

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th YEAR—NUMBER 42

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 31, 1929.

FIVE CENTS PER COPY.

Come On, Canyon; The Whitefaces Are Ready

THREE COMMUNITIES TO HAVE BENEFITS OF SHORT COURSE FARMING INSTRUCTION SOON

Three farm short course sessions are planned for next week by County Agent Dunlap. Beginning next Tuesday night, November 5, the first session will be held at the Summerfield school house at 7:45. The next evening a similar program will be held at Westway at the same hour. The following evening the program will be given at Dava, meeting at the same hour.

Four phases of the farming industry will be discussed, namely, poultry, by H. B. Galloway of Amarillo, representing the Panhandle Lumber Co. extension service; Dairy, by Karl Marsh, local cow tester of the Deaf Smith-Bandall county C. T. A. A. M. Walker will talk on soil erosion and water conservation, and B. H. Hopkins of the Hereford high school will lecture on swine. Each speaker will talk about thirty minutes and at the close of each talk anyone is invited to ask questions.

The above courses are well balanced, taking in four of the most important phases of farm industry and the farmer who attends will have the opportunity to absorb much needed information, because the men who have been engaged to speak are well versed in their subjects. For instance, Mr. Walker, agronomist, has procured charts from the state experimental station at Spur, especially compiled, showing how soil erosion is constantly robbing the soil of its fertility and how water conservation is carried on. Mr. Galloway's talk will largely be taken up on the production end of the poultry business. Mr. Marsh will give his actual experience as a cow tester for this community and also will show how to produce the maximum quantity of milk with least amount of feed. Mr. Hopkins with his knowledge of scientific pork production and breeding, is sure to give his audience many useful hints on swine husbandry. George W. Smith, Jr., with his orchestra will entertain the audience before the business session.

Listen, Buddy, Look Out for Traffic Signs

Changes in city traffic regulations will be made by the installation of some new slow and stop signs this week, some of them already in effect. The increased traffic of the city has made these changes necessary and it is the duty of every citizen to become thoroughly acquainted with the signs and observe them.

The slow signs where Miles Avenue crosses Third Street have been changed to stop signs that will affect the north and south traffic on Miles.

A new stop sign has been put at Lawton Avenue and Third Street to affect southbound traffic coming into Third from Lawton, and another stop sign at Sampson and Third to affect northbound traffic coming from Sampson into Third.

Two new slow signs go in at McKinley and Third that will influence southbound traffic on the former and westbound traffic on the latter.

Two new slow signs will be at Lee Avenue and Fifth Street to influence southbound traffic on Lee and westbound traffic on Fifth.

Two slow signs at Sampson Avenue and Second Street will affect southbound traffic on the former and eastbound traffic on the latter.

Cummins Buys Old Baptist Church Building to Wreck It

John Cummins purchased the old Baptist church building and will begin Friday of this week to wreck it. His intentions are now to use the lumber to construct four stucco apartment houses, two of which will stand on the present church lot and the other two probably in the east part of town.

Local Airplane Used to Speed Delivery of Car

B. B. Farmer, of the DeLoe-Light agency here, pulled a stunt last week when he got in a hurry for a new automobile, that shows the practical use that may be made today of the airplane way of traveling. The car he wanted was in Oklahoma City, and he wished immediate delivery of same, and it could be got here only by freight or going after it.

Mr. Farmer solved the problem in a direct, modern way. He employed Clyde Renfro's new Eagle Rock with Ovid Finckert as pilot, to take Ramsey Landrum, DeLoe-Light employee, to Oklahoma City last Friday morning, and drive the new car home. Mr. Renfro accompanied them, the trip taking but two hours and forty-five minutes.

When the two returned Saturday morning it took them nearly four hours as the wind was against them coming home. The cost of flying back was about one-fourth more than the \$4.42 for expenses going over. Mr. Farmer figures he saved valuable time in getting his car home, the trip by plane costing him but \$10 more than going by train and the start driving the car back was made ten hours sooner.

Be There; See the Losers Act Table Waiters!

The bi-weekly luncheon of the Hereford Chamber of Commerce will be served by the Christian ladies in the church basement next Monday noon. A fine program is announced to be in prospect. The principal speaker for the day will be T. W. Cotton, president of the Amarillo Chamber of Commerce, guest of the Hereford organization. Very probably there will be some conflicting reports from the rival captains and assistants in the drive for memberships now being made.

