

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 37.

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NEW SECRETARY CHAMBER OF COMMERCE HERE; SINGERS ORDERED PAID FULL AMOUNT

The bi-weekly luncheon of the Chamber of Commerce in Hereford Hotel Monday noon was well attended and several matters of importance were disposed of. The members present had the pleasure of seeing and hearing the new secretary, J. A. Miller, who assumed his duties Monday morning when he was introduced by President T. E. Seigler, who presided, at the beginning of the program. Mr. Miller in a few well chosen words told of his pleasure in being associated with the organization in Hereford, of the spirit of co-operation with which he had come in contact, and of the good work he had heard of Hereford everywhere he had been over the Panhandle. G. A. F. Parker introduced two guests from Friona, Mr. and Mrs. Living, who spoke of their pleasure in being present.

A treat for the members was having eight members of the Fort Worth team of the Texas League at lunch with them. Manager Jimmie Walkup being introduced and he in turn introducing each of the players there.

President Seigler announced that the next luncheon date of the Chamber of Commerce would be October 7 at the Presbyterian church.

A much-dreaded question that had been hanging fire before the Chamber of Commerce since during the summer was brought up by President Seigler with the expressed desire that the membership present dispose of it permanently. This pertained to a charge of several hundred dollars brought by the Pleasur Singing Convention against the Hereford Chamber of Commerce for the period of the convention was held here this summer. The members of the Chamber of Commerce individually and collectively felt that this debt was not owed, as did also the old board of directors as well as the recently elected new board, for delegates from the Singing Convention had stated at different occasions in luncheon meetings here that there would be no such charge, yet it was presented when the convention was over and had remained unpaid.

After considerable discussion the Chamber of Commerce Monday voted that although as stated above, every member felt that the money was not owed, rather than have the stigma of the charge remaining unpaid, the body would pay the bill and wipe it off the record. This was one of the most magnanimous gestures possible for any organization to make, and is deserving of the highest commendation. Nothing finer could have been done—just goes to show that the pride of the business people of Hereford take in their town and the serious regard they have for its good name, that no stigma of blame of any kind rest against it.

Two Cars Damaged In Collision Here Friday

D. M. Raynor had the misfortune of being bumped off the highway last Friday evening. He was going west on Second street and at the intersection of Second and Twenty-Five Mile Avenue, collided with a roadster driven by Arthur Maddox of Norwalk, California. Both cars were badly damaged but the drivers were only slightly hurt.

J. S. Garrett Buys Hillside Hatchery, Hens

J. S. Garrett bought the Hereford Hillside Hatchery and poultry flock of single comb White Leghorn pullets, consisting of nearly three hundred head, making the purchase one day last week, and now has between 700 and 800 Leghorn hens and pullets cooped and ready for winter production.

Mr. Garrett is also milking between fifteen and twenty Jersey cows and instead of selling the cream he churns it all and markets the butter along with the eggs in Amarillo. Mr. Garrett makes weekly trips to Amarillo where he markets his produce to regular customers.

Making Two Tomatoes Grow On Single Stem

G. P. Oliver of North Hereford is conceded by local people to be a big tomato grower, and makes an enormous challenge to any one to equal or raise bigger ones. Last week Mr. Oliver brought to The Brand office two enormous tomatoes on the same twig, the larger one measuring 13 3/4 inches in circumference and the smaller one 12 1/2 inches.

While Mr. Oliver doesn't claim to raise a large quantity of tomatoes as he has but a few vines in his garden, but what tomatoes he does have speak for themselves in size.

Score Board Here to Get World Series Returns

The Hereford baseball "nuts" will get to see, on an electric score board, and hear the World Series games play by play, has been definitely assured by the construction of the board and fitting it up with the necessary switches and lights. This part of the work has been going on quietly for the past two weeks that everything may be in readiness when the first game is played between Philadelphia and Chicago. Announcement of where the board will be put up will be made at a later date.

Believed Cats Won Ball Game Here Monday

While the Fort Worth Cats-Hereford Whiteface baseball game Monday may not have been a classical exhibition of the national pastime, it afforded Hereford fans plenty of fun and at the same time let them see Class A ball players in action. They were a treat, their skill and ease of playing making difficult assists seemed the most natural thing in the world. The local team went well for several innings but the pace got too fast for them and after that it was just a question of getting it over with.

C. H. Dillehay Heads Library Committee

Members of the Deaf Smith County Commissioners last Monday, C. H. Dillehay, superintendent of Hereford public schools, was appointed chairman of the advisory board of the Deaf Smith County Free Library, whose recent organization was outlined a few weeks ago in The Brand. Messrs. George Garrison and F. T. Rolosen, whose efforts were instrumental in promoting the free library, were also appointed members of this board.

This managing board will get in touch with the state librarian at Austin regarding the business of getting the library started and attend to the appointment of a suitable librarian here. The duty of the managing board will be to keep in close touch with sub-librarians to be established in rural districts, have general management of the affairs of the library and make regular reports to the County Commissioners.

Deaf Smith County has set aside \$4,000 for the establishment of the free library and the board will meet again with the commissioners Monday, October 14, for further conference regarding its work.

S. O. Wilson Takes Tenth In Contest

S. O. Wilson, dairyman and farmer living south of Hereford, was announced Tuesday night as one of the Master Dairymen of the Panhandle. He won this distinction in a contest conducted over a period of one year, and was judged the tenth best dairy farmer of the Panhandle-Plains. The announcement of the prize winners was made at a banquet given the dairymen of the Panhandle in the Herring Hotel at Amarillo.

Not Much of a Crop—A Bare Two Thousand Acres—Promises Average Yield

John Moseley claims to be the champion farmer when it comes to raising a row crop. Mr. Moseley was assisted this summer by W. I. Valentine, farmer and local cattleman. Messrs. Moseley and Valentine have in a row crop of nearly 2,000 acres, and the yield, according to Mr. Moseley, will be very heavy. The crop consists of maize, some of the heads measuring as long as thirteen inches; hegar, kafir and cane make up the remainder of the crop. The Moseley-Valentine farm lies about 30 miles northwest, where the rainfall was ample this summer to raise a bumper crop.

Blooded Stock To Be Sold Here Monday

The sale of pure blooded Hereford and Shorthorn cattle to be held next Monday, September 30, in the sales pavilion here is one of great significance to the breeders of live stock. Thirty head of Hereford and ten head of Shorthorns are included in this auction which will be a dispersal sale of the herds of J. D. Love of Endee, New Mexico, and Homer E. Bell of Hereford.

All of these animals will be registered stock. Two outstanding individuals among Mr. Love's Herefords are Hazel Mischief, with calf by side, by Moest Mischief, out of Lady Mischief, a direct descendant of the great Superior Mischief by Domino Caldo, out of Hazel Mischief.

NEW CITY HEALTH OFFICER

Dr. E. R. White was appointed city health officer by the Board of City Commissioners in session Wednesday morning of this week.

STYLE REVUE TO BE HELD OCTOBER 3

The Hereford high school glee club girls will stage a Style Revue in the high school auditorium at 8:00 o'clock Thursday night of next week, October 3, under the direction of Miss Lucile Hicks, public school music instructor. The affair promises to be a gala occasion, especially for the young ladies set off with special scenery, the characters as they appear serving as models to show the newest and finest of costumes.

The boys' glee club will help out with the musical part of the program, but the girls will do the modeling. Sprouts-Cronin, D. E. Gass, & Son, Fox Mercantile, The Fashion Shop and Vogele Millinery Parlor are assisting in the presentation of the revue.

The stage setting will resemble a scene from Broadway with its show windows in the background; some of the characters serving as models in the display windows and others being the passers-by who stroll along sight-seeing. The conversation and comment of the revue is woven into a delightful story which is intermingled with songs and music by the high school orchestra. Vendell Brooks will have the leading role part in the presentation and the music will be the latest and most popular airs.

Children's costumes as well as those of grown-ups will be modeled.

The purpose of the presentation besides the portrayal of the latest style creations will be the raising of funds to carry on the work of the high school glee clubs, furnishing music, etc. for the coming term.

DOUBLE CANTALOUFS

Peculiarities in vegetable growth are always showing up at different times. W. I. Kucker of West Hereford Wednesday morning brought into The Brand office a double cantaloupe of the Rocky Ford variety. Mr. Kucker said the melon had grown from a double blossom than formed on a single stem.

LOCAL MEN IN FIRST MONEY AT FAIR

Deaf Smith county showed the way to the rest of the Panhandle in the Jersey and Guernsey cattle at the Tri-State Fair at Amarillo this week, according to County Agent R. O. Unkle, who returned from there last night. Naturally he was full of enthusiasm.

Mr. Dunkle said there were Jersey and Guernsey breeders from South and East Texas and Louisiana who outstripped Deaf Smith County exhibits, but none of the rest of the counties of the Plains country had anything to compare with that from here. Four hundred and ten dollars in prize money will be brought home by the twenty animals shown from Deaf Smith County.

Deaf Smith County Jerseys took second prize as a county herd in a field of seven competitors, ranking above everything else in the Panhandle. Collinsworth county taking first place. In the individual Jersey exhibits, R. M. Tankersley's aged bull took third in a field of eight; J. L. Lookingbill's three-year-old cow took fourth in a class of sixteen; W. R. Scheibagen (4-H club worker) took fourth in a class of thirteen with his two-year-old heifer; Mrs. Herman Schulz took fifth in a class of twenty-two with her junior yearling heifer; Roger Brumley, 4-H club, took fourth in a class of ten with his senior yearling heifer and Kermit Wilson, also a 4-H clubber, took third in a class of twenty-two with his junior calf.

The Guerneys from Deaf Smith County were acknowledged county champions in their class without any opposition, other possible contestants saying it was useless to try to outclass them. In the words of County Agent Dunkle, "Fred Pittner and O. L. Rutherford just cleaned the slate." Pittner's winnings may be summarized as follows: Grand champion cow, senior champion cow, junior champion bull, first prize junior yearling bull, first prize junior yearling heifer, second prize senior yearling heifer, first senior calf and second and fifth junior calves. Rutherford's winnings consisted of grand champion bull, second junior yearling heifer, as well as seventh, eighth and tenth prizes in that same class.

Also Mr. Rutherford's sons, Payne and Clifton, both 4-H clubbers, won prizes with their junior yearling heifers, Payne winning third and Clifton taking fifth place.

Texas Meat Market Prepares to Move

The Texas Meat Market began installing their new quarters in the Doughty-Kirby building on the corner of Main and Third streets, their new equipment consisting of a display case and cooling and freezing room. The cooling room dimensions are eight feet wide by fourteen feet long and extending to the ceiling.

S. E. Lanford of Amarillo, representing the American Engineering Co. of Philadelphia, is here this week with his crew building and equipping the cooling system. The cooling room contains another compartment which will be used for a freezing unit where fish, oysters, poultry, etc. can be frozen, thereby kept fresh indefinitely. The cooling room will be kept at a little below freezing at about 30 degrees, allowing the meat to chill and age for several days before cutting. The new shop will be one of the most modern places of business in Northwest Texas.

Edgar Pickett to Take Part In Church Program

At the regular church services at the Baptist church Sunday morning, Edgar Pickett, son of Mr. and Mrs. W. L. Pickett, will render a few selections on a Vibra-Harp, an instrument electrically equipped and similar to a xylophone. Mr. Pickett in his program will render one of his own compositions. He is a graduate of the local high school and last year attended W. T. S. T. C. at Canyon. Mr. Pickett has exceptional talent and this year is studying music at the Amarillo College of Music and is teaching music at Claude, Texas.

J. P. Roberson Believes Terracing Will Pay Big Returns On Investment

Last spring J. P. Roberson and Rem Witherspoon each prepared a plot of land for a terracing demonstration on their farms west of Hereford near the ball park. The demonstration was conducted under the auspices of the Houston Federal Land Bank. When asked a few days ago by a Brand reporter whether it pays to terrace, Mr. Roberson replied:

"This has not been a year for a fair test of terracing to conserve moisture, but still I am making some pretty good grain on the early prepared land and I am satisfied that terracing is the right way to cultivate land where the land has considerable fall."

Mr. Witherspoon has a good crop on his terraced land.

Hereford Scores a Success Over Radio

The Hereford radio program put on over KGRS last Friday noon was pleasing in every way. The local talent that gave the selections delivered their parts in a fine way, even the announcer was so enthusiastic about telling the Panhandle what there is at Hereford that the listeners believed him to belong here.

President T. E. Seigler of the Chamber of Commerce gave a short talk about the good things of Hereford. Edgar Pickett played a piano solo. L. C. Lee of the Lee Electric Company, whose advertising of Philco radios made the program possible, made a short talk, and the most entertaining part of the half hour was the piano and vocal selections given by Miss Vera Hamilton and Mrs. Claude Longbottom, who appeared again and again to the delight of their listeners.

TULIA LOSES TO HEREFORD 44 TO 6

Tulia's football team wasn't much more than a toy for the fast stepping Whitefaces to take care of last Friday afternoon, but Hereford fans got lots of satisfaction from seeing the Class B high school champions of this district show what they had in the way of a football machine. Comment has it that the Hereford football team is better than at the beginning of the season last year. That opinion isn't based at all on the score of 44-6 that was rolled up Friday—it could just as easily have been more than twice that much if the regulars had played the whole game. The smoothness and precision of the boys in action, the snap with which the plays were executed, and the general all-around team work manifested, showed that if Hereford does not repeat its last year's triumph some of its opponents will need a lot more stuff than they had.

Hereford's back field showed up fast and strong, and the line appeared to be a mighty wall that Tulia couldn't start to do anything with. Russell and Clevin showed some exceptional pretty broken field running as was expected of them, but some new material that played but little last year, as well as others who have not come out for football before, gave the fans the confidence they needed to predict a great team this year; for one or two stars can't make a successful eleven—it takes a balanced team of good players that "stay in there and fight"—and that's what the boys looked like Friday.

The high school band played a valiant part in furnishing music along with the pep squad's yells to keep the crowd entertained, which promises much for the future games still coming this season.

Some of the youngsters and the green material were tried out by Coach McCollum Friday against Tulla. One of the touchdowns was scored by Hereford with getting substitutes playing, five of them in the first matched game they had ever been in.

TEXAS UTILITIES CO. GIVES SUBSTANTIAL REDUCTION IN ALL LIGHT AND POWER RATES

Many Visitors Here for Masonic Celebration

Among the visitors here last Thursday night at the Masonic lodge rooms were A. F. Schofield, of Brownfield, who conducted some of the degree work. J. E. Trumble, of Meadows, Albert Schofield of the Jumbo district, C. M. and A. W. Brown of Plains, New Mexico, J. F. Brown of Clovis, R. M. Johnson of Dallas, and Lon A. Hough of this city were also in attendance.

Quite a large attendance was registered. Refreshments were served at the close of the meeting.

Renfro Will House Plane In County's First Hangar

Deaf Smith county's first airplane hangar was started last week when Clyde Renfro contracted for the construction of a hangar for his private Eagle Rock plane at what is known as the Ford landing field several miles south of Hereford on Twenty-Five Mile Avenue. The structure is of two-by-fours and four-by-fours covered with corrugated iron.

The hangar is T-shaped, built so it will fit the plane, which must be backed into its building.

Texico-Farwell to Play Hereford Friday

Texico-Farwell will be on hand Friday afternoon (tomorrow) at 3:45 to find out what the Hereford football team can do to them. Texico-Farwell usually has a team that makes it pretty interesting for any bunch that bumps into them, and this game probably will be no exception. After what the Whitefaces showed they could do in last week's game against Tulia, the fans are eagerly waiting for the boys to get rounded into mid-season condition, ready for the big games yet to come.

