refusal to accept any tests as final—is one of the fundamental reasons for the overwhelming popularity of Chevrolet cars. For in no other way is it possible to make the Chevrolet Six so sound in design and materials—so dependable in performance—and so economical to operate!  
If you are considering the purchase of an automobile, come in and see the new Chevrolet. You will find that it is more than a Six in the price range of the four. In every way it is a finer car than you ever thought possible in the low-price field!

**The COACH 595**  
The ROADSTER.....\$525 The Imperial SEDAN.....\$695  
The PHAETON.....\$525 The Sedan Delivery.....\$595  
The COUPE.....\$595 The Light Delivery Coach.....\$400  
The Sport COUPE.....\$645 The 1 1/2 Ton Coach.....\$545  
The SEDAN.....\$675 The 1 1/2 Ton Coach with Cab.....\$650  
All prices f. o. b. factory, Flint, Mich.

**Brumley-Chevrolet Co., Inc.**  
Hereford, Texas  
**A SIX IN THE PRICE RANGE OF THE FOUR**

the social Undoing of Elizabeth Ann  
As a hostess, Elizabeth Ann decided that she was a grand success. She glanced happily about the tables of modish guests in the living room.  
"This was a party, she thought. One they'd talk about for many a day. Everything was going beautifully."  
She giggled as one of the group at the nearest table trumped her partner's ace. The hum of conversation rose and fell.  
"And then... the telephone rang!"  
"Yes, he's here," she answered, "but he can't come to the 'phone. He's in the garage working on the car... Oh!... Long Distance... very well... I'll call him."  
Her heart sank. The sparkle left her eyes. Too well she knew what to expect when her husband "worked on the car."  
"And things had been going so well," she thought bitterly, as Ed, red-faced and perspiring, oil and grease from head to foot, paused in embarrassment at the door.  
"Ed was waiting in the hall when she closed the door miserably behind the last guest. He slipped a consoling arm about her.  
"I'm sorry, honey!" he soothed. "It won't happen again. Tomorrow I'll order an extension telephone for that kitchen."  
Telephones where you need them save time, patience, household strength—even prevent minor social disasters.  
Few know that one or two additional instruments cost considerably less than the single telephone they now have!  
By a wisely-placed "extension" or two, and perhaps a rearrangement of the equipment you already have, an expert telephone man can often double the convenience of your telephone service.  
Manager, Southwestern Bell Telephone Co., City.  
I'd like to know how to get more value out of my telephone service. Please send me free, a copy of your booklet, "Modern Telephone Service for the Home."  
Name.....  
Address.....



# Commemorating the 50th Anniversary of the Electric Light

**Electric Interests Used Henry Ford's Historical Village, Reconstructed to Show Early American Conditions, as Unique Background for Presenting Testimonial Honoring Thomas A. Edison, Wizard of Electricity and Inventor of Incandescent Lights.**

SCENES THAT TOLD OF THE PAST AND foretold the future greeted President Hoover when he visited Henry Ford's historical village October 21 to participate in the ceremony memorializing the achievements of Thomas A. Edison, according to news stories sent out by the Associated Press telling about the "community of yesterday" which has been created by the purchase of many historical buildings in various parts of the country and restored to their original condition and placed on foundations by Henry Ford in his historical village at Dearborn, Michigan.

As EDISON DAY JUBILEE was to honor mainly Thomas A. Edison, the chief interest was, of course, centered around Edison and his achievements which have moved civilization forward by leaps and bounds.

The utility industry has a well prepared nationwide program for the purpose of calling attention to the experiments, work and wonderful accomplishments of Edison. There was interest, too, in Henry Ford and his achievements as a manufacturer, financier, business executive, and beyond question the "world's greatest industrialist."

Texas Utilities Co. appreciated the opportunity to honor Thomas A. Edison and at the same time recognize the outstanding achievements of his intimate friend and admirer, Henry Ford, who said in referring to the achievements of Edison that mass production would be impossible without electric power.

Because Ford is rated as the largest user of electricity among the manufacturers of the world, the public will be keenly interested in his viewpoint as to the best means of promoting the development of the electrical industry of the country, and for that reason attention is called to some of the recent statements of Ford in an interview published in Forbes Magazine on September 1, 1929, which are in part as follows:

"I am not afraid of what the newspapers call the Power Trust. I would welcome a real Power Trust. And, as sure as shooting, the country by and by will have a real Power Trust.