It was announced Wednesday morning that the contest will not close next Monday as was first given out, but will be continued until the night of the banquet given annually to the teachers of Hereford schools. It surely will be funny to watch those workers come to the banquet all dressed up for eating, and find out they must wait on the tables because they lost.

The entertainment evening has been set for Friday, November 15.

Winslow, Arizona, People Here to Make Home

Dr. and Mrs. W. A. Robinson, of Winslow, Arizona, are new citizens of Hereford, he coming here to be a partner of Dr. C. T. Kibbe, chiropractor. The new firm will have offices in the building where Dr. Kibbe now is, which will be enlarged to provide for an X-ray room, a larger waiting room, and space for new equipment known as the psychoneurother. The new firm announces that every feature possible has been added to improve its chiropractic service, and that the equipment when installed will be the equal of that in much larger cities.

Dr. Robinson is a graduate of Texas Chiropractic College of San Antonio and an experienced practitioner.

Henderson Poultry Farm Fine Good Showing at Fair

The Henderson Poultry Farm of South Hereford reports exceptional successful showing of cockerels at the Dallas Fair. All six of the birds shown placed in the judging. In a class of eight, five of Mr. Henderson's White Rock cocks took 1, 2, 3, 4 and 5 places, and the one White Orpington cock he showed placed second. Nice cash premiums went with the prizes as well.

Red Cross Wants Your Name On Its Rolls Right Now!

Preparations for the annual Red Cross meeting set for Monday, November 11, is going on steadily, according to C. W. Humble, president of the local organization. A number have already enrolled and new ones are being added every day. Headquarters have been established at the Corner Drug Store, where a committee is ready to make enrollments.

The program for November 11 is being prepared and will be published in the Brand next week. A call has been sent out by Mr. Humble for volunteers to help make the drive and who desire to serve on the enrollment committee. Volunteers will please communicate with Mrs. W. H. Dowell, secretary and chairman of the roll call. Business houses and families are to be solicited on a 100 per cent basis.

Epworth Leaguers Meet Here to Re-organize

The District Epworth League of the Methodist church met here last Friday night at the church building. Delegates from Friona, Bovina and Vega were visitors. It was a union meeting called for the purpose of reorganizing the district Union. President, Elbert Bowen of this city presided.

Mr. and Mrs. Agee of Abilene, Texas, were present. Mr. Agee is secretary and his wife is his assistant and recreational director. He has charge over all Epworth League units in Northwest Texas. The delegates enjoyed a very inspiring program in which Mr. Agee delivered the principal address. Several musical numbers were rendered by the church orchestra. During the business session, Overtor Bryant was elected president of the Union. Refreshments were served in the basement at the close of the meeting.

Season's First Snow On Ground Wednesday Morning

Panhandle weather, as far as Deaf Smith county is concerned, took on a decidedly wintry tinge this week. A soaking rainfall that began Sunday noon extended at intervals into Tuesday night, with the first snow of the winter on the ground Wednesday morning. The total precipitation was nine-tenths of an inch, according to the First National Bank weather gauge, which added to eight-tenths inch of the week before prior Deaf Smith county farming interests in an ice-high condition for winter. The first frozen ground of the winter was in evidence this morning, but it thawed as soon as the sun came up.

J. G. Lakeman of Mexico, Mo., has been in Hereford this week looking after his land interests in Deaf Smith county. He owns a section four miles north of town on 25-Mile Avenue.

Happy "Happyjacks," Happy On Arrival, Lose Game to Happy Hereford Whitefaces, Whose Happiness Is Now, Happily, Most Complete

Happy's football machine couldn't do much with Hereford's Whitefaces Friday—just barely, missing doing nothing at all. The local boys went through, around or over the visitors almost at will to roll up a 57-0 score which could have been made 100 if the team had played in full strength with all the regulars in the game. Ralph Clemm and Babe Russell were pulled out early in the first quarter and second and third string players kept going in at intervals to relieve others of the first team.

And it was good training for them, too. The substitutes made good, and with seasoning and added experience will give the fans plenty to rave about in coming years, and bring further laurels to the Gold and Black. Jack Russell and Habernacker as substitute backfield men, with Jack

ing the signals for the greater part of the game, were a source of gratification to the fans, as an indication of coming ability.

Starting Line-Ups.
Hereford Position Happy
R. Russell (c) qb Magness
Gilbreath rb Bernard
Jowell rb Vernon
Clemm q Morgan
Seed c B. Bowe
Gregory lb Springer
Bowen te D. Bowe (c)
Higgins lt Fortenberry
Orr rt Mashburn
Mitchell lg Lockett
Stone rg Whitman

Officials of the game were: Referee, Cliff Acker; umpire, H. F. Slink; head line man, John Patton; timekeeper, C. W. Humble.