Local Met Appointed as Airplane Salesman

Mr. and Mrs. F. Armstrong, Mr. and Mrs. J. E. Hill flew to Hereford from their homes in Wichita Falls last Monday. Mr. Armstrong is district salesman for West Texas for Eagle Rock airplanes, and established a sales agency here with C. C. Cox and Ovid Plankert. Cox and Plankert will have ten counties near Deaf Smith as their sales territory and have the agency for all models of Eagle Rock planes manufactured in Colorado Springs.

Mr. Armstrong is also president of the Wichita Falls Air Transport Company and private secretary of J. I. Staley, wealthy banker and cattleman of Wichita Falls. Mr. and Mrs. Hill, while here visited in the home of Mrs. J. D. Bourne, who is related to them.

Cooper Morgan Home Started On Thursday

Ground was broken Thursday morning of this week for the Cooper Morgan stuccoed residence on B Street in North Hereford, according to W. E. Griffin, contractor for the job. The new structure will be modern in every respect, containing all the late built-in features such as a kitchen cabinet, phone booth, medical cabinet and two linen cabinets. The finish will be in Tex-tone for the walls, wood work in two colors, and floors to be of hardwood and highly polished. The basement will be of concrete, equipped with a laundry with direct sewer connections. Mr. Morgan thought the new place would be ready for occupancy in about thirty days.

The N. M. Bartley residence in East Hereford near the nursery is rapidly being completed. The roof was completed Wednesday of this week and Mr. Bartley said that he expected to move into his new home on or about October 15.

Judge I. R. Kelso of St. Louis president of the Texas Utilities Co., and J. B. Scott of Plainview general manager of the Texas Utilities Co., met in conference with the Hereford City Commissioners and Board of Directors of the Chamber of Commerce in the latter's rooms at the City Hall Wednesday morning and made an announcement of great importance to the civic life and development of this region. This statement, briefly put, lowers the electrical consumption rate very materially, not only here, but over the whole line of cities and communities reached by the Texas Utilities Co. lines. The rate applies especially to the residences and homes to be served, but is far sweeping in its scope that it does not raise the price of electrical consumption in any way.

In a brief way, the reduction as applied to homes is as follows: The first 25 kilowatts is reduced from 13 cents to 11 cents per kilowatt; the next 25 are reduced from 12 cents to 8 cents, and all over 50 kilowatts are reduced from 6 cents to 3 cents, making the cost of electrical current in the home so cheap as to be almost negligible. This rate applies to lights, heat and power, and may come from the same meter, as the rate is the same in all cases. There is also a substantial reduction in the price of electrical current to commercial institutions and business houses.

Judge Kelso in announcing this radical reduction for all the region serviced by the Texas Utilities Co., said he was not trying to make a high revenue from the amount of electrical current they were now supplying the homes of the Plains country, but he would rather supply more current at a lesser rate to more homes for the same money, and that he was very proud to see this country developing so rapidly and to feel that his company had a part in the work.

Mayor E. S. Ireland responded to Judge Kelso's announcement by saying for Hereford that the city is indeed fortunate to have electrical service by a company whose co-operation was practical in the growth of the region, and that the company and Hereford were fortunate to have a man of Judge Kelso's far sighted ability associated with them.

BOX SUPPER AT DAWN TOMORROW EVENING

A box supper is scheduled for Friday night of this week at the Dawn school house. The boxes will be auctioned to the highest bidder, Col. Ray Barber officiating. The proceeds will be spent on play ground equipment. The Hereford high school band will be on hand to render a short program. The public is cordially invited to attend.

Signs Say "No Parking" But There's Exceptions

The "No Parking" signs along the curbing on Fifth Street by the Baptist church do not mean to prohibit parking along that whole side of the church, according to J. N. Messenger, who is diligently trying to put out a beautiful lawn for the church. The "no parking" signs, both in front and to the side of the property, apply only to the curbing where the words are painted, and any one is welcome to park at any other place along the curbing.

Full Car of Butter Sent to Market by Creamery

The Farmers Creamery Association keeps up its good work of turning Deaf Smith cream into dollars for the farmers of Hereford's trade territory. A big advantage of the carload of Cream O' Plains butter being shipped to the Chicago market today is that it is a full car of 20,000 pounds, according to acting manager, G. W. Lawton. Prices in Chicago are reported a little better this week, and the volume being received by the Farmers Creamery is holding up well, despite keen competition among the buyers here.

The Hereford Brand

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COUNTY, TEXAS

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Editor and Manager

TELEPHONE 30

NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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Zone 1, six months \$1.00
Outside Zone 1, per year \$2.50
Outside Zone 1, six months \$1.50
Outside Zone 1, three months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

CHRISTMAS SEAL SALES EXPECTED TO BE HIGH

Over 500 miles of Tuberculosis Christmas Seals are being distributed throughout Texas by the Texas Public Health Association in preparation for their annual seal sale which starts Thanksgiving Day. Approximately 100 chairmen are being appointed.

Each seal is seven-eighths of an inch wide and one inch long and 22,000,000 have been allotted to Texas. If placed end to end they would reach from Houston, thru Austin, Dallas and Denison. The seal this year has a background of blue on which a bell ringer tugging at a bell, the double-barreled cross in red and the words, Health Greetings 1929 complete the design.

For the past 15 years the Texas Public Health Association, a volunteer health organization, thru its affiliated local agencies, has sold Tuberculosis Christmas Seals and with the funds thus obtained, has carried on a state-wide campaign against tuberculosis and other preventable diseases.

The work consists of teaching health habits to school children, physical examination, lectures to all ages and races, literature, exhibits, clinics and tuberculosis surveys. Ninety-five per cent of the total amount of money raised has been used in Texas, and has been a great help to the official agencies engaged in promoting public health in the state.

PASTURAGE IMPROVES COWS' PRODUCTION

Floresville—Dairymen in Wilson county who failed to provide sufficient planted pasturage for their cows have complained that their cows failed in milk flow in late summer. J. L. Donahoe's cows were failing, too, but he turned them into a patch of peas and then milk production increased to gallons a day.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

37th Dividend

THE REGULAR quarterly dividend of \$1.75 per share on Preferred Stock will be paid on Tuesday, October 1, 1929, to stockholders of record at the close of business on Friday, September 20, 1929.

R. A. Nicholson, Treasurer.
SOUTHWESTERN BELL TELEPHONE COMPANY

They Are Now

Living at Home

College Station—Farm families in Southeast Texas are progressing rapidly toward the living-at-home ideal, to judge by the results of a recent home demonstration club contest in which it was revealed that 96 per cent of the 205 members in the 18 competing clubs grew gardens last year. An average of 22 varieties of vegetables were grown per garden, according to Miss Gertrude Bloodgett, district agent in charge. Each family reported 35 varieties of small and tree fruits planted during the year for a total of 6004 small fruit and 1312 tree fruits.

An average of 175 quarts of fruits and vegetables was canned per family and 563 pounds of home grown meat cured. Stored vegetables were not included in the report and of these there were many.

More than half the 13,782 hens in home poultry flocks were standard bred, which is a substantial increase over last year. Each family kept an average of 67 hens. Eighty per cent of these families reported an adequate supply of milk of one quart per person per day.

In home improvement work 119 living rooms, 58 dining rooms, 56 kitchens and 75 bedrooms were improved by refinishing walls and floors and refinishing and adding furniture. A total of 263 hand made braided rugs were made by the women for their homes. Reports showed that 72 houses were screened and 38 painted, and that 123 farmsteads were beautified.

Or Was It a Jew?
Ever hear of the Scotchman who bought a car and then married a girl because she had gas on her stomach?

For 9 Years Gas Ruined Her Sleep

"Due to stomach gas I was restless and nervous for 9 years. Adlerika has helped me so that now I eat and sleep good."—Mrs. E. Touchstone.

Just ONE spoonful of Adlerika relieves gas and that bloated feeling so that you can eat and sleep well. Acts on BOTH upper and lower bowel and removes old waste matter you never thought was there. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Clark Drug Store.

(Advertisement)



A popular priced Gruen \$12.50

For your boy in school

A watch that is so proud to show to his friends and classmates. A watch that you will be proud for him to wear. Come in and see our showing of Gruen pocket watches, priced from \$7.50.

Kester's JEWELRY STORE
Diamonds
Watch Repairing
Eye Service



SENATOR TO SPEAK AT MEETING OF W. T. C. C.

Shamrock—At a conference here late last week between Andy Bourland, president-manager of the W. T. C. C., and Grady Shipp, his assistant, and members of the local committee, final arrangements were made for the Panhandle District convention of the WTCC to be held here Thursday, October 3.

A constructive program has been arranged for the day, of which Senator C. C. Small, of Wellington, will be the principal speaker. His topic will cover the "Small Land Bill," which is of vital importance to the Panhandle. Other speakers of equal importance include Andy Bourland and Victor Grima of the T. A. T., of Fort Worth, who will talk of modern aviation.

Three bands will be in attendance at the convention, Wellington, McLean and Shamrock. A papade will be held in the morning and just prior to the opening of the morning business session there will be a massed band concert. At noon there will be an old fashioned West Texas barbecue with all the trimmings, and another band concert. The barbecue will be served by the Junior Chamber of Commerce.

Yo Yo News Item.
The state asylum at Austin has set aside a yo yo ward. It is located next to the ukele department.

Well Fed Hens

Pay Dividends

College Station—It pays to feed hens during the summer months, according to the records of 204 poultry demonstration flocks, reported by county and home demonstration agents to the Extension Service. Eggs were produced by some 30,000 hens in these flocks for 12 cents per dozen feed cost during June and July. The average number of eggs laid each month per hen was about 14, and the profit per hen above feed cost was a little more than 22 cents each of those months.

"The real gain will come this fall and winter, however, for the well fed hens will then be producing when eggs are high in price, where as hens poorly fed last summer will probably defer their laying until spring," E. N. Holmgren, extension poultry specialist explains.

Another point brought out in the demonstration records is the fact that the production per hen was lower in flocks of less than 100 birds and the mortality higher. The feed cost per dozen eggs was about the same but this is attributed to the fact that the laying hens in the larger flocks were charged with the feed bills of a large number of growing stock.

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Look from the canyon of commerce of any great city; observe the millions of comfortable homes of the nation. Credit made all this possible and is the basis of progress and prosperity. Credit, sustained by the greatest system of financial strength in the world, has made your home, your business, your future, your credit, your life, your happiness, your success, your peace of mind, your life, your happiness, your success, your peace of mind, your life, your happiness, your success, your peace of mind.

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In Hereford 24 Years.
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M SYSTEM
"Saves for the Nation"

The most exacting customers are proud to recommend the "M" SYSTEM. There is a reason and you can best learn why, by taking a trip through the turn-stiles to economy.

- Specials for Friday and Saturday**
- ORANGES, per dozen, nice size 17c
 - SOAP, Almond Oil, 3 bars 21c
 - PORK & BEANS, Wapco, 3 2-lb cans 25c
 - CATSUP, Van Camp's, 14 oz bottle 21c
 - MACARONI or Spaghetti, Q brand, 4 for 25c
 - HONEY, per lb, square comb 22c
 - WHEATIES, per package 11c
 - APPLES, Gallon 42c
 - LARD, Compound, Swift's Jewell, 8 lb \$1.09
 - COCOANUT, 8 oz pkg 19c

609 POLK ST. AMARILLO

SPECIAL \$3.95
Blankets
Wool mixed, extra large double size, plaids and stripes, our regular \$5.48 values

EXTRA 48c
Ribbon trimmed House Shoes
All Colors
A good 75c value

READ 59c
Silk Hose
Double silk foot, Pie of tops, 200 needle, all shades. Our 85c VALUES

SAVE 29c
Silk Ankle Sox,
All colors, a good 50c Value

EVERYTHING NEW BUT THE NAME
ADAMS DRY GOODS CO.
New Offering, New Low Prices On Their Complete New Stock FALL MERCHANDISE.

NEW ARRIVALS—LOVELY FALL DRESSES
Surprising values, hundreds to select from, every dress is of latest Eastern style.
\$7.50 Value \$12.75 Value \$16.50 Value
\$5.89 \$9.85 \$12.75

WOMEN'S NEW FALL FOOTWEAR
Complete new stock, latest fall styles in straps, pumps, ties and Oxfords, all sizes, latest trims.
\$5.00 Value \$6.00 Value \$7.50 Value
\$3.85 \$4.95 \$5.85

CHARMING NEW FALL COATS
No left overs, all new, beautiful fur trimmed and the plains in new fall shades and cloths
\$17.50 Value \$22.50 Value \$27.50 Value
\$11.85 \$16.85 \$19.75

NEWEST FALL MILLINERY
In new Fall shapes and trims, chic new felts, so reasonably priced, Three special groups.
Regular Values Up to \$7.50
\$1.98 \$2.98 \$3.98

Eiffel Silk Hose \$1
New fall shades, silk toe to tip, in chiffon and service weight. The Pair, \$1.00

Rayon Bloomers \$1.19
Heavy gauge, reinforced seams, wanted shades—our \$1.50 value Special, \$1.19

ALWAYS THE LOWEST PRICES IN AMARILLO

It's Here— It's New!
The Season's Sensation

ATWATER KENT SCREEN-GRID RADIO

Startling the World With Its New Circuit
Enormous Power! Needle Point Selectivity!

Now In Beautiful Consoles

A new circuit — Screen-Grid — tested and proven to be the greatest performer of the age. Enormous new power—greater distance, pure, clear tone over the entire sound range without distortion; needlepoint selectivity that actually separates stations without interference and the most amazing fact of all —no hum or mechanical noises can be heard to mar your program, you must see it—hear it to fully realize its wonderful performance.

Console Model 655 \$164
A most sensational value—this Atwater Kent Screen-Grid Console of beautiful rich walnut with contrasting panels. Illuminated dial board and artistic grills add to its appearance of exclusiveness. A five-ply baffle board gives the Electro-Dynamic Speaker a fullness of tone, clear pure and without exaggeration. You will be amazed at the unusual value of this model. COMPLETE

See Them Today— Hear One in Your Home Tonight

Orr's Tailor Shop
Phone 16
Free Demonstration Without Obligation

\$100,000. TO LOAN
Right now on Hereford residences and apartments. Low rate of interest, repaid monthly like rent.
"We Inspect All Securities Ourselves."
No Waiting—No Red Tape
RALPH BARNETT

Ray Barber, Auctioneer
Superior Sales Service
Phone 241 Hereford, Texas



Announcing
EXCLUSIVE AGENCY

Nunnally's
THE CANDY OF THE SOUTH

Candies
FOR EVERYONE

Corner Drug Store
Tynes & Humble

We have just received our first shipment of these famous candies and invite you to come in and see our display of them. NUNNALLY'S CANDIES come in all sizes, in packages appropriate to different seasons, and suitable to individual tastes—for sweet-hearts, little brothers, sisters, mothers, or even Dad himself! You will be delighted with NUNNALLY'S. Phone 105.

Progressive News

Andy Cockrell visited Wilona Blagg Saturday night.
Mr. and Mrs. L. W. Winters of Plainview spent the week-end in the Childress home.
Virginia Bowman took supper Sunday evening with Mr. and Mrs. Luther Ramsey.
Arnold Hershey took Mr. and Mrs. Horace Hershey to Lubbock Friday night. Mr. Hershey will attend college there, this being his senior year.
Misses Gusta and Lois Samuelson went home over the week-end to visit their brother, Otto, who has been seriously ill. They found him much improved.
Ethel Webb stayed Monday night with Glennis Cockrell.
Mrs. Hershey entertained the ladies of the neighborhood at an all day's quilting last Tuesday. The ladies quilted two quilts and had a good time visiting. The following ladies were present: Mmes. Caldwell, Reeves, McKinzie, Neal, Higgins, Wagner, Webb, Ratcliff, Ricketts, McBrayer, Baker, Horace Hershey, Howard Hershey and Clayton.
Mrs. Cockrell called on Mrs. Green Tuesday afternoon.
Lucile Parks who has been ill with scarlet fever, is almost well again.