"By that, I mean that all the power resources of the country should be linked together under one control and every part of the country supplied from the logical distributing point. Power is all-important. You cannot do a thing without power.

"The very best power now is power distributed by big concerns. But we should and must and will go much further. There are now hundreds, not to say thousands, of different power-plants scattered all over the country.

"The whole power of the nation should be generated under one directing organization. It should be thoroughly standardized. All the plants should be connected together.

"No, I am not a bit afraid that a Power Trust would gobble up everything and everybody. There never will be anything without potential competition. Besides, the people will always assert themselves whenever things get out of balance, and will effectively demand and get fair treatment.

"A lot has been said about the profits made by those taking part in the power mergers now going on. People shouldn't worry too much about that. Money keeps on flowing. The question is not 'Who gets the money?' but 'What tangible asset is left to the people?' The people always get the real gain, even though some man or groups may get the passing profit. The main thing is to get the power resources of the country put on a more scientific basis. After all, it is the actual results achieved which count most. These people won't be able to take their money with them, and they will leave behind them a country more efficiently equipped with power.

"What they are doing is helping to have the country become more conscious of the importance of what electricity can do for them. Only a beginning has been made in making electricity do the work of the world. The ground has only been scratched.

"Power can revolutionize the lives of the people of this country. It can lift the burdens from the backs of the workers. It can abolish most of the tasks of

the housewife. It has hardly made a beginning on the farm—where its possibilities are perhaps the greatest of all."

While Texas Utilities Company does not claim that the unlimited supply of dependable electric service which it has furnished is the sole or even the chief reason for the unparalleled development in West Texas, nevertheless it has every reason to be proud of the part it has played in the development of the territory which it serves.

Everybody knows that every city and town in the Plains country located on the copper highways of Texas Utilities Company, New Mexico Utilities Company, and Southwestern Public Service Company, is receiving 24-hour service, which is as dependable and satisfactory in every respect as any metropolitan electric service.

## Utilities Reduce Electric Rates

There will be interest, too, in the achievements of Texas Utilities Company and in the rapid growth of the territory which it serves. As a part of the plan of Texas Utilities Company to participate in the Edison Jubilee, the company is pleased to announce a reduction in residence and business lighting rates for all cities and towns in the Plains service served by Texas Utilities Company.

The reduction in residence lighting means that all residence consumers will get a reduction of 14 per cent on a consumption of 25 K. W. H., or less per month; a reduction of 10 per cent on 50 K. W. H. per month, and a reduction of 50 per cent on all current used per month in excess of 50 K. W. H. Heating, cooking and refrigeration in residences will be on a rate of 4c per K. W. H. on the new schedule. Reductions in the commercial or business schedules for lighting service range from 11 per cent to 15 per cent. **THIS IS THE EIGHTH SUBSTANTIAL REDUCTION IN ELECTRIC RATES THAT TEXAS UTILITIES COMPANY HAS MADE WITHIN THE PAST FOUR YEARS.**

In reviewing the history of the phenomenal development of the electrical industry in West Texas, the following facts should be noted:

That as late as October, 1924, one of the great banking institutions of the country expressed the opinion that any attempt to finance the requirements of Texas Utilities Company by issuance and sale of first mortgage bonds would not prove successful, giving as a reason for such opinion that the territory served by Texas Utility Company was too scattered and also too remote from said bank's retail bond market.

## Organization Made Possible by Capital

That in October, 1925, a party of leading investment bankers from Boston, New York, Chicago, Detroit, St. Louis and other Eastern cities, visited West Texas and Eastern New Mexico. The citizens of West Texas arranged and conducted the Eastern bankers on a tour of the Plains country which was in every sense a decided success. It proved to be mutually helpful to the visitors and local people. The bankers, at various receptions and banquets given in their honor by the citizens of West Texas and Eastern New Mexico, promised without qualification to finance all of the requirements necessary for Texas Utilities Company and New Mexico Utilities Company to take care of their share of the development of the Plains country. The Eastern bankers have made good every promise made to the citizens of the Plains country.

That today, Texas Utilities Company, New Mexico Utilities Company, and Southwestern Public Service Company are owned and operated as a combined or interconnected property by the same group of individuals as a direct result of the visit of the Eastern bankers and the cooperation of the citizens of the Plains country.

That since the visit of the Eastern bankers to

the Plains country in October, 1925, the management of Texas Utilities Company has, by merger, acquisition of property as an entirety and (or) the construction of transmission lines, built up an electric utility supplying electric service to sixty-three towns in West Texas and Eastern New Mexico covering a territory equal in area to the State of Pennsylvania, with approximately one thousand miles of transmission lines in operation and (or) under construction at this time.