C. OF C. DRIVE FOR MEMBERS GOES OVER BIG

Homer Fox and R. O. Dunkle, captains for the teams in the drive, report excellent results, each declaring that the other team will have to wear the white aprons and serve the others at the banquet to be given the Hereford school faculty at the conclusion of the campaign November 18.

It is a hot race, many new members are being pledged and from present indications Hereford and Deaf Smith county are going to support the Chamber of Commerce to the limit the coming year. This is as it should be, for there are many things worth while to be accomplished for the community by our citizens. The Chamber of Commerce is the medium through which the combined efforts of all may be expressed, and the program of civic, commercial and industrial development be realized. Let's everybody boost for the Chamber of Commerce and show our appreciation of its efforts by becoming a full-fledged member and giving it whole-hearted support.

At the forefront in the development of Hereford are the membership, directors and staff of the Hereford Chamber of Commerce.

That group of business and professional men stand ready not only to aid every movement for the betterment of the community as a whole, but to repel any that the keenest judgment of the best men of the city deemed unworthy.

The organization is the one centralized organization through which the collective efforts of individuals may be registered for the promotion of the community's civic, commercial and industrial welfare.

This collective effort must be continuous if it is to be effective. Further, it must grow in direct proportion to the growth of the city. As the life of the city expands, so must the activities of the Chamber of Commerce expand.

Splendidly representative of the city as the membership is today, there are many firms and individuals not participating in the benefits of membership nor deriving the satisfaction of having contributed their bit to the community.

With this in mind the officers and directors, representing the entire membership, announced the present membership campaign in an effort to bring more nearly the whole community into a program of civic and agricultural development.

Every member of the Hereford Chamber of Commerce is urged to assist in this campaign, whether or not he may be designated as an official worker.

Some of the reasons for the proposed expansion of the Chamber's membership follow:
Hereford needs other railroad

(Continued On Last Page)

C. D. Davis Found Dead In Bed At Home of Sister

C. D. Davis, an insurance man of Amarillo, was found dead in bed last Monday morning. Mr. Davis had been visiting in the home of his sister, Mrs. Lawrence Johnson, at Summerfield, when the end came.

The day before Messrs. Davis and Charles Huckert were hunting near Summerfield and it is thought by his sister, Mrs. Johnson, that the exertion caused from walking and pushing a car through the mud that day, caused his death.

The remains were taken to Tyler, Texas, for interment. The deceased was about 55 years old. He leaves one daughter, Miss Dorothy; two sisters, Mrs. J. H. Murdoch, of Lubbock, and Mrs. Lawrence Johnson; two brothers, John A. Davis of Tacoma, Washington, and A. A. Davis, of Waco.

Mr. Davis was well known here several years ago.

Judge Edwin B. Parker Dies At Washington Home

Hereford friends express sympathy to G. A. F. Parker, president of the Western National Bank, upon hearing of the death of his brother, Judge Edwin B. Parker, 61, at his home in Washington, D. C.

Judge Parker has served his Nation well during the past 15 years. At the beginning of the World War he was appointed by President Wilson as chairman of the Priorities Committee, after the war as chairman of the U. S. Liquidation committee, after the Treaty of Berlin President Harding made him umpire of mixed relations commission to settle all claims of U. S. citizens against Germany and later against Austria and Hungary, under a special act of Congress, President Coolidge made him abettor of alien property claims, and he also served one year as chairman of the United States Chamber of Commerce.

In Houston, Judge Parker was a member of the law firm of Baker, Fotts, Parker and Garwood; was vice president of the Guardian Trust Co. and president of the Houston Light and Power Co.

It is expected Judge Parker's funeral will be held in Houston Sunday afternoon.

Ghosts! Goblins! Spooks! See Them At Carnival

Mothers of the Senior Class members of the Hereford high school are sponsoring a Halloween carnival tonight in the court house. Prof. R. E. Frazier has coached the high school band into performing various stunts that will probably add something to the dignity of the occasion. There will be many stunts, spirits and entertainment of the visitors. Some of the concession "barkers" should be worth going a long way to see and hear.