FRONT PAGE NEWS



There is a new method of electric cleaning and promoting home sanitation... a method made possible through the Premier Complete Electric Cleaning Unit.

Now Premier offers you a big cleaner for rugs and carpets... a remarkable polisher-waxer accessory... and a separate stail cleaner called the Spic-Span, instead of old-fashioned attachments.



The Spic-Span weighs but four pounds. It is supplied with a deodorizer and blower for repelling moths, banishing odors, etc. Cleans and purifies mattresses, furniture and car upholstery, clothes, stairways, everything!

The Premier Floor Polisher waxes and polishes all types of floor surfaces easily and quickly.

Premier Junior with Spic-Span \$48.50
Premier Duplex with Spic-Span \$73.50

Free demonstration at our store or in your own home.

Texas Utilities Company

Progressive school now has an enrollment of forty-four pupils.
Miss Beulah McKinzie of Amarillo spent the week-end at her home here.
Mr. Webb and family spent Sunday with Mr. Blagg in Hereford.
Mrs. Morgan and Miss Olive Perkins visited Mrs. Brooks Tuesday afternoon.
Mrs. Ricketts spent several days last week with her daughter, Mrs. Arch Daugherty.
Horace Blagg and Weldon Gregory visited G. W. Cockrell Sunday.
Miss Edith Childree of Amarillo visited her parents Sunday.
Mr. Webb and family visited the Fair at Amarillo Monday and called on their brother-in-law, Mr. White who is ill.
Mr. Cockrell and family attended the Amarillo Fair Saturday.
Farmers are busy finishing wheat sowing and cutting feed.

Here and There

Singing was well attended last Sunday night.
Owen Andrews is riding in a new car these days.
Dick Pare of Happy was a Sunday visitor at the Bell home.
Mr. and Mrs. Earl Springer and Mr. and Mrs. A. T. Jones were Carlsbad Cavern visitors during the week-end.
Marion and Chunkie Bell entertained their Sunday school class Sunday when twenty were present.
Mr. and Mrs. Guy Ham and daughters were Amarillo Fair visitors Wednesday.
J. L. Tice of Grant's Pass, Oregon, is visiting his mother, Mrs. Mary Tice, and brother, C. E. Tice this week.
Mr. and Mrs. Harry returned recently from an extended trip in East Texas and Arkansas. They are well satisfied with this country since returning.
Mr. and Mrs. J. B. Harlen, Mr. and Mrs. Joe Andrews and Mr. and Mrs. Lester Sparkman were Sunday visitors at the C. E. Tice home.
Mrs. Leo Williams and Mrs. Campbell called on Mrs. Gillispie Monday afternoon.



Permanent Waving, Eyebrow Arch, Facials, Manicuring—Every Beauty Shop Feature Required.

Phone 16 for Appointment
Orr's Beauty Shoppe

MILKWAY
To Health and Happiness
By The Brindle Boss



FILLS THE BILL!
"At lunch time, just a few minutes to get a bite to eat and then back to work again. Prairie Dairie milk fills the bill exactly. A tall glass, brimming full. It's a meal in itself, and you'll go back to your job refreshed and satisfied, says The Brindle Boss."
Prairie Dairie
Milk Is Good—Good for You
Phone 1K

First Christian Church.

REV. J. W. BOULTINGHOUSE.
Sunday school 9:45, preaching 11:00. Christian Endeavor 7:30. We will have no services Sunday evening. Pastor has accepted an invitation to deliver an address in a neighboring town.
Definite plans were made last week by Revs. Boultinghouse and Schurman, pastor of the West Amarillo Christian Church, for an exchange meeting. Rev. Boultinghouse is to begin a meeting in Amarillo November 3 and preach through the month. During this time Rev. Schurman will supply the pulpit at Hereford during the morning hours each Sunday. Rev. Schurman will come to Hereford next March for the meeting here.

IMPORTANT WHEAT SOWING FACTORS

Following are a few of the more important factors entering into the successful raising of a wheat crop next year, as prepared by H. M. Bainer, director of the Southwestern Wheat Improvement Association:
Seed—Good pure seed may be considered as the first insurance policy on next year's crop. The best seed obtainable is none too good.
Variety—Old standard varieties, like Turkey, should not be discarded for newer varieties unless several years trial proves them better.
Smut—Smut takes its toll in yield, quality and price. There is no excuse for it as proper seed treatment is an absolute preventative.
Rye Mixture—Rye mixed with wheat lowers the grade and price and makes an unsatisfactory combination for grain, flour or bread. This loss can be overcome by sowing rye-free seed on rye-free soil.

Weed Seed—Dockage in wheat is largely weed seed. The careful buyer of seed is sure that it does not contain any dangerous weed seed, like bindweed, asgilops, thistle or Johnson grass.

Fanning Mill—The scoop shovel method of selecting seed wheat, without grading or fanning it, is responsible for a loss or one to several bushels per acre.

Seed Per Acre—A well prepared seed bed requires less seed than one poorly prepared. Early sowing requires less than late sowing and sections of limited rainfall requires less than humid sections.

Sowing Date—For best results it is advisable to spread the sowing date over two to four weeks, sowing say one-fourth of the acreage early, one-fourth late and one-half in between.

Early Preparation—There is no single factor that will increase the wheat yield more than early discing, plowing or listing. July preparation insures several bushels more wheat per acre than later work.

Rotation—Continuous cropping of wheat not only decreases the yield but increases the risks and damages by insects, plant diseases and weeds. Crop rotation is the remedy.

CROP REPORT SHOWS GINNING UNDER 1928

The Department of Commerce, through the Bureau of the Census, announces the preliminary report of cotton ginned in Texas Prior to September 1. This report shows that 810,300 bales were ginned in the state at that time, compared with 842,563 bales at the same time in 1928. Nucess leads all other Texas counties, having a grand total of 76,745 bales.

Correct
Murphy: "Do your shoes hurt?"
Grant: "No, but by feet do."

Father Copies Son's Methods

Colorado.—The method of feeding hogs in 4-H club work used by George Draper of Lone Star, Mitchell county, proved to be such a success that his father is now feeding two hogs ground threshed maize and tankage in a self feeder. They gained 44 and 57 pounds each in the first 30 days on the feed and at the end of 3 months weighed 104 and 109 pounds each. The boy's pig weighed 296 pounds at six months of age, but Mr. Draper expects his pigs to beat that record a little.

Ain't It So?
Miss: "Do fairy tales always begin with 'Once upon a time?'"
Mrs.: "I don't think so. They sometimes begin with 'My love, I have been detained at the office again tonight.'"

Real Religion.

Mrs. Skunk and her four little skunks were basking in the sun when a big hound dog made his appearance. Mrs. Skunk jumped to her feet and chided out, "Children, our time has come! Let's go spray."

FOR QUICK JOB SERVICE SEE THE BRAND

WILL YOUR STOCK BE PROTECTED THIS WINTER ?

Your livestock will come through the cold weather in better condition with less feed if they are sufficiently protected during stormy weather. This is especially true of young animals whose early growth determines in a large measure their value to you when they get grown. Shelter for your stock doesn't cost much, but the returns from it are manyfold.

Let Us Tell You More About It.

ROCKWELL BROS. & COMPANY
Lumbermen
Here Since 1898.
Phone Four—The Lumber Number..

KEYS
FOR ALL AUTOMOTIVE LOCKS

We make keys that will fit any transmission, switch, door or tire lock for your car. A new machine that we have recently installed does the work.

Willard Service Station
Phone 284.

PURINA CHOWS

—No doubt, there is a profit in chickens and cows if handled and fed right. Are you getting that profit that rightly belongs to you?

—First of all, cows and chickens must be fed right and the PURINA route is the right feed. It comes in check-board sacks and it is a sure-enough balanced ration. We have some valuable information that will help you.

Ask the Man Who Feeds Purina.

We Deliver Promptly.

Jones & McLean
Phone 1

SEE THE NEW

CASE

CULTIVATOR TRACTOR

This Tractor Is Being Shown Here for the First Time In This Territory.

Let Us Show You Its Many Advantages Over the Ordinary Cultivator.

C. A. SKELTON

Social and Society

CLARA NANCE BIBLE CLASS ENTERTAINED

Mrs. A. H. Streu delightfully entertained the Clara Nance Bible Class of the First Christian Church at her home on Thursday afternoon in honor of Mr. Streu's mother, who was here visiting from Kewaunee, Wisconsin. The house was tastefully decorated with fall flowers, and after several rounds of fun, delicious salad and wafers were served to Meses. Cocheil, Cornet, Corbett, Cloyd, Kibbe, Speer, Wilson, Purcell, Lowther, Henslee, Lee, Streu, Chas. Streu and Anna Tallman, of Electra. Mrs. Streu was ably assisted by her sister, Mrs. Henslee.

RELATIVES VISIT HOMER HENSLEE HOME

Ernest Henslee and wife, of Beaumont, and Mrs. Smith of Dallas, Mrs. Bailey, of Caneto, Oklahoma, were visitors in the Homer Henslee home Thursday. Mr. Henslee was greatly surprised to see his brother, whom he had not seen for 29 years, and also his sister, whom he had not seen in a great many years. The party left Saturday morning for the Carlsbad Cavern.

ANNA CONKLIN HAS BIRTHDAY PARTY

Mrs. Clarence Conklin gave a party honoring the ninth birthday of her little daughter, Anna, one day recently to which was invited fifteen little friends, as follows: Edna Hoffman, Anna Marie Kuper, Sarah McFallen, Marjorie Caldwell, Veronica Koeizer, Mary Virginia Eberlee, Anna, June, Ida Mae, Mary, LeRoy and Thomas Conklin, Francis, Beizer, Frances Cardinal, Carl Henshield. Games were played and later lunch was served, which consisted of angel food cake and cream. Miss Anna received many nice presents from her friends, all of whom had a good time. The party was from four to five o'clock, September 20.

HOME MAKERS CLUB HAVE CLASS MEETING

With no fear of stormy skies, members of the Home Makers class of the Baptist Sunday school motored to the home of Miss Odie Matthews, two miles north of the city for a class meeting. After a short business session, in which new officers for the coming year were elected, a social hour was enjoyed. Each member was requested to tell the results of their Polly Anna game and new names were drawn for the next month. Following this, the hostess, assisted by her mother, served delightful refreshments of ice cream and angel food cake. Mr. Speegle was allowed the honor of carving two huge watermelons.

Those enjoying the genial hospitality of Miss Matthews and her parents were Mrs. Will Alexander and guest, Miss Bray of White Deer; Mrs. E. Speegle, Mrs. Hal Harpole, Mrs. Cockraham, Mrs. Ed Cox, Mrs. R. E. McCollough, Mrs. John Renfro, Mrs. W. J. Matthews and Mrs. Edgar Mosely.

ANNUAL CHURCH BANQUET

The Annual Banquet of the First Christian Church was given Friday evening by ladies of the church. More than 175 members and guests were present. The tables were well arranged and decorated in autumn flowers. The menu consisted of fried chicken, candied yams, sliced tomatoes, buttered green beans, salad, apple pie and coffee. Rev. Boutinghouse had charge of the program which was enjoyed by every one. The program rendered: Vocal solo, Mrs. Ruby Faye Ansley; annual report, E. E. Ramsey; reading, Mrs. H. D. Reed; piano duet, Mrs. Harry Seed Mrs.

C. H. Dyar; address, Rev. Schurman, of West Amarillo Christian church; quartet, F. M. Kester, C. D. Shaw, Roy Onstead, J. L. Sharman, and the presentation of the budget by W. E. Dameron.

MISSIONARY SOCIETY ENTERTAINS HUSBANDS

Tuesday evening members of the Methodist Missionary Society entertained their husbands at the church with a dinner. Tables were well arranged and decorated. There were 50 or 60 present and the menu consisted of fried chicken, candied yams, English peas, mashed potatoes, sliced tomatoes, fruit salad, coffee, ice cream, cake.

Mrs. D. W. Harwins had charge of the program. She stated that no fixed program had been arranged and that she expected the men to furnish their own entertainment. She called on Mr. Dillehay to repeat the alphabet backward, which he did. At Mrs. Hawkins' request Mr. Acker showed an easter way. Mr. Beyer sang one verse of his favorite song. Rev. Bowen repeated some of his proposals, made before his last and successful one. He responded by saying he could not repeat what had never happened, and that all he knew were about the many that had been made to him. Mr. Rice and several others were called on, all responding. Mr. Hawkins conducted memory drill and a number were asked to repeat a verse or poem. There were some five responses to the request. In closing the program, Mrs. Hawkins asked Mr. Parker to offer some prophecy regarding ladies' dresses 25 years hence. Mr. Parker began by saying it was a mighty little subject and indications were it would be smaller 25 years from now. In this connection, he referred to his and Mr. Blacks trip to New York a few years ago and related some of their experiences, much to the amusement of all present. Games were then played.

Before leaving a new club was formed. Some of the members are Messrs. and Meses. Coneway, Bowen, Brooks, Beyer, Mrs. Acker, Mr. Black, Mr. Spratt, Mrs. Stanford, Mr. Ricketts and others.

EPWORTH LEAGUE PARTY

Mrs. E. B. Bowen delightfully entertained members of the Methodist Epworth League Thursday with a party, when a number of games were played and delicious refreshments of ice cream and cake were served at a late hour to Misses Mary Ellen Parker, Mary Iney Hough, Allene Cox, Maurine Spradley, Beasy and Crawford, Ursalee Fridley; Messrs. Raymond Hawkins, Elbert Bowen and Rev. and Mrs. E. B. Bowen.

LOOK!

—Have your radiator repaired before cold weather sets in. We are equipped for the most tedious job.

Radiator, Mechanical and Electrical Work Our Specialty.

Boazman and Lindsey GARAGE

With W. A. Smith Filling Station.

Locals

John B. Davis of Summerfield, was in Hereford on business last Saturday.

I buy my Drugs at CLARK'S.

Mohawk Rugs at JONES FURNITURE CO., Phone 111. Itc

Mr. and Mrs. Wirt Phillips and Noah Ewton left Tuesday morning for Temple, Texas.

See and hear the Style Revue. October 3, 8:00 o'clock, high school auditorium. Itc

Mr. and Mrs. H. C. Gettys and daughter, Mary Alice of Clovis, were visitors with Hereford friends Saturday afternoon. Mr. Gettys is owner of the Clovis Floral Company.

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

J. R. Hull, city editor of the News-Journal at Clovis, was a visitor for a short while at the Brand office as he was on his way to the Amarillo Tri-State Fair Monday.

CARD OF THANKS

We wish to thank our friends for all kindness shown us at the death of our father and grandfather.

Wirt Phillips and Family. Chas. Phillips. Mr. and Mrs. Dick Whitesides.

A riot of color, chorus and costume at the Style Revue. Itc

CORRECTION
The Brand is glad to make corrections of two of the names of students who have gone away from Hereford to college this term, as they appeared in last week's issue. Miss Dorothy Blalock, daughter of Mrs. Horace Sullins, will attend the N. T. S. T. O., at Denton, and Miss Lillamae Smith, daughter of Mr. and Mrs. George W. Smith, will also be a student there.