That Texas Utilities Company management takes pride in the fact that cooperation on the part of the citizens of the Plains country has made it possible for the company to carry out its building program in advance of the rapid growth of the territory which it serves, and at the same time make so many substantial reductions in rates.

That the advantage of the policy of Texas Utilities Company for the development of the Plains country by building transmission lines and operating interconnected power plants, is clearly reflected in both the quality of service and reasonableness of rates in all of the towns located on the lines of the interconnected plants.

## Utilities Is Part of Each Community

While Texas Utilities Company has regarded itself as an integral part of every community served by it and is proud of the productive power and the material greatness of the territory developed, nevertheless the company has at all times bottomed every investment made upon its abiding faith in the spirit of fair play and cooperation manifested by the citizens of the Plains country. Every town on the lines of Texas Utilities Company and New Mexico Utilities Company in the Plains country has recently granted a standard 50-year statutory electric franchise, and with one exception, every town in the Plains country is being supplied with electric energy to do its city pumping and street lighting and city pumping contract.

It was the spirit of fair play manifested by the people of the Plains country, and not the potential possibilities of the territory served that caused the Eastern bankers to publicly commit themselves on the occasion of their visit in 1925, to furnish all the money necessary to enable Texas Utilities Company and New Mexico Utilities Company to do their full share in the development of the territory.

## Cooperation of Press Commended

Texas Utilities Company management has always recognized and appreciated the fact that the spirit of cooperation on the part of the citizens of the Plains country was due in a large measure to the constructive leadership of the press of this section. This appreciation has been acknowledged from time to time by literature circulated throughout the country by Texas Utilities Company.

The future growth and development of the Plains country depends very largely upon the vision of the press published in the territory, and the continuation of the practical spirit of cooperation on the part of the people of the Plains country which has been the chief factor in the rapid growth and development of the entire territory served by the Texas Utilities Company during recent years.

Texas Utilities Company takes great pride in recording the fact that a market was found for the sale of all bonds and securities necessary to meet its requirements as a result of the visit of the bankers to the Plains country.

Yours truly,

**I. R. KELSO**

President, Texas Utilities Company.

# TEXAS UTILITIES COMPANY





# "HALLOW'EEN"

Halloween comes once a year.  
Our store joins you in witchtime cheer,  
For boys and girls and grown-ups too,  
Our drug store's here to serve but you,  
Try us, we'll always treat you right,  
BUT—  
Watch out for witches on Halloween night.

Let US be YOUR Druggists.

## City Drug Store

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

# Locals

Mr. and Mrs. I. H. Deff and Misses Jettie D. and Farena Isaacs of Snyder, Texas, were guests Sunday at the Howell Harbold home.

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

Come to Central School Majestic and see the Dark Dizzy Deacons. High School Auditorium, October 25, 1929, at 7:45. Admission 15c and 25c.

The play for laughter, "Go Slow Mary." Benefit Mothers' Park. Itc

Those "Emergency" tire chains are going good. Better get yours at RICE'S. Itc

### THINGS YOU SHOULD KNOW

The first A. C. electric radios used, 326 and 226 type tubes. Now the new improved radios have the new heater-type tubes that give that sweet natural tone. Majestic and Atwater Kent radios use the new type tubes throughout. Don't buy a radio that uses the old type tubes. ORR'S TAILOR SHOP. 41-1tc

Mrs. R. P. Coneway has been in Atadena, California, the past week and this at the bedside of her father, George Hitz, who has been critically ill.

Fresh supply of Rawleigh Products, prices right. North of the Methodist church. 40-2tp

Mrs. E. J. Williams informs the Brand that her son, Jake, who was operated on for appendicitis a few days ago, is improving. Mr. Williams is an old Hereford boy and is now engaged as game warden in Vernego Park, near Raton, New Mexico.

"Go Slow, Mary," is a lively farce-comedy in three acts, full of amusing situations. Itc

The worries of motoring can be avoided to a certain extent by using RICE'S Instant Tire Service. Itc

\$32.50 per acre buys fine half section, four miles out; 180 acres broken out; well, and fenced. L. BASKIN, Phone 135. 35-1tc

Joe Mitchell spent last week visiting with his son at College Station.