STAGE SET FOR ONE BIG GAME OF SEASON; WINNER MAY BE CHAMPION OF DISTRICT ONE

Today is only Thursday, folks, simply the last day of October—but tomorrow is a day that will make Hereford history for 1929. There is a football team over at Canyon, known as the Eagles, that will fly over here tomorrow afternoon and endeavor to stamper the Hereford Whitefaces, annex the championship of this end of District One and take it back to Canyon with them. It remains to be seen what the outcome will be, and it is evident there will be plenty to see while it is going on. Hereford football fans have ceased to classify as such—they are simply "nuts" over tomorrow's game, and may not be worth much except to talk about it for some time after it's all over.

That Recent Hereford-Tulia Mixup Herein Explained

The recent failure to play Tulla high school at football was due to getting dates mixed and not because of Tulla's refusal to play. Hereford was scheduled to play at Tulla this past Friday, but the dates got twisted and a game was matched with Happy to be played here.

When the situation was explained to Tulla school officials, they were good sports and permitted the first game played here by Tulla to stand as the official one between the two teams. This explanation is given that Tulla may not be blamed in any way for the unfortunate circumstance, but rather be praised for the way by which the difficulty was solved.

John Culpepper Found Hanging Early Saturday

John Culpepper, 44, a farmer whose home was near Grady, New Mexico, hanged himself early last Saturday morning at the home of his brother, H. D. Culpepper, who lives about twenty miles northwest of Hereford.

He had come from New Mexico the evening before and spent the night with his brother. When he arose before daylight Saturday he told those who questioned him he couldn't sleep and would get up, but for the others not to arise on his account.

When the family arose Saturday morning and the call for breakfast was made, Mr. Culpepper did not respond and search revealed his body hanging by a rope in the barn. Authorities were notified, and a coroner's jury presided over by County Judge Earl W. Wilson returned a verdict of "death by strangulation self-administered by tying a saddle rope about his neck and availing from barn joist."

Funeral services were conducted Monday from the farm home in New Mexico. It is understood that domestic trouble may have influenced Mr. Culpepper to take his own life.

Several Entries for Master Dairy Contest from County

The annual Amarillo News-Globe Master Dairy Farmers contest begins its new year November 1, and continues for a period of ten months, or until September 1, 1930, when the judging will take place, score card records examined, etc., and the prizes consisting of \$1000 in cash, gold and silver medals, will be awarded during the Tri-State Fair next year. Deaf Smith county has entered the contest with quite a large increase in contestants, there being eight entries so far, namely Lester Galley, S. O. Wilson, J. C. Lookingbill, W. R. Schothagen, Fred Pitner, O. L. Rutherford, L. A. Smith and H. I. Gillespie.

The question is often asked: "What is to be accomplished by this extra effort on the part of the contestant farmer?" At its very inception, success in dairy farming is insured to each one who performs, to the highest of his ability, the rules laid down by the sponsors of the contest. It also aids in building up the business end of the dairy industry. Questionnaires and score cards may be procured from County Agent Dunlap.

DAIRY HERD SALE

One of the largest sales of dairy cattle this year will be held next Wednesday afternoon, November 6, at the Dr. G. W. Heard dairy farm 2 1/2 miles north of town on 25-Mile Avenue. The offering consists of 42 head of Jersey cows and heifers carefully bred and selected for milk production. The sale begins at 1:30 and the farmer who is in need of a good cow or two will find them at this sale.

(Continued on Page Ten)

L. W. Carlyle Building New Home On B Street

A brick veneer residence was started last Thursday when Jake Trefel, contractor, began excavating for a 14 x 26 foot basement for the L. W. Carlyle home to be built on North B Street near the site just west of the Carlyle home.

The new structure will contain six rooms on the first floor and one on the second floor, the upstairs room to be used as a sleeping room. The entire house will be very modern and of the English type, using seven colors in the brick. The wood work will be of red gum and the floors of oak. The bath room will be finished in colored tile and the walls of both floors plastered. When completed, Mr. Carlyle will possess a home of outstanding beauty and sturdy construction.

Fire Department Answers Call Sunday Afternoon

The fire department was called out last Sunday afternoon shortly after 12:00 o'clock. Through some error the boys made a run across the creek to South Hereford, but later were informed that the fire was in the home of Leslie Robeson, manager of the Golden Rule Hatchery. The fire did but little damage before the chemical truck arrived on the scene.

Hereford Building Permits for Month Almost \$42,000

That Hereford is growing steadily is manifested by the record of building permits issued by the city clerk during the past month. The mark Tuesday night of this week stood just a little under \$42,000. None of these buildings have been for large amounts, the greatest cost given by any one being but \$8,000. Nearly all of them were for residences.