August Euler of near Summerfield was an appreciated Brand office caller Saturday afternoon, and among other things talked about Mr. Euler said he was glad to receive the paper on time each week as it gave them plenty of time to read and study the ads before coming to town trading on Saturdays. Constructive comment of that kind is useful to both the Brand and to the merchants who use advertising space to tell the readers about what they have to sell. The Brand appreciates knowing whether or not it is accomplishing what it endeavors to do.

Laundry Queen washer, equipped with gas engine or electricity. JONES FURNITURE CO., Phone 111. Itc

C. T. Kibbe
Chiropractor
Buckner-Lambert Building
LADY ATTENDANT
Hours 10 to 12, 1 to 6.
Phones
Office, 207
Residence, 9018F4

Friday - Saturday Cash Specials

- Tender, Sweet Corn, per can ----- 11c
- Post Toasties ----- 11c
- Gallon Apricots ----- 69c
- Four lb Raisins ----- 32c
- Kuner's Kraut, medium, three cans ---- 25c
- Van Camp's Hominy, No. 2 cans, 3 for --- 25c
- Pickles, sour, Mountain brand ----- 27c
- Morris' Purity Compound gal. ----- \$1.11
- Spuds, 10 pounds ----- 32c

VERNON FLOUR AT COST.

Carl's Cash and Grocery
Carry Phone 324

FOOD spotlessly clean... HERE

Is where Madam Housewife will find pure, wholesome food priced in the most attractive manner. Seeing is believing; come in and shop—and SAVE.

We meet any and all kind of competition and specials.

JUST IN

A complete line of men's work clothes—everything to clothe a man from a cap to shoes.

Shoes and boots in the popular Endicott-Johnson brand, at a big saving.

Come in and let me prove this statement.

WARREN'S CASH STORE
Phone 75

Messrs. Miles Roberson, Cliff Hicks and Lee Lambert reached home last Friday from Amarillo, where they served the greater part of last week on the Federal grand jury.

Mrs. C. Runtun and daughter, Pearl, left Monday morning for Amarillo, where they will visit relatives. Later Mrs. Runtun and daughter expect to visit relatives in Oklahoma City.

Messrs. R. C. Patterson and C. C. Beasley of Amarillo and representing the J. S. Bent Dry Ice Corporation, were here last Friday conferring with B. H. Blood and other Hereford business men.

Womack's Specials

FOR FRIDAY AND SATURDAY

- COFFEE, Wamba, 3 lb can ----- \$1.38
- POTATOES, extra good, 10 lbs ----- \$.35
- SALAD DRESSING, Premier, 11 oz jar ----- \$.36
- SPREAD, Dainty Meat, two for ----- \$.25
- WHEATIES, Whole Wheat Flakes, package ----- \$.11
- CRACKERS, Salad Wafers, 2 lbs ----- \$.33

Special For Friday and Saturday

25 DOZEN \$1.00 AND \$1.95

Wash Dresses

at 69c Each

—An extra lucky buy enables us to sell these dresses at this unusually low price. A manufacturer was going out of business and wired us a price on dresses which we promptly accepted and now we are offering the ladies in our community the advantage of our bargain—the prettiest house dresses we have ever shown.

—Exceptionally well made are these "Princess Peggy" and "Sunshine Girl" dresses of fast color prints. They are attractive styles and at this bargain price you can afford a half dozen and always have a fresh dress. Sizes 13-52.

No Try-ons—No Approvals
No Refunds.

Sprolws-Cronin & Co.

We Will Be Represented In the Style Revue, October Third!



Look like a

Million Dollars

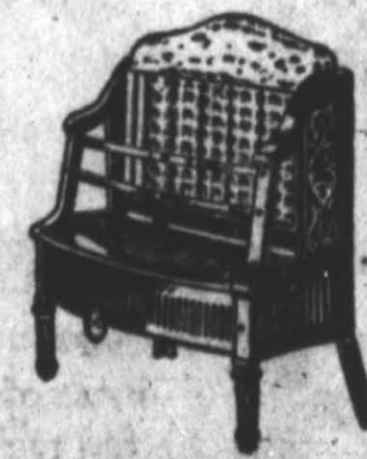
Cost but

\$5 and \$6



We can satisfy the most exacting taste with Enna Jettick as they are carried in a big variety of modish patterns. A Style to Fit Every Eye.

REZNOR GAS HEATERS



... The charm and comfort of an open fire, for which there is no substitute, are yours with a Reznor ... But in addition the decorative value of these authentically designed heaters makes them essential to the fireplace of the well appointed home ... Just as you select fine furniture you may choose a Reznor that will harmonize with and add to the beauty of your home ... You will be amply repaid if you will permit your dealer to show you Reznor heaters and to quote you the surprisingly moderate prices ...

STREU HARDWARE COMPANY

Announcement

—I have purchased the interest of the Texas Filling Station, on East Third Street, from Charles Gatlin, and am ready to serve the public with

—all Texas Company products

OIL, GAS, CAR GREASING, TUBE PATCHING

FIRESTONE TIRES AND TUBES ARE THE BEST

N. J. LENOX

Ford Doings

The Community Welfare Club will hold its regular social meeting at Ford Friday night, September 27. An interesting program is planned and refreshments of coffee, hot chocolate, cake and sandwiches will be served.

We were glad to see a larger number out for Sunday school than usual last Sunday afternoon, and hope everyone will continue coming.

Singing was well attended Sunday night and greatly enjoyed by all those present.

Rev. Mr. Hornbeak preached his regular monthly sermon at Ford last Sunday.

Dr. and Mrs. Fly and daughters, Elizabeth and Mildred, of Amarillo, were visitors at Ford last Sunday.

Mr and Mrs. J. S. Garrett and children, Nancy Ann and Billy,

attended a singing convention at Happy Sunday.

Filding Johnson of Lubbock made a business trip to this community over the week-end. He spent Saturday night at the Floyd Benson home and ate Sunday dinner at the Mann home, returning to Lubbock Monday.

Cecil Rainer spent Saturday night with Joe Garrett.

James Garrett spent Saturday night with Clyde Mann.

Mr. and Mrs. Harold ate Sunday dinner with Mr and Mrs. O. D. Frazier.

Clyde Mann and James Garrett, at dinner at the Edward Simpson home Sunday.

John Remple and family were Amarillo visitors Sunday.

F. W. Brunson and family ate Sunday dinner with D. B. Mann and family.

F. W. Brunson, Jr., visited Mr. and Mrs. Height Sunday.

Joe Garrett ate supper at the

Mann home Sunday night.

Visitors at the J. S. Garrett home Sunday night were Clyde Mann, Floyd and Thomas Simpson.

Waldo Kilever visited at the Hardy Benson home Sunday evening.

Mrs. Byrle avis' mother from Oklahoma was here last week. She took Mrs. Davis' little daughter home with her to enter school in Oklahoma.

Summerfield

Most of the farmers of this territory are now busy drilling wheat.

J. A. Noland and family are moving into their new house in town and will remain here until the new home is completed on the T. A. Osborn place, which Mr. Noland has rented for several years.

A number of our citizens have and will visit the Fair at Amarillo this week.

J. L. Lookingbill and son Harry are in Amarillo with one of their fine Jersey cows, which is on exhibit at the Fair.

Mrs. L. B. Lookingbill and brother, Mack Noland, and Miss Thelma Humphries went to Floydada over last week-end to visit relatives.

Ray Johnson and Lee Curry were in Dimmitt Monday where they were called for jury service.

Walter Huntley and Lewis Jay were Amarillo visitors Tuesday on a business trip and to see the Tri-State Fair.

Word from Mrs. Lester Suttle who has been very ill says she is slowly improving, but no so rapidly as her friends desire.

Misses Opal and Loraine Hays have been enjoying a visit with a cousin from Nashville, Tenn.

Mrs. A. J. Blakemore and family visited a daughter, Mrs. G. E. Mills, at Amarillo over the last week-end.

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

160th Dividend

THE REGULAR quarterly dividend of \$2.25 per share will be paid on October 15, 1929, to stockholders of record at the close of business on September 30, 1929.

H. Blair-Smith, Treasurer.
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

Whistle.

"I want some hot peppered butt corn—I mean not buttered hop corn—that is—corn hotted pot horn. I mean—oh, hell, give me some peanuts."

No more anxiety. No more danger. No more doubt. Use FLY-TOX, then you may sure your garments will retain their original beauty and perfections—free from ravages of moths. FLY-TOX kills moths, eggs, larvae. Spray thoroughly blankets, carpets, rugs, clothing, furs and woollens. INSIST ON FLY-TOX. FLY-TOX is the scientific insecticide developed at Mellon Institute of Industrial Research by Rex Research Fellowship. Simple instructions on each bottle for killing ALL household insects. FLY-TOX is safe, stainless. Has perfume-like fragrance. Every bottle guaranteed.—Adv.

NOTICE IN PROBATE

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 twenty-one days before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year in said Deaf Smith County, a copy of the following notice:

THE STATE OF TEXAS. To all persons interested in the estate of Christian H. Ehlers, deceased; be it known that John Ehlers, of the County of Seward, State of Nebraska, has filed an application in the County Court of Deaf Smith County, on the 6th day of September, 1929, for the probate of the last will and testament of Christian H. Ehlers, who departed this life on the 18th day of November, 1928, in Seward County, Nebraska; that a duly certified copy of said will probated in Nebraska be entered in the probate records of this county as provided by law, and that Letters Testamentary issue to John Ehlers, which said application will be heard by said court on the 7th day of October, 1929, at the Court House of said county, in Hereford, at which

time all persons who are interested in said estate are required to appear and answer said application, should they desire to do so.

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

showing how you have executed the same.

Witness my hand and official seal, at Hereford, Texas, this 6th day of September, 1929.
(SEAL) L. H. FOSTER,
Clerk, County Court, Deaf Smith County, Texas. 35-37c

Winter Is Approaching

and you will, no doubt, need your car Repaired

See us before you place your job.

All work appreciated and done just like you want it.

Cox & Huckert

\$1.35 value for 97c

One pint Acme Quality Great Lakes Spar Varnish and Brush

Here's a real paint bargain. A quality product through and through. A real Set-In-Rubber Brush. You should take advantage of it promptly.

Acme Quality Great Lakes Spar Varnish has a wide range of uses—both inside and outside the home. Outdoors it affords real protection against wind, sun, rain and all weathers. Indoors it protects against the wear of shuffling feet and other conditions. Spreads easily, economically and smoothly. Dries quickly. Looks and wears well.

A. C. THOMPSON
LUMBER STORE

THE HOUSE OF COLOR

OFFER GOOD FOR 10 DAYS ONLY



NOW THE GASOLINE OF CONTROLLED VOLATILITY ADDS ETHYL



Today in ONE gasoline you can get ALL the famous Phillips 66 advantages—year-round easy starting, quick acceleration, power and mileage—plus the feature of "no-knock". Ethyl is a no-knock compound placed in gasoline—a few drops to a gallon. But don't overlook this: the quality of an Ethyl gasoline depends upon the qualities of the original gasoline to which it is added. Make sure the station pump says Phillips 66 Ethyl. Dispensed from sealed tanks to protect you against substitution.

THE LAST WORD IN GASOLINE

Phill-up with **Phillips 66**

WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP

Schley Avenue and Fourth Street Second and Miles
T. E. Major, Local Agent

Dispersal at Auction REGISTERED CATTLE

30 Head Registered Herefords 30
10 Head Registered Shorthorns 10

Hereford Sales Pavilion
Hereford, Texas

Monday, September 30

SALE BEGINS PROMPTLY AT 1:30 P. M.

J. D. Love, of Endee, New Mexico, breeder of registered Herefords and Homer E. Bell of Hereford, Texas, breeder of registered Shorthorns, dispersing entire herds at auction.

30—HEAD REGISTERED CALVES, HEIFERS, BULLS—30

Mr. Farmer and Hereford Breeder: I am offering a class of Hereford cattle in this sale I believe will meet with your approval. These cattle are good ages, nicely bred, good individuals; low set, deep bodied, good heads and horns and early maturing type. I have been very fortunate in securing Anxiety 4th herd bulls of outstanding quality to head this truly good herd for several years. These females are sired by such bulls as Domino Caldo, bred by C. O. Keiser. Domino Caldo is an Anxiety 4th bull, being very deep-bodied, having plenty of bone and size, and has stamped his likeness in this herd. I am including a son of Domino Caldo in this sale, which will have no trouble in finding a home with some particular Hereford breeder. This offering of Hereford cattle consists of cows, calves, heifers and bulls.

TERMS—A note, due 12 months from date of sale, with interest at 10 per cent, with approved security, will be accepted; or 5 per cent discount will be allowed for cash.

J. D. LOVE, Owner.

Mr. Love also has a five-section ranch, mostly lease, for sale at private treaty.

10—HEAD REGISTERED SHORTHORNS, MILKING STRAIN—10

Mr. Farmer and Stockman: The time has come and the farmer operating his farm as a diversified plan, realizes the necessity of pure bred live stock. The Shorthorn cow has proved herself to be the most profitable cow for the farmer to own. A dual-purpose cow, with great milking qualities, combined with real beef type, Shorthorn cattle are noted for their size, constitution and being profitable cattle for farmers to own. These cows and heifers are all registered, outstanding individuals, and bred by the well known breeder of Shorthorn cattle, Mr. C. V. Poteet, of Hinton, Oklahoma. This offering consists of two registered bulls, eleven and twelve months old, with plenty of size and quality, real promising herd bull prospects. Eight head of registered females, reds and roans, ages one to three years. High-class individuals. Their blood traces back to the famous Scotch breeding which is very valuable to the Shorthorn fraternity. I feel safe in saying that any farmer or stockman wanting to improve his farming operations will have the opportunity to do so when he purchases a Shorthorn cow.

A GOOD MILK COW IS A SAFE INVESTMENT!

TERMS: CASH.

HOMER E. BELL, Owner.

RAY BARBER, AUCTIONEER, Hereford.



HIGH POWERED CARS PROVIDED FOR CHICAGO POLICE TO CRUSH CRIME.

Seventeen Chicago policemen went to Detroit by plane and then brought back as many new squad Lincoln automobiles which will be equipped with radio sets, gongs, sirens and shot gun racks. They are painted a bright orange color with the word "police" prominently shown on the top and sides.

These cars are part of the drive sponsored by the Chicago Police Department to combat crime so that Chicago will be more attractive to visitors coming to the World's Fair in 1933. Photo shows the new police squad cars as they arrived from Detroit driven by policemen.

Locals

D. L. McDonald shipped seven head of fine Hereford whiteface cattle to the Tri-State Fair at Amarillo last Saturday morning. Three bull calves and one yearling bull and one calf and two yearling heifers made up the exhibit from this county. Dave McDonald will be in charge of the herd while at the Fair.

E. C. Eubanks is spending his vacation in Los Angeles, and is expected home some time the latter part of this week.

Mrs. S. M. Ginn left Saturday morning for her home in Pampa. Mrs. Ginn has been visiting in the home of her daughter and family, Mrs. H. O. Dorris.

Come! Box Supper, Westway school, Friday, October 4. 37-2c

Philco screen-grid radios are being installed complete for \$129.50, with a small down payment and balance in easy terms. Itc

Mr. and Mrs. Otto Ott and Lester Schumacher and Miss Marcelle Seipp, all of Glen Haven, Wisconsin, arrived here the first of the week to visit in the home of Mr. Ott's brother and mother, Ira Ott and Mrs. Mary Ott.

Chevrolet owners, we have a very neat and cheap second spare tire carrier. At RICE'S. Itc

Mr. and Mrs. J. N. Massey of Watertown, Tennessee, reached here last Saturday morning and are visiting in the home of Mr. and Mrs. R. H. Womack. Messrs. Massey and Womack are old friends they having made their homes together for a number of years in Tennessee.