Mr. and Mrs. C. M. Burch of Amarillo, were here last Saturday and the first of this week. Mr. Burch owns land in the northern part of Deaf Smith county.

Fred Millard and Lee Conkili have equipped the Dameron building, recently vacated by the Texas Meat Market, for a domino parlor, starting business last Saturday.

If RICE doesn't have your tire size in stock it probably isn't this side of the factory. Itc

H. J. Kernon of Ohio was in Hereford on business Wednesday.

Mr. and Mrs. L. J. Bennett of Dawn spent Sunday with their nephew, Mr. and Mrs. E. E. Friday of Hereford.

The date for the presentation of "Go Slow Mary" Comedy, which is to be staged by the Mothers' Club has been set for November 5. Itc

Mr. and Mrs. Norton Headrick and his daughter, Dorothy of Amarillo were guests Sunday at the home of Mrs. Headrick's sister, Mrs. R. E. Kessie and family.

Mrs. R. E. Morris and daughter, Miss Pansy, and son, Jack, of Amarillo, were here Wednesday on a business mission.

Jack? Sure we have them, all sizes and prices at RICE'S. Itc

Mr. and Mrs. J. C. Cannons were in Amarillo last Wednesday on business.

H. A. Talley of Miami was in Hereford last Friday on business.

Brunswicks are famous for quality. RICE sells them. Itc

Mr. and Mrs. J. G. Stegall of Amarillo visited in the home of Mr. and Mrs. C. C. Cox over the week-end.

Mr. and Mrs. Virgil Beyer of Amarillo spent Sunday visiting their parents, Mr. and Mrs. J. F. Beyer and Mr. and Mrs. W. B. Anthony.

S. P. Rosson left overland Wednesday for Sweetwater where he is visiting his wife and little daughter.

Mr. and Mrs. Will Anthony and daughter, Mrs. Doris Fincher of Amarillo spent the week end visiting Mr. Anthony's parents, Mr. and Mrs. W. B. Anthony here.

Mrs. B. A. Parker and daughter of San Diego, California, have returned to their home after a week's visit with their daughter and sister, Mrs. R. A. Fullwood, of Hereford.

You would not buy a new car equipped with old type high pressure tires, and I don't believe you would want to buy a radio that has old type tubes. ORR'S TAILOR SHOP. 41-1tc

### Dillehays Spend Week-end With Lubbock Relatives

Supt. C. H. Dillehay and family visited homefolks and friends in Plainview and Lubbock over the week-end of last week.

### E. B. Black Sees Panhandle Exhibit at Dallas State Fair

E. B. Black, president of the Panhandle-Plains, Inc., returned on Sunday from the Dallas Fair, where he visited the exhibit of Panhandle and Plains country exhibits.

Mr. and Mrs. Wallace Lawton motored to Plainview and Hale Center last Sunday. Mrs. Lawton staying over a few days at Hale Center to visit her parents, Mr. and Mrs. W. P. Eason.

Music Study members are requested to meet promptly at 9:00 o'clock Friday night at the Methodist church to rehearse "Venizia." 41-1tc

For Sale—\$22.50 per acre buys 100 acre place, 110 acres broke out and fenced; one mile to school. See L. BASKIN, Owner. 34-1tc

L. B. Broadus, who has been working in White Deer, Texas, for some time, arrived in Hereford Wednesday to visit for some time.

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

MILK BOTTLES  
To our Patrons who do not return our milk bottles, a charge of 10c will be made.  
PRAIRIE DAIRIE,  
S. O. WILSON DAIRY.

Eveready Radio Batteries, the standard of the world. Fresh ones at RICE'S. Itc

### NOTICE

In connection with the Conoco oil and gas station, remember that I patch tires and will come to you when you need me. S. B. FELLERS Manager. Brumley Chevrolet Filling Station. 41-1tc

The public is cordially invited to attend the Progressive school box supper on Friday night, November 1. The funds collected from sales of boxes will be spent for play ground equipment. 41-2tc

Central School Majestic, October 25, 1929. High School Auditorium. Five big acts, at 7:45. Admission 15c and 25c. 40-2tc

### INVITATION

"Venizia," by Nevin, will be given to the public by the members of the local Music Study Club, next Monday night at 7:30, at the Methodist church. The public is cordially invited. 41-1tc

V. T. Downs and G. W. Brumley are in Dallas this week attending the State Fair.

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

Don't fail to see Roaming Romeo at Central School Majestic, October 25. High School Auditorium, at 7:45. Admission 15c and 25c. 40-2tc

### Try Coco Pronto. CORNER DRUG STORE. Itc

T. E. Seigler, a director of the Amarillo Tri-State Fair, will attend a directors meeting of the organization on Friday afternoon of this week.