E. E. Cole, representing the Swisher County Produce Co., was here Tuesday evening transacting business. Mr. Cole stated that a representative of his company will make weekly trips to Hereford. He is a car-lot buyer and shipper.

J. T. Patterson and Henry Snyder made a business trip to Tucumcari, New Mexico, Tuesday.

Philco screen-grid radios are being installed complete for \$129.50, with a small down payment and balance in easy terms. Itc

J. L. Lookingbill and R. O. Dunkle reached home Wednesday afternoon from Amarillo where they attended the Fair.

DEAD SHOT

For All Skin Diseases
Such as Eczema, Wetter, 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.

Miss Lucy Reed reached home one day the latter part of last week from a visit with friends and relatives in Birmingham, Alabama.

Come! Box Supper, Westway school, Friday, October 4. 37-2c

Baptismal services will follow the regular evening church services according to Rev. V. M. Cloyd, pastor of the local Baptist church.

Again we say it: try RICE'S Instant Tire Service. Of course you'll like it. Itc

Mrs. S. F. Hamlin and son, Jack Hamlin, left Tuesday for an extended visit with relatives and friends in Los Angeles, California.

Come! Box Supper, Westway school, Friday, October 4. 37-2c

James R. Robinson and family were in Amarillo Tuesday attending the Tri-State Fair.

You get an electro-dynamic speaker with the Philco radio. Itc

Westway will have a Box Supper Friday, October 4th, benefit of school. Come! 37-2c

Hereford citizens who attend the Tri-State Fair at Amarillo Saturday will hear the home-town band furnish music that afternoon.

Ray Barber will be called to Mason, Texas, on the 10th of October to officiate in the auction sale of 125 head of registered Hereford cattle.



Men's Half Soles... \$1.25
Ladies' Half Sole... \$1.00

Jack's Shoe Shop

Westway will have a Box Supper Friday, October 4th, benefit of school. Come! 37-2c

You get an electro-dynamic speaker with the Philco radio. Itc

Mr. and Mrs. E. W. Scovell returned Monday from a visit and vacation spent with home folks in Independence, Missouri. They expressed themselves as being glad to be back on the job again at the West Texas Gas Company office, but that they surely did enjoy their vacation.

Westway will have a Box Supper Friday, October 4th, benefit of school. Come! 37-2c

Mr. and Mrs. Herbert Divens are again residents of Hereford. During the summer they were transferred by the West Texas Gas Co. to Silverton, but have this week returned to work again in Hereford.

A small down payment and easy installments lets you own the Philco, the finest in radio. Itc

Mr. and Mrs. R. F. Hincey of Amarillo were Clovis visitors on Tuesday. Mr. Hincey who is vice president and general manager of the West Texas Gas Co., said that Hereford is considered by the company as one of their best places of business, and rates very high in comparison with others. Mr. Hincey's visit was prompted by the recent decision to extend the gas service in Hereford across Tierra Blanco creek that those living on the south side might have the use of gas. The line will extend as far south as the H. C. Bowsher farm.

E. E. Fridley attended the Fair at Amarillo Wednesday.

Mr. and Mrs. F. M. Kester and Mr. and Mrs. N. E. Gass took a sight seeing tour of the country to the west last Sunday. Their route took them to Vega, west to Tucumcari, south to Melrose and east through Clovis back toward home.

A small down payment and easy installments lets you own the Philco, the finest in radio. Itc

INSTALLS GAS ENGINE IN THE COMMUNITY MILLS

J. L. Rogers, proprietor of the community Mills, has installed a natural gas-burning engine in his mill with which he is well pleased.

Too Late to Classify

FOR TRADE—Improved section in Hale county for unimproved land. Another improved section in Swisher county for unimproved land. Write owner, J. L. GUEST, Plainview, Texas. 37-2tp

FOR SALE—Large coal burning heating stove. D. R. GASS & SON. 37-tfc

TRADE—Have a 12 foot McCormick header to trade for a broadcast blinder. GEO. W. SMITH, Phone 9025-F2, Post Office Box 697. 37-tfc

WANTED—To trade a Duroc sow and a Jersey yearling heifer for White Leghorn pullets or young hens. GEO. W. SMITH, Phone 9025-F2, P. O. Box 697. 37-tfc

P. M. PHILLIPS DIES

P. M. Phillips father of Wirt Phillips of this city, passed away last Wednesday night, September 18, at the home of his son, Charles Phillips, in Castro county. The remains were shipped to his former home in Celina, Texas, where they were laid to rest beside his wife, who passed away about 18 months ago.

Mr. Phillips' family consisted of four daughters, Mmes. Will Martin, Sherman, Lon Wester, J. B. Shields and Lann Woods, Celina; four sons, Frank Phillips, Topeka, Kansas; Charles Phillips, Castro county; Mart Phillips, Dallas, and Wirt Phillips of this city.

HAND HURT IN MACHINERY

J. H. Daniel narrowly escaped a very painful accident last Thursday when his left hand came in contact with a cog wheel on a mattress renovating machine he was operating. Mr. Daniel is carrying his left arm in a sling this week but happily only lost the end of the second finger.

Greasing Service

FAST AND EFFICIENT

and that good

PHILLIPS 66 GASOLINE

WEST & SNYDER
Phillips Service Station

DELCO-LIGHT
D. L. WATER SYSTEMS
FRIGIDAIRE

WE SELL 'EM AND SERVICE 'EM!

B. B. PARMER

Hereford, Texas

Office Phone 340.

Residence 399-J

MERIT Milk Maker
DAIRY FEED



PUTS EXTRA
MILK IN THE PAIL

The dairyman's cows are his livelihood. He cannot be too careful in the selection of feed-stuffs. Any feed is only as good as the ingredients of which it is composed. In MERIT MILK MAKER DAIRY FEED the dairyman is assured of a guaranteed formula—a formula designed to produce more milk with every ingredient essential to good health contained in it.

WEST TEXAS FEED &
SEED COMPANY

NEW GARAGE ESTABLISHED

A new repair garage has been recently established in the Clark building on South Miles Avenue, along with the W. A. Smith Filling Station, by Messrs. J. J. Lindsey and F. A. Bozman. The new garage is equipped to do all kinds of garage repair work. Mr. Bozman will do the mechanical work. He and his family formerly lived in Lubbock.

CLAUD RICHERSON CALLED TO BEDSIDE OF MOTHER

Claud Richerson, manager of the C. E. Stone Co. store in Hereford, together with his brother, W. W. Richerson of Lubbock, who is district manager for the same company, left here Tuesday night in response to a message announcing

the critical injury of their mother in an automobile accident at Sayre, Oklahoma, Monday. A message from them Wednesday to Hereford

friends announce that she is resting better than was expected, although her condition was yet very serious.

SEE THE SPECTACLE OF THE AGES! HEAR

SUNDAY MATINEE AND MONDAY NIGHT

DOLORES COSTELLO, with George O'Brian

Noah Beery and Louise Fazenda in a

Vitaphone Talking Picture

'NOAH'S ARK'

Also a two reel all-talking comedy

Prices 25c and 50c

CASTRO THEATRE

At Dimmitt "The home of the Vitaphone"

Volunteer Wheat Killed

MADE EASY, AND QUICKLY DONE WITH A WIDE

21 Foot Disc Harrow

That Will Cover 150 Acres or More
Wheat Land In 24 Hours!

See this machine at my place of business on East Third Street.

M. D. WOMBLE

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

GRAPES, Tokays, pound 10c

COFFEE, Schilling's, 2 lb can \$1.02

BLACKBERRIES, gallon 54c

CRACKERS, 2 lb Saltine 31c

PECANS, fresh stock, shelled, 8 oz pkg 44

MINCE MEAT, White Swan, fresh stock 10c

OATS, Mother's China 31c

SARDINES, American, 5 cans 25c

CHIPSO, large package 22c

TENDER AND TASTY

A choice selection of high grade fresh and cured meats.

Texas Meat Market

Phone

353

Billie and Jim

By A. J. Duntap



We called them the loafers, old Billie and Jim.
 All day on their bench till the sun went down
 They'd talk of the past in a lazy way
 And of things that occurred in the Old Home Town.
 Old Jim had an arm that was shot away
 And Billie had eyes that could scarcely see
 For Jim was at Shiloh and Gettysburg
 And Billy had marched with the boys to the sea
 The old bench is empty, they left me now
 And stands all alone as the sun goes down.
 But still in my fancy they're sitting there—
 The heroes unsung of the Old Home Town.

Cassels-Owen

Malcolm Cassels and Miss Jewell Owen were quietly married at the Baptist parsonage by Rev. V. M. Cloyd Wednesday morning, September 25. The young couple are favorites among the younger set in Hereford, the bride being the charming daughter of Mr. and Mrs. Gleaves Owen of Summerfield, and the groom is the fine son of G. W. Cassels of Hereford.

They will make their home in the Cassels residence in West Hereford. The Brand joins their many friends in extending to them best wishes for a long, happy married life.

SANTA FE MAIN LINE PASSENGERS THROUGH HERE

Washouts on the main passenger line of the Santa Fe in Northern New Mexico forced their crack through passenger trains to detour over the Belen Cutoff Monday and Tuesday, and as a consequence the line through Hereford was exceedingly busy those two days.

ATTEND PRESBYTERY.

Rev. J. A. Hornbeak, J. H. Olson and Rev. E. P. Gieser attended the meeting of the Amarillo Presbytery last Thursday. This is the largest meeting in the history of the organization and was characterized by dispatch in the transaction of matters of business, illuminating discussions of problems and programs, and delightful Christian fellowship.

Adrian-Sims Notes

Wesley Collier was in Vega Friday.

Mr. and Mrs. Lige Ellison returned Wednesday from Crosbyton, Glenn remaining there to attend school.

Mrs. Phillips visited Friday with Mrs. Chapman.

Mr. and Mrs. Ferguson and children left Sunday for Hall county to spend the winter.

Josabel Rice visited over the week end with Elizabeth Chapman.

Mr. and Mrs. J. M. Chapman gave a party Saturday evening at their home for the young people of the community. Various games were indulged in and at a late hour refreshments of ice cream and cake were served.

Mrs. Herman Heath and son, Ralph, of San Jose, California, arrived here the first of the week and are visiting in the home of relatives, Mr. and Mrs. W. E. Neal and Claude Ricketts.

FARM SALES

Two public farm sales are slated to take place October 3 and 4, with Col. Ray Barber to do the selling.

Thursday, October 3, Mrs. J. P. Hutson will sell for cash her entire farming equipment and live stock. The location is nine miles north and one mile east of Nazareth and will begin in the morning at 10:30. The following day J. W. Irwin will sell at public auction all of his live stock and farming implements. The sale begins in the morning at 10:00 o'clock.

He Made 'Em Like It.

A gentleman was in the bath room taking a bath and had hung his white robe over the door. Two would-be jokers slipped in and painted the head of a mule on it. After the bath was finished, the owner of the robe sized it up for a minute, then asked: "Which one of your boys wiped your face on my robe?"

It's a popular thing for women. The popular permanent wave; Now it's up to some struggling inventor To get out a permanent shave.

Club Boy Gets Big Corn Crop

Rusk.—Morris Mayfield, Cherokee county club boy, has gathered 52 bushels of corn from his club acre. It was fertilized with 200 pounds of 10-4-2 fertilizer and was side-dressed with 100 pounds nitrate of soda. The seed used is said to have had much to do with the big yield. It is described as Johnson county white dent corn, bought from a club boy for \$5.00 per bushel. Mr. Mayfield says this is the best money yet spent on his farm for farming operations.

You Can Save a Lot of Time and Disappointment by Going First to

Bentley's Cigar & News Stand

ALL MAGAZINES AND NEWS PAPERS

Third Street.



BETTER HURRY!

Store your winter's coal as early as you can, and buy it at its lowest price.

We handle Alamo Colorado Coal—nut and lump—clean, long-burning, no soot.

West Texas Feed & Seed Company

We Kleen Klose Kleen

We Press, Clean, Yes, Dye for You!

Phone

160

Ladies Fine Fabrics Our Specialty. We Call for and Deliver Promptly.

Carroll & Corbett Cleaners

At Beene and Shaw Barber Shop.

CASH SPECIALS FRIDAY AND SATURDAY

| | | |
|---------------|---------------------------------------|-----|
| OATS | White Swan, quick cooking, large pkg. | 22c |
| Mince Meat | White Swan, New pack, 2 pkgs. | 21c |
| TAMALES | Rat-tiff's 2 cans | 29c |
| Peanut Butter | White Swan 16 oz tumbler | 28c |
| Pumpkin | Del Monte 2 1/2 Can | 14c |
| WHEATIES | The good new Breakfast food, per pkg. | 11c |
| CORN | White Swan, No. 2 can, 2 cans | 29c |
| SOUP | Campbell's Tomato 3 cans | 25c |
| PEACHES | Sun Maid, 2 1/2 can, Heavy Syrup | 25c |

Bakers Cash Grocery

MONT E. BAKER,

9c TO 99c

Bargains

For One Week Only, September 28 to October 5th

We are making an announcement this week of tremendous importance to the housewives and home owners of Hereford trade territory, in this our 9 cent to 99 cent Bargain Festival. These are items of utility for almost every conceivable use around the home—and the prices are ridiculously low. You must come in and

see this splendid offering. Remember, it lasts but one week, September 28th to October 5th, and you must take advantage of it during that time. Think of buying an aluminum percolator for 69c or a brass wash board for 59c! There are items and items that we haven't time to tell you about here, nor space.

See Our Big Two-Color Poster for List of Bargains!

Kerr-Anthony Hardware Company

Arney News Items

Several Arney people attended the Castro County Fair at Dimmitt Friday and Saturday.

Miss Charline Sprawls, our primary teacher, spent the week-end at her home in Tulla.

Mr. and Mrs. Randal of Gainesville are here looking after their farm where they are improving the place and plan to move here soon.

Several young people attended a show at Happy Wednesday night. Messrs. Roqua and Patton were in Dimmitt Thursday.

Mr. and Mrs. Randal spent the

week end with Mr. and Mrs. G. A. Wilson and family.

Dick Pair called in the Bratcher home Saturday.

Several from here attended the Tulla Fair Thursday.

Miss Flossie Fortner returned to her work in Amarillo Tuesday.

Miss Rachel Burks who is attending school at Happy, spent the week end at home.

Lee Edmondson and family of Amarillo, and Mr. and Mrs. Ray Cole spent Sunday in the Charlie Cox home.

Mrs. Mabel Bailey who was badly burned several days ago is getting along nicely. Her sister, Miss Opal Hutson, is staying with her.

Mrs. Fincher Smith left a few

days ago for Childress to visit a few days.

The windmill at the school house has been put in running order.

Mr. and Mrs. Wallis of Cache, Oklahoma, have moved to the Hill place and we are glad to welcome these people into our community.

Farmers are busy sowing wheat and cutting feed.

School is progressing nicely, with two new pupils Monday.

Arney was well represented at the Swisher county singing convention which met at Happy.

Argus Nix and family of Shamrock have been visiting her brother, Marion Davis and family.

Mrs. Clifford Franklin and daughter, Lois Clovenia, visited Mrs.

Near a Breakdown Texas Woman Was

"Recently I spent fifty-four dollars in a clinic getting X-rayed for what I was told, was chronic gall bladder and intestinal trouble, but I am now convinced that Sargon was all I needed. If I had known what a wonderful treatment it was I could have saved lots of money and suffering."

"About two years ago I began to decline into a general weak and run-down condition that steadily grew worse. My stomach was upset and I had awful pains in my back, in the region of my kidneys and gall bladder. My appetite was poor and it seemed I couldn't eat anything without pain afterwards. I lost strength and energy and was very much discouraged.

"Before I had finished the first bottle of Sargon I had a splendid appetite and could eat what I wanted without any discomfort. The pains in my back began to ease up and now they have gone entirely. Sargon Soft Mass Pills stimulated my liver and relieved my constipation. I just can't find words to express my gratitude for this marvelous treatment."

Mrs. Ollie Henry, 4806 Maple Ave., Dallas.

Clark's Drug Store, Agents.

J. E. Boyd Wednesday.

Chas. Cox has returned from a trip to New Mexico.

Ward News Notes

The Willing Workers Club met Wednesday, September 18, with Mrs. R. J. Kibbe as hostess. The afternoon was spent in quilting. The president, Mrs. Bob Higgins, gave a short talk on Constitution Day. As the quilt was finished delicious refreshments of cantaloupe a la mode and fancy tea cakes were served to the following members: Mmes. Bob Higgins, Jack Hutson, John Hutson, J. H. Copeland, Arlie Dean, Jim Higgins, Jim Lipscomb, Fred Saultzman, G. M. Suggs, R. J. Kibbe, Wiley Roberson, Bob Herbold and four visitors, Mmes. Moon, Wilson, Clyde Kibbe and Strum.

The next meeting will be with Mrs. Suggs October 2.

Mr. and Mrs. D. O. Williams left Saturday for Wichita, Kansas, to be gone a few days attending to business.

Mrs. Sonny Ledbetter of Vega took dinner in the home of her parents, Mr. and Mrs. Jack Hutson, Saturday.

Mrs. Charlie Vernon and little daughter, Imogene, left Saturday for Sayre, Oklahoma, for a week's visit with her parents.

Mrs. Strum spent Friday afternoon with Mrs. Saultzman.

Mr. and Mrs. W. V. Gerheart and son, Charlie, of Lamesa, Texas, Mr. and Mrs. C. H. Thurmond and daughter, Barbara, and Merritt Davis all of Los Angeles, California, spent the latter part of last week in the home of Mr. and Mrs. Wiley Roberson. They left Saturday morning for a ten days visit with other relatives in Wichita, Kansas.

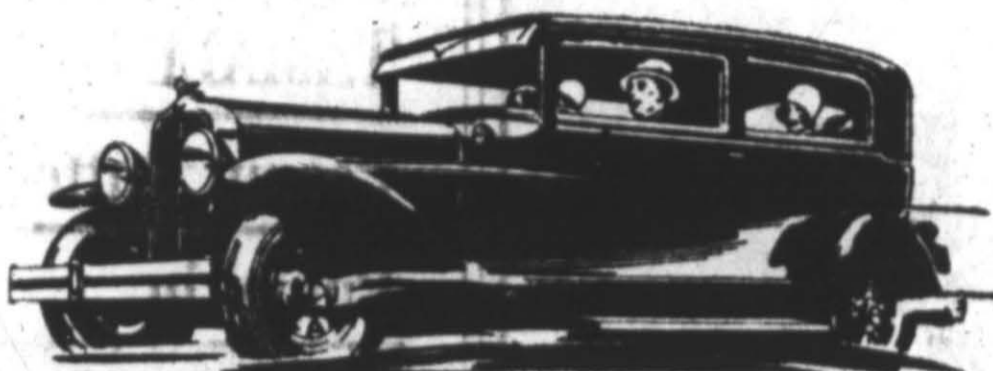
Miss Hughes and Miss Garrett were guests for Sunday dinner in the home of Mr. and Mrs. Fred Saultzman.

Floyd Harrison took Sunday dinner with Beauford Hutson.

George Suggs took dinner Sunday with Mrs. and Mrs. Jim Lipscomb.

Outperforming all other low-priced sixes at lower cost than ever

During 1928, a large public utilities corporation operated 996 automobiles of 33 different makes. And according to its own accurately recorded cost figures, its Pontiacs cost one cent less per mile to operate than any other low-priced six in the field at that time. Yet even that great record of economy is being surpassed by the Pontiac Big Six because of a number of refinements and advancements which this latest Pontiac includes.



PONTIAC BIG SIX at \$745

PRODUCT OF GENERAL MOTORS

- FASTER
- SMOOTHER
- MORE POWERFUL
- SAFER
- MORE RELIABLE
- LONGER-LIVED

J. & B. Pontiac, Mich. Five-Passenger 2-Door Sedan Body by Fisher

The Pontiac Big Six is available today in a variety of the season's most popular shades of Dues. When you come to see it bring your present car for our liberal appraisal. Let us show you how easily you can own and enjoy a new Pontiac Big Six!

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. Delivered Pontiacs include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

Pontiac Big Six, \$745 to \$895, f. o. b. Pontiac, Mich., plus delivery charge. Bumpers, spring covers and Lowley shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate.

DIXON MOTOR COMPANY Hereford, Texas.

NOW LET YOUR Gasoline help pay for your Oil



HOW? ... Simply by making sure you get Conoco Gasoline—extra miles at no extra cost!

You'll have to stop and fill her up just a little less often. Perhaps the difference in cost isn't very noticeable at first—but it mounts up rapidly as the weeks roll by!

"Extra miles" and real driving economy have made

Conoco Gasoline the unquestioned leader in all territory where it has been previously sold. Now this gasoline is extending its popularity across the continent.

Look for the new Conoco sign in your own neighborhood and wherever you stop for gasoline on the road. Get more mileage for your gasoline dollar!



THE GREATER CONTINENTAL OIL COMPANY

CONOCO GASOLINE

packed with extra miles...

LOOK FOR THE SIGN OF THE RED TRIANGLE

MONEY TALKS BY YOUR CASH



I am human and appear at my best in your home where I do my bit to help in the battle of life. To learn my golden secrets of thrift come with me to E. B. Black's, says Your Cash.

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

Frigidaire offers greater beauty, enclosed mechanical parts, low operating cost, low prices

"Cold Control" for quicker freezing of ice cubes and desserts



Frigidaire renders a service that cannot be duplicated by any other electric refrigerator or type of refrigeration. It has the famous Frigidaire "Cold Control." It is beautiful, simple, practical. It is extra powerful, and incredibly quiet with all mechanical parts completely enclosed... out of sight and out of the way. Ask about our liberal monthly terms. Come in... today.

Let us help you win in big \$25,000 contest. Write a letter on food preservation and win a model home, a Cadillac car or one of many other valuable awards now being offered by the National Food Preservation Council. Get complete information here today.

50° is the safety point for perishable foods

B. B. PARMER, Dealer HEREFORD, TEXAS

PUBLIC FARM

SALE

Thursday, October 3

SALE BEGINS AT 10:30 A. M.

I will sell at public auction my entire farming equipment, located at my farm nine miles north and one mile east of Nazareth, or one mile south and one mile east of Arney, the following described:

- 11—HEAD HORSES—11
- 3—Gray horses.
 - 1—Black saddle pony.
 - 1—Brown mare.
 - 1—Brown horse.
 - 1—Sorrel mare.
- These horses have plenty of size and are well broke.
- 3—Bay mares.

FARM MACHINERY

- 1—Grain wagon.
- 1—Bundle wagon.
- 1—Three-section harrow.
- 1—Two-row go-devil.
- 1—Three-disc Emerson plow.
- 1—Breaking plow.
- 1—McCormick row binder.
- 1—P. and O. one-row lister.
- 1—Turning plow.
- 1—Double shovel plow.
- 1—Walking lister.
- 1—Single stock.
- 1—Disc harrow, six foot.
- 1—Buckeye grain drill.

HOGS

- 3—Brood sows.
- 1—Gilt.
- 6—Pigs.

HARNESS

- 4—Sets of good harness, collars, bridles and lines.

- 30—HEAD CATTLE—30
- Cows, consisting of Jerseys and mixed Herefords. Several are extra good milk cows.
- 1—Hereford bull, pure bred, non-registered.
 - 4—Two-year-old heifers.
 - 1—Two-year-old steer.
 - 12—Calves.

HOUSEHOLD GOODS

- 2—Beds and mattresses.
- 1—Dresser.
- 1—Refrigerator.
- 1—Kitchen safe.
- 1—Kitchen table.
- 1—Kitchen cabinet.
- 1—Dining table.
- 1—New oil cook stove.
- 1—Folding bed.
- 2—Rocking chairs.
- 1—Coal heater.
- 1—Stand table.
- 1—Big iron pot.
- 1—Tool chest.
- 1—Wash stand.

CHICKENS

- 20—Head of Rhode Island hens.
- 12—Head guineas.
- 1—Peacock.

There will be lots of very useful articles included in this sale entirely too numerous to mention.

Lunch will be served by the ladies of Arney.

EVERYTHING WILL BE SOLD FOR CASH.

Mrs. J. P. Hutson, Owner

RAY BARBER AUCTIONEER HEREFORD

Cash Specials FOR Friday and Saturday

| | | | |
|--------------------------|-----|-------------------------------|-----|
| ORANGES, per dozen | 23c | CRACKERS, Saltine, two lb box | 33c |
| SUGAR, Ten Pounds | 59c | MACARONI, four packages | 25c |
| CAKES, one package | 21c | WHEATIES, two packages | 22c |
| PEACHES, gallon can | 50c | PICKLES, quart jar, each | 27c |
| BLACKBERRIES, gallon can | 55c | MARSHMALLOWS, one package | 27c |

Hereford Wholesale Grocery Company
L. W. CARLYLE

Locals

Mrs. Anna Curi left Monday morning for her home in Kansas City. Mrs. Curi owns a farm west of Hereford and was here trying to dispose of her land holdings.

Mrs. Jack Lester and little son, Jack Edward, spent the week-end here visiting her parents, Mr. and Mrs. W. B. Dameron, and other relatives.

Mr. and Mrs. E. B. McLellan of Amarillo who will move in a short while to Friona, were trading in Hereford Tuesday. They made arrangements while here to have Col. Ray Barber to sell their beautiful suburban home in North Amarillo at public auction Monday, October 7th, before they will move to Friona.

Bed Springs, Mattresses and beds. JONES FURNITURE CO., Phone 111. 1tc

Mr. and Mrs. J. S. Sprowls of Cheyenne, Oklahoma, were visitors in the J. T. Crobin home the first of the week. They were accompanied by their two children.

Style Revue, high school auditorium, October 3. Admission 10c and 25c. 1tc

Mr. and Mrs. Frank Follist and family of Amarillo were visitors in the A. H. Streu home Sunday. Mrs. Follist is Mrs. Streu's sister.

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-tfc

Mr. and Mrs. J. F. Ward and Mrs. H. H. Hawkins reached home overland Tuesday afternoon from a trip to Temple. Mr. Ward stated that on their return trip they visited many Texas cities and all came home much improved in health.

I buy my Drugs at CLARK'S.

Claude Richerson, manager of the local C. E. Stone chain store, was called to Sayre, Oklahoma, Tuesday evening to be with his mother who was seriously injured in an automobile accident.

Albert Herbst and wife of San Benito, Texas, motored to Hereford Friday, where they will spend a few days visiting with friends.

Mr. and Mrs. L. W. Willis of Plainview spent the week-end here visiting Mr. and Mrs. E. B. Childre and family.

\$32.50 per acre buys fine half section, four miles out; 180 acres broken out; well, and fenced. L. BASKIN, Phone 138. 35-tfc

O. H. (Ollie) Dixon motored to Vega and Amarillo last Friday on a business trip.

Mr. and Mrs. Wes Anthony and daughter, Helen, were in Amarillo Tuesday attending the Tri-State Fair.

Will pay cash for good used heaters. JONES FURNITURE CO., Phone 111. 1tc

The Post Office Grocery has discontinued its lunch counter and is filling the shelves with a new and clean line of staple groceries. B. B. Parrish, owner, says they will be ready for business the latter part of this week.

I buy my Drugs at CLARK'S.

Miss Bobbie Baker went to Canyon Saturday to visit her sister, Mrs. George Gammon.

Mrs. Ralph Harms and Guy Gilliland, both of Pasadena, California, reached here last week. Mrs. Harms visited here in the home of Mr. and Mrs. Clay Ridgeway, also at Canyon in the home of her mother, Mrs. T. A. Ridgeway. Mr. Gilliland is visiting his brother, Matt Gilliland, and other relatives.

R. V. Bond of Dawn was here Tuesday evening attending to business matters and conferring with Judge Earl W. Wilson.

H. G. Adams left Monday for his home in Maplehill, Kansas. Mr. Adams had been here inspecting a herd of whiteface cattle owned by Will Womble.

Judge and Mrs. C. F. Kerr and family were in Dimmitt last Saturday evening attending the Castro County Fair.

Walter Richards left last Saturday evening for San Bernardino, California, where he will visit relatives and attend school.

Mrs. Lucille Gross of St. Joe Missouri arrived here the latter part of last week. She is here visiting at the home of her sister, Mrs. D. M. Rayzor.

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

Jones will save you money on your next living room suite. JONES FURNITURE CO., Phone 111. 1tc

Mrs. Charles Streu left Saturday morning for her home in Keweenaw, Wisconsin. Mrs. Streu had been visiting in the home of her son here for the past two weeks.

Gaston, Baer and family motored to Santa Rosa, New Mexico, last Sunday, where they visiting with relatives, Messrs. J. J. and S. S. Moise.

Mr. and Mrs. Roy Williams of Amarillo were here Saturday on business.

Mr. and Mrs. Earl Springer and Mr. and Mrs. A. T. Jones spent Saturday in the Carlsbad Cavern.

Mr. and Mrs. Littrell Spratt, of Clovis, visited here last week in the home of Mr. Spratt's parents, Mr. and Mrs. I. H. Spratt.

W. F. Gillis was in Friona last Thursday evening transacting business.

C. P. McCollough and son left Saturday overland for Morton, Texas, where Mr. McCollough went on business matters.

After an exhaustive test for tuberculosis in this county on 151 head of dairy cows, not one was found with the dreaded disease according to R. O. Dunkle, county agent. Dr. J. F. Little of Amarillo and Mr. Dunkle completed the test Thursday of last week.

Mr. and Mrs. W. R. Scheibgen and two daughters, of Black, were in Hereford Saturday morning doing some trading.



FREE!

—FREE—Luzerns Special Facials will be demonstrated October 1-2. Call for appointments. All other Beauty Work Regular Price.

MODERN BEAUTY PARLOR
MRS. M. W. PHILLIPS

Door and Windshield Glass

We have the only edging machine in Hereford and can do your glass work as good as it was done with the original equipment.

Our Prices Are Right and Satisfaction Guaranteed.

Beavers Brothers Garage
Phone 383

POST OFFICE GROCERY

The Post Office Grocery Has Discontinued the Lunch Counter

and has stocked-up with a nice, full-line of GROCERIES

—Prices will be cheap and all kinds of Specials for Saturday, too numerous to mention.

26-Piece Dinner Set

Will be given away at 5:00 o'clock p. m. Saturday.

Located next door south of the Post Office.

Gas Heaters Now Ready for Your Inspection

Our stocks include only the finest of nationally known and advertised models, and you have a wide assortment from which to choose

Wintry blasts are coming, and we now offer you an early opportunity to make your gas heater selections

—terms to suit your convenience

West Texas Gas Co.

Headquarters for Gas Appliances.

Come in NOW!

We have the Greatest Selection of O.K.'d Used Cars at the Lowest Prices in Our History



LOOK at



—1928 Chevrolet Sedan, no better used car can be found than this one. Only 14,000 miles, paint and upholstery good as new, six good tires. The best value we have had in the house in a long time See this car.