May be you do not profess to be an electrician, but when you pull the tubes out of your new radio and find some of 326 or 226 type tubes you are going to have that awful feeling, namely that an old model radio is wrapped up in a new package. 41-1tc

Mr. and Mrs. Fred Walton attended the funeral of Mr. Walton's sister, Mrs. J. H. Smith at Plainview the first of last week.

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

There is only one way to distinguish a new model from a last year's model radio—that is by looking at the tubes.

D. D. Lanham, of Claude, Texas, purchased the W. A. Smith Phillips filling station recently. Mr. Lanham and wife arrived first of last week and he took charge of his new enterprise last Friday.

My phone number has been changed to 401-J. S. O. WILSON DAIRY. 42-2tc

Why all the fuss about the new type radio tube? The public should know that we have anything you want for your radio, any kind of batteries, aerials, wire, all makes of tubes. We have the new type tubes, also the old 326 and 226 tubes. ORR'S TAILOR SHOP. 41-1tc

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

Try Coco Pronto. CORNER DRUG STORE. Itc

### INFANT COONCE

The infant son of Mr. and Mrs. G. W. Coonce passed away last Thursday, aged one year, eight months and twenty-nine days. The funeral services were held in the Baptist church last Friday. Rev. V. M. Cloyd officiating. The remains were laid to rest in the City Cemetery.

R. M. Tankersley and family left Wednesday by motor for the Dallas State Fair.

Watch the Tiny Tumblers tumble at the Central School Majestic, High School Auditorium, October 25, 1929, at 7:45. Admission 15c and 25c. 40-2tc

### MORE STUDENTS, SAME NUMBER ON FACULTY

Lubbock.—With an enrollment this term of 2,030 students, 300 more than at this date last year Texas Technological College has exactly the same number on the faculty, it is pointed out by President Paul W. Horn. And he further states that even with this 20 per cent increase in student body the appropriation made by the State to pay salaries is \$10,000 less than last year and the amount for maintenance is \$17,000 less. Also the appropriation for the summer session is one-third less, although 1,300 students attended the last summer session.

Notwithstanding the serious situation there is a very fine spirit of co-operation and the best of feeling in evidence on all sides, President Horn further points out. The present situation, according to Business Manager Gaston, has made it necessary for the administrative and teaching forces at Texas Tech to learn a new meaning for the word "economy." Both he and the president, however, feel certain that the State of Texas will not allow the institution to be crippled or hampered in its growth.

## Adrian-Sims Notes

Geo. N. McClain was a Vega visitor Friday.

Lige Ellison and Mr. and Mrs. Herman Gray were at the Lige Ellison farm Sunday.

N. O. Phillips went to Adrian Thursday to get a new combine.

Mrs. Stone and Miss Mae McCaskey were shopping in Hereford Monday afternoon.

Messrs. George and Harold McLain were in Hereford Saturday.

Wesley and Aaron Collier were in Vega Saturday.

Mr. and Mrs. J. M. Chapman were among those who were shopping in Hereford Monday.

Adrian has a new lumber yard and grocery store. It will be known as the Panhandle Lumber Co. People here should be proud of this new addition to the town of Adrian. Mr. Wright is the manager of the store.

### 366 ASSOCIATION IS SPONSORING CARAVAN

A letter to the local Chamber of Commerce from Dr. J. S. B. Woolford, of Roswell, president of the 366 Highway Association, has announced connection with the convention of the WTCC in El Paso October 24-26, a 366 Highway Association Motorcade, "is being planned which he believes will be a wonderful opportunity to have the Texas Panhandle and Eastern New Mexico well represented at the convention and put the 366 on the map. It is desired by the Association that at least one car be sent from every community, with larger representations from larger places and it is hoped a long caravan will be formed before reaching El Paso.

It is planned to leave Roswell at 9:00 a. m., October 24. This will put them in El Paso in time for the afternoon program, entering the parade as a 366 unit.

Governor Dillon, staff and members of the New Mexico highway department will be in the party, and the Governor will lead the motorcade. A meeting of the 366 association will be held at 10 o'clock Friday morning in El Paso.

Officials of the WTCC are urging a large attendance at the 11th Annual Convention to be held in El Paso October 24-26. Hereford has fifteen members in the body and is entitled to two delegates who should be selected from the membership. The registration fee is \$2.50. Many subjects of interest to West Texas will be taken up at the convention and Hereford should be represented.

President Bourland has called a meeting of the directors for Wednesday, October 23, when he will submit his report. In the afternoon there will be a meeting of delegates for discussion of the work for another year.

A feature of the convention will be the annual "My Home Town" contest, an essay to be prepared and delivered by high school students. The Etheridge loving cup will be presented the winner again this year. Scholarships in Simmons, Texas Tech, C. I. A., T. C. U., John Tarleton, W. T. S. T. C. and a business college will be given. Rules have not been received but are expected at the Chamber of Commerce at an early date.

### MISSIONARY SOCIETY HAS SOCIAL MEETING

The Methodist Missionary Society met in a social program Wed-

nesday afternoon at the home of Mrs. A. C. Thompson, with Misses C. S. Williams, Bryant, Acker and Fox as hostesses.

A short business session was followed by the social program, part of which was an original poem, "The Gallant Knight," by Mrs. Williams. At the close one of the members wearing a "coat of many colors" came in. These bright patches were taken off and beneath them was found money enough to finish the payment for the year on the great pipe organ the society has bought for the church. Refreshments of pumpkin pie and coffee were served at the close of the program.

Right!

Pa. "Willie, name five animals that live in the North."

Willie: "Reindeer, walrus and three polar bears."—Detroit News.

It is said that a carpon travels 80 miles an hour and is the swiftest fish. We doubt, however, if it is as elusive as a cake of soap in a hot bath.—Passing Show.

### THE POLITICAL COW

Gasoline taxes have increased from an average of only 50 cents per motor vehicle in 1921 to \$13 per vehicle in 1928, according to the American Petroleum Association. It is forecast that the average may be as high as \$17 this year.

Every state now taxes gasoline, with rates ranging from two to six cents per gallon. Thirty states collect four cents or more and seven states have a five-cent levy. The interest the press of the nation has taken in the war against exorbitant gas taxes is one of the most hopeful signs for future relief. A survey of editorial comment indicates that most editors favor a reasonable gasoline tax, with revenue efficiently and honestly expended for highway building and maintenance. It is likewise the editorial belief that high gas rates, diversion of revenue

to other purposes than road work and waste and inefficiency in spending the money, should not be tolerated.

To levy a tax against such a commodity as gasoline and use the proceeds for general purposes is discriminatory legislation of the most obnoxious type. And the tendency, noted by the newspapers of many states, of wasting gas tax money in building unsuitable and

"political" highways, amounting to theft of the motorist's property. The general public must cooperate if the gas tax menace is to be effectively opposed. Already rumbles are heard from several states as law-makers plan to their boost taxes during the coming year. Gasoline is in danger of becoming a political cow, to milked whenever money is needed for some purpose or other.



One Check That Can Always Be Cashed— Is a Check On Your Expenses

Men, like machines, wear out.

These are Golden Hours for the accumulation of money to lift the load from tired shoulders in old age.

Bank on thrift and you'll check out joy.

WE INVITE YOUR ACCOUNT, LARGE OR SMALL.

Western National Bank  
"There Is No Substitute for Safety"

1901 1929

# CAMPAIGN

## OF Furniture Selling

Is still raging at our place. Never before in the history of our business have we offered such values as we are today. We are just seeing how cheap we can sell our Bedroom Suites, Dining Room Suites and Living Room Suites.

Everyone looking over our store is heard to exclaim: "Your furniture is surely very nice, indeed, and the prices are much lower than I had any idea they would be!"

WHEN YOU BUY, SHOULD YOU MISS US, WE BOTH LOSE!

Our stock of Rugs is just what you are looking for. All odd beds, springs, mattresses, dressers, etc., are selling at scaled-down prices.

Our gas ranges and gas heating stoves are going forth at special low prices.

We are unloading two carloads of new furniture this week that it will do you good to see. Our Pre-Thanksgiving low prices are now in effect. You are cordially invited to join hands with us in making the next sixty days the greatest in our history—and we'll both win!

# E. B. Black Co.

"WE ARE SATISFIED WITH SMALL PROFITS"

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

**WATCHES**  
—See the gents' and ladies' new strap watches at Kester's Jewelry Store  
The latest models in Gruens, Elgins, Illinois and other standard makes—no cheap Swiss watches handled.  
Eye Service Watch Repairing  
Hereford, Texas