—1928 Chevrolet Coupe, here is an outstanding value for anyone wanting a coupe that will give them the service of a new car.

—Two 1925 model Ford Tudors. Come take your choice at \$75.00. Other Fords in roadsters at a price way below their actual value.

—1929 Chevrolet SIX Coupe, a car that hasn't been hurt in the least. A chance for someone to get practically a new car at a very attractive price.

If you expect to buy a used car this Fall—come in NOW! We have the widest selection of fine used cars in our history. Many of them can scarcely be told from new. They are good for thousands of miles of satisfactory service—and the prices will absolutely amaze you. This is an opportunity to get exactly the car you want—at the price you want to pay.

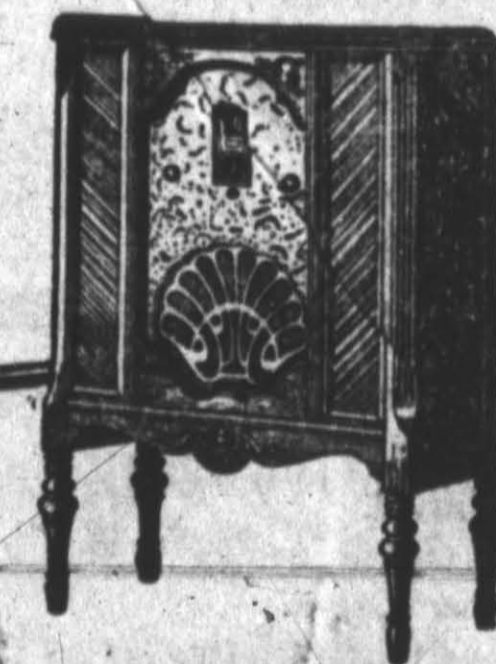
Attached to the radiator cap of each of our reconditioned cars is the famous Chevrolet red "O. K. that Counts" tag. This tag shows you exactly what vital units of the car have been reconditioned or marked "O. K." by our expert mechanics. It is your absolute assurance of quality and value. Look for this tag—and KNOW that your purchase is protected!

Brumley Chevrolet Company, Inc.

USED CARS
with an O.K. that counts

Quality Radio at a Price!

PHILCO BALANCED-UNIT
All-Electric Lowboy



Screen Grid
For a short time installed complete, nothing to buy
\$129.50
Small cash payment and convenient terms.

FREE Home Demonstration

Let us install the Philco Lowboy for free demonstration in your own home. Power to yourself for the quality of tone, marvelous sensitivity and vast distance range.

THE same superb radio that you have seen announced in The Saturday Evening Post and other great magazines is here for your inspection. Come in! See the luxurious cabinets done in Oriental walnut and bird's-eye maple. Hear the amazing fidelity of tone made possible by

perfectly Balanced Units. Call and examine the complete Philco line of beautiful furniture models. Neutrodyne-Plus or Screen Grid. Select the one you want for free home demonstration. Easy payments if you decide to buy. Come in today or telephone.

Lee Electric Co.

COME TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

WANT Ads

Wanted

WANTED—A woman to keep house for me. Please give references. Phone or write MRS. O. F. WEST, Hereford. 37-tfc

WANTED—One way plowing, sod breaking or drilling. Phone 9010-F2 L. C. BOARDMAN. 37-1p

WANTED—Small out buildings. Box 25, Summertield, Texas. 36-2p

WANTED—To buy threshed barley. Phone 137. H. C. BOWSER. 34-tfc

LAND OWNERS, ATTENTION
We have buyers for your land if price and terms are right. We specialize in sub-dividing and selling large tracts to farmers. 25 years in the land business in Panhandle of Texas. McNABB LAND CO., First National Bank Building, Box 1231, Amarillo, Texas. 32-6tp

Lost and Found

LOST—Bay horse, four years old; one small mule. A. ALLISON. 37-2tp

LOST OR STRAYED—From my farm seven miles northwest of Hereford one six-year-old gray mare, one three-year-old bay filly and two black yearling fillies; all unbranded. A reward will be paid for information leading to their recovery. Address J. K. BURK, Box 666, Hereford. 36-2tp

For Rent

FOR RENT—Modern light house-keeping rooms. Phone 224-J. 37-2tp

FOR RENT—Furnished apartment for adults only. Phone 444. 37-1c

FOR RENT—New two room house on five acres, good well, fourth house west of ball park. Inquire of PAUL FAIR, Phone 9001-F13. 36-2c

FOR RENT—Two business buildings on west Third Street. Phone 152. 37-1c

Lodge Directory

LODGE NO. 849.
School of Instruction Every Thursday night.
Wes Brady, W. M.
J. S. Jones, Secretary

HEREFORD LODGE
No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome
L. I. West, N. G.
L. H. Foster, Secretary.

For Sale or Trade

FOR SALE—McCormick Deering 12 foot combine in good shape. \$300. Can be seen at my place seven miles north. FLETCHER ROGERS. 37-2tp

FOR SALE—200 bushels of white corn, \$1.00 per bushel. J. H. HARRIS. 37-2tp

FOR SALE—Lots No. 22-23 and 24 Hough sub-division of Block 5, Evans addition, Section 62, block K-3, one block east and half north of high school. Will give some terms. Write 418 S. College, Tulsa, Oklahoma. 37-4tp

FOR SALE OR TRADE—Piano for sale or will trade for truck, or what have you. O. K. HIGGINS. 37-4tp

FOR IMMEDIATE SALE—100 acres maize, 100 acres higeria. See RALPH BARNETT. 37-2tc

FOR SALE—Seven disc Sanders light sod plow, in good shape. W. M. SCHWARTZ, Route Four, Hereford. 37-1tp

FOR SALE—Coles' hot blast range cook stove, in good condition. Mrs. C. E. WADE. 37-1tc

FOR SALE OR TRADE—One Beatrice cream separator, like new. L. P. PERKINS, Hereford, Texas. 37-2tp

FOR SALE—One set of World Book, can be seen at the county judge's office. This set is in excellent condition and will be sold at a bargain. R. V. BOND, Dawn, Texas. 37-1p

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

FOR SALE—Twenty head of nice thrifty shoats, average about 80 pounds; will sell one or all. Phone 9025-F2. GEORGE W. SMITH. 34-tfc

FOR SALE—Or Trade, one 12-ft. McCormick header; also Deering row binder; both in running shape. Phone 9025-F2. GEORGE W. SMITH. 34-tfc

\$37.50 per acre buys improved 480 acre place only 3 1/2 miles out. L. BASKIN, Phone 138. 35-tfc

FOR SALE—\$22.50 per acre buys 160 acre place, 110 acres broke out and fenced; one mile to school. See L. BASKIN, Owner. 34-tfc

FOR SALE—Furnished, or unfurnished, my home; six rooms and bath, corner lot 100 x 140 feet, one block west of City Hall. See me for prices and terms. A. H. ELLISTON. 35-tfc

\$32.50 per acre buys fine half section, four miles out; 180 acres broken out; well, and fenced. L. BASKIN, Phone 138. 35-tfc

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-tfc

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

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

RANCHES—In New Mexico, for sale. 2700 acres, 3500 acre lease near Roswell, terms 20 years. 3000 acres near Logan, 8,000 acres lease. Bargain, good terms. See RALPH BARNETT. 36-2tp

FOR SALE—Bargain, radio set, perfect condition (battery set). FLOYD WILSON. 36-2tc

FOR SALE—A good Jersey cow, four years old. Phone 154. CLARENCE SMITH, South Hereford. 36-4tp

FOR SALE OR TRADE—Six room modern stucco residence; also one oil range and one Round Oak heater. JIM BURTON, Phone 114-J. 31-tfc

FOR SALE—A New Perfection 3-burner coal oil bath room heater, with 20 gallon tank; also a five-burner Quick Meal, coal oil range; both like new. Also two coal heaters. A. H. ELLISTON, one block west of city hall. 36-tfc

FOR SALE—Used tractors, one 20-35 Oh-Pull tractor; one Case tractor, one International tractor. A few used drills, Sanders sod plows. WELCH MACHINERY CO., Britain Dunlap Building. 37-1tc

FOR SALE—Round Oak heater for coal, splendid condition. MRS. E. W. HARRISON. 36-3tc

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-tfc

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

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 ac 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-tfc

FOR SALE—Threshed winter barley, price 75 cents per bushel. See me two miles west of Jumbo. W. W. ADAMS. 37-1tp

FOR SALE—Good Jersey milk cow to sell or trade for hogs. H. C. BOWSER, Phone 137. 34-tfc

Notice to Advertisers: All classified advertising ordered to run "till forbid" must have a written order; also the order discontinuing "tr" ads must be in writing. This is to avoid misunderstandings. It will enable us to give you more satisfactory service.

He Took No Chances, But—
He brushed his teeth twice a day—with a nationally advertised toothpaste.
The doctor examined him twice a year.
He wore his rubbers when it rained.
He slept with the windows open.
He stuck to a diet with plenty of fresh vegetables.
He relinquished his tonsils and traded in several worn-out glands.
He golfed—but never more than 18 holes at a time.
He got at least eight hours sleep every night.

He never smoked, drank or lost his temper.
He did his daily dozen daily.
He was all set to live to be a hundred.
The funeral will be held next Wednesday. He is survived by eighteen specialists, four health institutes, six gymnastics and numerous manufacturers of health foods and antiseptics.
He had forgotten about trains at grade crossings—Connecticut Industry.

The butcher found a homeless dog. A worthless little bum. And as he led him home he said, "The worst is yet to come."



Fashion Dress Shop

—at Vogele's Millinery Parlor

Just received a shipment of beautiful DRESSES AND COATS

from Los Angeles and Eastern markets, giving you a wide selection of styles and fashions to select from—

DRESSES \$9.75 AND UP

Also have a new shipment of beautiful imported collars and cuff sets, also silk scarfs and handkerchiefs.

I am giving you a wonderful opportunity to dress yourself up Friday and Saturday in a beautiful dress for only \$15.00 ON SPECIAL

Don't forget to see our dresses and coats, modelled at the Glee Club Style Show THURSDAY NIGHT, OCTOBER 3

Cream O'Plains BUTTER

AS GOOD AS THE BEST
ASK YOUR GROCER FOR IT
and Buy It from Your Grocer.

Farmers Creamery Ass'n, Inc.
HEREFORD, TEXAS

Public Farm Sale

I will sell at public auction the following described personal property consisting of live stock, farming implements and household goods, located six miles south and one mile east of Umbarger:

Friday, October 4
SALE BEGINS AT 10:00 A. M.

- | | |
|---|--|
| <p>HORSES AND MULES</p> <ul style="list-style-type: none"> 1—Black mare, age 10, weight 1500. 1—Bay mare, age 6, weight 1500. 1—Bay mare, age 8, weight 1100. 1—Brown mare, age 7, weight 1200. 1—Black mare, smooth mouth, weight 900. 1—Bay horse, age 3, weight 1000. 1—Bay horse, age 7, weight 1400. 1—Iron-gray mule, age 5, weight 1600. 3—Black yearling mules, good ones. 2—Weanling mules. 1—Bay mare, age 5, weight 800. | <p>20—HEAD JERSEY COWS—20</p> <p>This is one of the best herds of Jerseys in the country, consisting of 20 head now giving an average of 3 gallons per day—all good ages.</p> <ul style="list-style-type: none"> 6—Head of Jersey heifers, all bred 1—Jersey yearling heifer, not bred 6—Jersey heifer calves, good ones. 1—Registered Jersey bull. |
| <p>HOGS</p> <ul style="list-style-type: none"> 2—Duroc brood sows with pigs. 2—Extra good Duroc boars. 3—Shoats, weight 100 lbs each. | |

- FARM IMPLEMENTS**
- | | |
|--|--|
| <ul style="list-style-type: none"> 2—One-row P. & O. lister-planters. 2—Sled go-devils. 3—Sets knives. 1—Two-row Case go-devil. 1—One-row cultivator. 1—Two-section harrow. 1—Walking turning plow. 1—Georgia stock. 1—Superior grain drill, 10 hole. 1—Grain wagon with box. 1—Iron wheel wagon with frame. 1—Slip scraper. | <ul style="list-style-type: none"> 1—Iron wheel barrow. Eveners and angle trees. 1—Pipe vise. 1—Shop vise. 2—Maize forks. 1—Scoop shovel. 2—Boomer chains. 1—Post hole digger. 1—Set of wire stretchers. 1—Primrose separator, No. 2. Several milk cans. 1—10-gallon barrel churn. 1—20-gallon barrel churn, New. |
|--|--|

TERMS: CASH
FREE LUNCH WILL BE SERVED AT NOON
J. W. Irwin, Owner
COL. RAY BARBER, Hereford, Auctioneer. Grady Oldham, Clerk

WIRTHMOR WASH DRESSES

One Dollar - Worth More!

In this brilliant assortment we feature a wide range of the smartest models for the Fall wear. New Autumn Prints - both pretty and serviceable - Either long sleeves or three-quarters sleeves - And everyone is washable! - All at the one low price of one dollar - - Regular Sizes 16 to 46; Extra Sizes 46 1/2 to 52 1/2



New Autumn Styles!
Note the sharp turns in Autumn styles. Turning from one type of model to another, you find each given a share of individual smartness in the new Autumn mode. New effects everywhere—graceful—in the modern manner—Excellent quality with flawless tailoring.
This is the time, most certainly, to select your Fall wash dresses. Look for the label "WIRTHMOR" and choose several during this special selling.

Fox Mercantile Company

International Sunday School

Lesson

BY DR. J. E. NUNN

SEPTEMBER 29, 1929.

Introduction.
Review lesson on the significance of the Exile and the Restoration. The six months' course study on the Prophetic Teaching and Leadership of Judah. This year's lessons covered a period of 200 years, beginning with captivity which started six centuries before Christ and closes with the prophecy of Malachi which took place four centuries after the Christian era.

Lesson Selections.
Study passages for the quarter have been taken from the following books of the Bible: Ezra, Nehemiah, Psalms, Ezekiel, Daniel and Malachi.

Biography.
The most outstanding characters in the lessons: Ezekiel, Daniel, Zerubbabel, Ezra, Nehemiah, and Malachi, with Nebuchadnezzar, the Babylonian monarch, and Cyrus the Persian King.

Principal Teachings.
1. Causes of national decline; 2. Steps that God uses; 3. Chastened God; 4. Conditions of recovery after a fall; 5. Religious reforms, represented by Zerubbabel; 6. National reforms, represented by Ezra; 7. Civic reforms, represented by Nehemiah.

Central Truths.
Because God loves his people he chastens them, and his chastisement is as severe as his love is tender.

Point of Contact.
The viewpoint of the review should be that of an approach to the study of the providences of God, the unfolding of his ways and his words to men, both by precept and experience in the case of both the individual and the nation.

A Fall and Restoration.
Aside from the elective purpose of grace of God, one's recovery after a fall is possibly only when there is in his heart a residuum of piety on which a reconstruction can be based. When a man collapses, he stays down because he has struck his level. A man rises because his degradation becomes sore and his afflictions point him back to God.

The Twelve Lessons.
Ezekiel was the first name we considered. We had three lessons related to him:
The story of Ezekiel—A Prophet of the Exile.
Ezekiel Teaches Responsibility.
Ezekiel's Vision of Hope—the Cure for the World's Ills.

Both Ezekiel and Daniel were carried away in captivity to Babylon and both are regarded as major prophets. We had three lessons related to Daniel.

The Story of Daniel—His Character and Career.
Belshazzar's Feast—Reveling and Ruin.

Daniel Among the Lions—The Courage and Faith.

In connection with the returns (note the plural) we considered four great names. Cyrus, who gave the permission, and Zerubbabel, who led the first great return of about 15,000 exiles; Ezra, the prophet, who did not care for a military escort for the second return, and Nehemiah, the military leader of the third return. Under the favor and authority of Cyrus, Zerubbabel led the first and main return of the exiles and together with Joshua, the high priest, had supervised the laying of the foundation of the Temple. When the work lagged the two prophets, Haggai and Zechariah, spurred the people on. Eighty years after the first return, Ezra led the second. About 13 years after the second Nehemiah led out from Babylon a third group and on arriving in Jerusalem he organized and inspired the discouraged people and supervised the rebuilding of the city walls. Upon the completion of the walls, Ezra (the same Ezra who led the second returning group) led in a great revival of the study of God's law. The series of lessons closed with Malachi's foretelling the Coming of a New Day.

God's Purpose in History.
God's purpose in history is seen in his dealings with Israel. He selected Israel to be a kingdom of priests among the nations, to bear testimony concerning him among all nations of the earth. He guided Israel in a special way, enabled her to fight her battles, protected her in time of danger, and showed his favor by the manifold blessings showered upon her from day to day. When we turn to the histories of other nations we cannot fail to see God's guiding hand.

Some "His" of History.
"It," says Gibbon, if, at the battle of Tours, the Saracen host had been triumphant the Arabian fleet might have sailed without a naval combat into the mouth of the Thames. Moslem doctors might now be teaching the doctrines of the Koran in the quadrangles of Oxford, and the pulpits of England might be demonstrating to a circumcised people the sanctity of the revelation of Mohammed.

If, says Dr. Fitchett, in his *Deeds That Won the Empire*, if Napoleon had succeeded at Trafalgar, the fate of the world would have been changed. "Nobody can

read these formidable if... if Napoleon had won the battle of Waterloo; if the Armada had been triumphant; and so on—without feeling that there is some stupendous force working through the episodes of history.

God, Not Chance, Rules Over All.
"The great events on which the lives of men and nations hang are not determined by the twists of chance or by the freaks of fate. Nations do not rise and fall by chance. Battles are not decided by big battalions. Like stars in their orbits the mighty movements of men are marshalled and directed. The chariots of history are not running wild, the reins trailing loosely over the horses' necks. They are driven, firmly driven; skillfully driven by a divine hand."

"Yet I doubt not through the ages one increasing purpose runs, And the thoughts of men are widened with the process of the suns."

Truth forever on the scaffold, Wrong forever on the throne— Yet that scaffold sways the future, and behind the dim unknown, Standeth God within the shadow, keeping watch above his own. —Tennyson.

Notice of Sale of Real Estate Under ORDER OF SALE

THE STATE OF TEXAS, County of Deaf Smith. E. W. Miller, plaintiff, vs. Herbert E. Foster, defendant. In the District Court of Potter County, Texas. Whereas, by virtue of an order of sale issued out of the 108th District Court of Potter County, Texas, on a judgment rendered in said court on the 15th day of August, A. D. 1929, in favor of the said E. W. Miller and against the said

Herbert E. Foster, No. 7551, on the docket of said court, I did, on the 12th day of September, A. D. 1929 at 3:00 o'clock p. m., levy on the following described tract or parcel of land, situated in the County of Deaf Smith, State of Texas, belonging to the said Herbert E. Foster, to-wit:

The south one-half of Section No. 16, Township 5, Range 3, containing 320 acres of land, more or less, located in Deaf Smith County, Texas.

And on the 5th day of November, A. D. 1929, being the first Tuesday of said month, between the hours of 10:00 a. m. and 4:00 p. m. at the court house door of

said County of Deaf Smith, at Hereford, Texas, I will offer for sale and sell at public auction for cash, all the rights, title and interest of said defendant above named, in and to said property.

Dated at Hereford, Texas, this 12th day of September, A. D. 1929.

J. B. MILLER, Sheriff, Deaf Smith County, Texas.

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

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 385

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


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

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

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.

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

ANNOUNCING THE NEW



Faultless Aluminum Washer
The Washer Without a Fault!

The result of 28 years experience in building washing machines. One of the two machines made with cast aluminum tub. Has especially designed gas heater under tub to heat water and keep it hot. Has any kind of motor needed for electrical power, or the famous Bridge & Stratton 4-cycle gasoline engine for farm homes. Has Durex (a General Motors product) bronze bearings throughout. Drop a card for a free demonstration in your home to show what the Faultless will do.

C. R. RUSS
P. O. Box 522

NO BEDBUGS



Bee Brand INSECT POWDER or Liquid Spray

KILLS—Flies—Mosquitoes—Bedbugs—Roaches—Moths—Ants—Flies
Waterbugs—Crickets and many other insects

Write for educational booklet, McCormick & Co., Baltimore, Md.

Liquid—50c, 75c and \$1.25. Gum—30c
Powder—10c, 25c, 50c and \$1.00
Gum—25c

Have You Stopped To Consider?

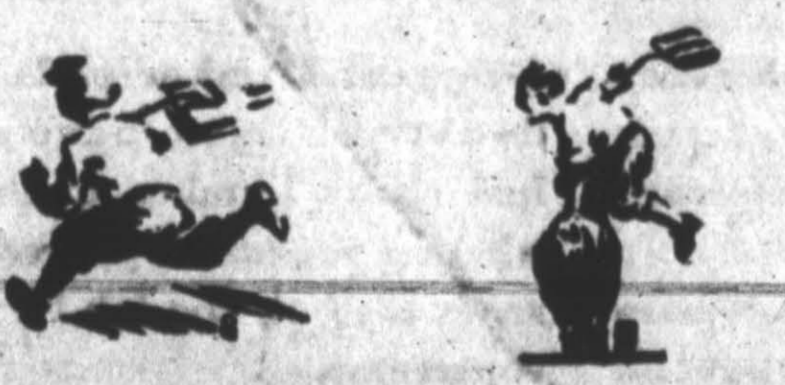
—That the time saved in using CC & CC trademarked lumber makes your building cost you less than if you used the average run of lumber? The workman's time in sawing and fitting warped or twisted material is much more expensive than the small extra cost of 4-C lumber over the average grade.

Experienced builders know this and profit by it. Come in and let us explain it to you.

R. H. KEMP LUMBER CO.
The Place for Good Lumber.

WELL PIPE
In All Sizes—Always Priced Right
STORAGE TANKS AND TUBS
Built In Any Size You Want.
Barnhart & Shreve
General Blacksmithing
Phone 33 Hereford, Texas
Acetylene and Electric Welding

VIGOR AND VITALITY



Send them romping back to school full of the pep they need to carry them through the day's studies.
Bread such as kneaded by our "dough break" process is a fine grained and flaky as cake—full of nourishment and growing requisities.

Hereford Bakery
Frank Barber & Sons

Joining Hands



In times of prosperity as well as in adversity the Bank always stands ready to help with counsel and financial advice. It is the man who makes use of his Bank's co-operation that finds the Bank ready in times of need. See your banker about the things you want to do.

First State Bank

Let "Speculation" Alone HAVE MONEY!



Sensible INVESTMENT is a good thing, but biting at Get-Rich schemes will WRECK THE FORTUNE of any man who keeps on doing it. Consult us about investments.

Start Saving Regularly NOW
We Invite YOUR Banking Business

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

MEMBER FEDERAL RESERVE SYSTEM



Smart Stationery

Does your stationery carry the message of refinement so desired by women of culture?

We are showing unusually distinctive stationery—the kind which will express YOU.

We suggest a selection today.

Let US be YOUR Druggists.

City Drug Store

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

Locals

Mr. and Mrs. Ira A. Connell and children spent Sunday in Canyon at the home of Mr. and Mrs. C. W. Johnston.

Get in touch with the Ladies' Exchange near the high school for food dainties on Saturday. Itc

David Warren, of the Nunn-Warren Publishing Co., was in Hereford on business Monday.

Rice Houghes and "Fat" Curtsinger have returned from a trip to California, George Murphy, who had been in that state for some time, returning with them.

Mr. and Mrs. A. H. Streu were in Amarillo Wednesday, going up to attend the Tri-State Fair.

Box Supper, Westway, for benefit of school, Friday, October 4. 37-2tc

Try the Ladies' Exchange near the high school on Saturdays for good things to eat. Itc

Mr. and Mrs. W. C. Anthony and little daughter attended the Amarillo Tri-State Fair Tuesday.

Mr. and Mrs. E. E. Fridley and Mr. and Mrs. B. O. Douglas visited relatives and friends in Dawn Sunday.

See the specials at the VOGELE MILLINERY PARLOR. Our new pattern hats will be shown at the high school GLEE CLUB - Style Revue Thursday evening, October 3, eight o'clock. Itc

Sam Angelo motored to Amarillo to attend the Fair Wednesday.

Truck owners, don't take chances. The law requires rear view mirrors. RICE sells them. Itc

Mr. and Mrs. J. C. Cummins and son spent Wednesday in Amarillo on business.

Ray Winn was in Amarillo on business Tuesday.

Don't buy ANY radio until you have heard the balanced-unit Philco. Itc

Box Supper, Westway, for benefit of school, Friday, October 4. 37-2tc

Mr. and Mrs. D. W. Hawkins attended the Amarillo Tri-State Fair Wednesday.

Don't buy ANY radio until you have heard the balanced-unit Philco. Itc

Mr. and Mrs. D. W. Hawkins and son, Billie, were in Amarillo on business Saturday.

A large shipment of Lucille and Dauphine Pattern Hats. VOGELE MILLINERY PARLOR. Itc

Miss Kathleta Hawkins of Amarillo spent the week-end visiting her parents, Mr. and Mrs. D. W. Hawkins.

Mrs. J. M. Scott and Mrs. J. C. Cummins motored to Borger Friday to visit Mrs. Scott's mother Mrs. Coffman, returning home Saturday evening.

The balanced-unit Philco is the latest and best thing in radio. Itc

Mr. and Mrs. Horace Hershey left Friday for Lubbock where Mr. Hershey will be a senior in Tech this winter.

Put a set of "Emergency" tire chains in your tool box. They are worth their cost just to help you out of one mud hole. At RICE'S. Itc

Mr. and Mrs. A. T. Bartley made a business trip to Amarillo Tuesday.

The balanced-unit Philco is the latest and best thing in radio. Itc

Mmes. Henry Hastings and R. O. Olson attended the Amarillo Fair Wednesday.

W. B. Farmer spent Tuesday in Canyon with his daughter.

Mr. and Mrs. Albert Herbst of San Benito, Texas, arrived the latter part of last week to visit a few days with friends here.

Mr. and Mrs. George Webb of Tulla visiting in the home of their friends, Mr. and Mrs. R. O. Douglas, over last week-end.

Remember the special price on Philco screen-grid, balanced unit radios won't last long. Itc

Box Supper, Westway, for benefit of school, Friday, October 4. 37-2tc

Miss Minnie Nann of Bovina visited Miss Neva Majors Tuesday afternoon.

Mrs. Herman Stewart and little daughter left Sunday for Amarillo to visit her sister for a few days.

B. B. Farmer was in Amarillo on business Tuesday.

Secretary J. A. Miller of the Chamber of Commerce, announces this morning that cars to take the members of the high school band to Amarillo where they will play at the Tri-State Fair Saturday will meet the band members at the city hall at 9:00 o'clock that morning. The band will furnish music from 12:00 till 1:15 that day at the fair.

Miss Mary Estes of Vernon is spending the week end here with friends. S. C. Estes, her father, came as far as Amarillo with her.

Mrs. W. E. Dameron and children will leave the latter part of the week for Cherryville, Kansas, where they will visit in the home of Mrs. Dameron's sister, Mrs. Ernest Beyer. Later Mr. Dameron will join his family and as they return home will visit in Kansas City and Chicago.

C. W. Humble, president of the local Red Cross organization, is busy this week selecting chairmen for the different departments of the organization and hopes that an announcement will be made in the next issue of the Brand of his complete corps of officers.

Tuesday night former teachers of the high and central schools entertained the new teachers at the high school building, when all present enjoyed the evening. Refreshments were served.

Johnnie Lawson, manager of the Castro Theatre, Dimmitt, was a Hereford visitor Wednesday. He was full of enthusiasm for the big all-talking special feature picture, "Noah's Ark," he is showing next Sunday matinee and Monday evening.

The City Commissioners in session this month presented the citizenship with a nice present in the shape of a tax reduction, the rate being lowered from \$1.35 per hundred dollars valuation, to \$1.30.

Remember the special price on Philco screen-grid, balanced unit radios won't last long. Itc

Bill Smith has bought the old Conkright home and will move his family there the latter part of the month.

Just received a nice line of California Pattern Hats. VOGELE MILLINERY PARLOR. Itc

Mr. and Mrs. D. W. Alexander had as guests over the week-end Mrs. Alexander's parents, Mr. and Mrs. A. P. Donald, of Silverton.

Miss Marjorie Mae Bell returned Monday from a several months visit with her sister in Poca City, Oklahoma.

Fresh radio "B" batteries and a good supply of tubes at RICE'S. Itc

Mmes. Lee Allred and H. M. Stitt of Wildorado, passed through Hereford Monday enroute to Happy, Texas.

Henry Leub left Monday for home in Gainsville after having spent several months here with his town sons.

NEW ACCOUNTS



Talk It Over

Farmers in our territory should make our office their own G. H. Q.

Headquarters for private confabs on loan matters and intimate financing affairs.

We take interest in our customers—as well as from them.

Western National Bank

"There Is No Substitute for Safety"

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

STAR THEATRE

HEREFORD, TEXAS

Saturday, September 28

KEN MAYNARD

in

An all-talking Western

"THE WAGON MASTER"

This is Ken's first talking picture, and this is the first time run in West Texas.

also

TWO-REEL TALKING COMEDY.

Monday, Tuesday, and Wednesday and Thursday and Friday
October 3-4

SHOW BOAT



Big Special!
Three Big Days!
Admission, 15 and 50c

WILLIAM FOX PRESENTS
SPEAKEASY
ALL TALKING

Notice: Starting Saturday, Show Will Open at 7:00 p. m.

Gas Heaters

GAS RANGES AND AUTO-MATIC WATER HEATERS

—Buck's Circulating Hot Air Heaters—the most efficient as well as the most economical of any heater system we have ever known anything about. We guarantee satisfaction.

—The Round Oak Gas Range—a luxury to use, they are beautiful in appearance, efficient in service and economical in cost of operation. They are guaranteed.

—The Sunshine Auto-Matic Water Heater—has many superior qualities. There will be no future trouble or expense with one of them. Figure with us.

—The Lawson Radiant Clay-back Heaters—are the best open-flame heaters on the market. We sell them.

—We will guide you right and save you some money, too, on your gas appliances, if you give us the opportunity. If you buy your gas appliances from us, we both win; if you don't, we both lose.

—Our big furniture offering is wonderful—the prices most attractive.

—Our big stock of rugs is in transit now, and will be in early next week.

Your Credit Is Good With us.

Don't Forget—We Sell It For Less.

E. B. Black Co.

"The Big Store With the Little Price"



CERTAINTY—
goes
with our

4 SQUARE LUMBER

WE'VE a kind of lumber that carries its own sign of quality—the species and grade mark on every label.

It is the famous 4-Square Lumber developed by the world's greatest lumber organization. You have seen it advertised.

4-Square Lumber ends any doubt you may have ever had about Lumber quality—whether you use it yourself or see it used on the job by your contractor.

When you are in the market for lumber, remember that we carry 4-Square.

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

4 SQUARE LUMBER DEALER