M. L. Cope of Stamford is a new employee of the Texas Utilities Co. here, where he will be in charge of the merchandising sales, etc. Before coming here Mr. Cope was associated with the West Texas Utilities.

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Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS
Also Publisher of
THE FRIONA STAR
Friona, Farmer County, Texas

R. E. KESSIE,
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.

SUBSCRIPTION PRICES:
Zone 1, per year \$2.00
Zone 1, six months \$1.00
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Outside Zone 1, six months \$1.50
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Arney News Items

Messrs. Boyd, Wallis, Hughes, Shaw, Tipton, Bailey and Burks were transacting business in Happy Saturday.

Lots of grain is now being hauled to market since the frosts and freezes.

Miss Athie Tipton of Plainview spent the week end here with her parents.

Singing was revived Sunday night and it is hoped to have good crowds hereafter.

Many farmers in this vicinity have not finished sowing wheat. Mr. and Mrs. Marion Davis spent Sunday in the J. E. Davis home.

Mrs. J. L. Hammond was in Nazareth Thursday.

A few flakes of snow fell here early last Tuesday morning.

J. E. Boyd and Ernest Wallis called in the George Ward home Monday.

Arney and Nazareth boys played basketball Friday. Arney winning 4-1. Other games will be played.

Mrs. J. A. Curry spent last Wednesday with Mrs. Joe Curry.

Mrs. E. C. Robinson spent last Friday afternoon in the home of Mrs. J. E. Davis.

H. H. Pelee visited in the J. A. Currie home the past week.

A blizzard Tuesday of last week blew down a lot of feed.

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Lyze Cook of Happy spent Sunday in the J. E. Boyd home.

Lots of sudan seed are being threshed in this vicinity, but some say the yield is smaller than that of last year.

Several young people from here will attend the Halloween Carnival at Hereford Thursday night.

George Ward attended the funeral of his grandfather at Tulla last Sunday.

Mrs. J. T. Burnham visited Mrs. G. A. Wilson one day last week.

Mr. and Mrs. J. L. Hammond are entertaining two of his sisters, the Misses Hammond of Mississippi, who will be here quite a while. They also have other relatives in the Arney section.

Clifford Franklin made a business trip to Nazareth Tuesday.

Mr. and Mrs. Ford left for Levelland some time ago to make their home. He is in the barber business there.

Progressive News

Mrs. Webb and children visited Mrs. Blagg in Hereford Monday afternoon.

Mr. and Mrs. Howard Hershey visited his parents Monday night.

Don't forget the box supper at Progressive Friday night, November 1.

The Progressive Community Club met at the home of Mrs. Weathered last Wednesday, October 23, with Mrs. Bowers as assistant hostess. The home was decorated with Halloween decorations and chrysanthemums. The ladies passed the afternoon playing Halloween games. Mrs. Botts and Mrs. Parks won the prizes, a doll and rattle, for being the most expert players. Halloween refreshments were served. The next meeting will be held at the home of Mrs. Ricketts, November 6 at two p. m.

Mr. and Mrs. Nell spent Monday with her parents, Mr. and Mrs. Vicks.

Dr. and Mrs. G. W. Heard visited in the Cockrell home Wednesday afternoon.

Mr. and Mrs. Jeff Roberson and son spent the week-end with her parents.

Mary Ella Hershey spent Saturday night with Clay Vicks.

Whona Blagg and Opal Dean Blagg visited Audrey and Glennis Cockrell Saturday night.

Mrs. Ira Ricketts received the sad news of the sudden death of her mother, who lives at Silverton, last Wednesday. The entire community extends sympathy to Mrs. Ricketts. Mr. and Mrs. Ricketts left Wednesday night for Silverton.

On October 23, 1929, the spirit of Mrs. A. J. Hughes of Silverton, took its departure to be with Christ. She was born in Mississippi September 23, 1861, and moved with her parents to Hill county, Texas, in 1870, where she lived until December, 1902, when she moved with her husband to Hereford. She later moved to Memphis and from there to Silverton, where she made her home until called by death. She professed faith in Christ at the age of sixteen and united with the Baptist church, and continued a faithful follower until called home. She leaves to mourn her passing, besides her husband and eight children, five sons and three daughters, Franklin, of Bell, Calif.; Francis, Central City, Ky; Alfred, Abernathy; Ernest, Memphis; Aubrey, recently of Pomona, Calif.; Mrs. Ira Ricketts, Hereford; Miss Ruby Hughes and Mrs. Jim Carter, both of Silverton; thirteen grand children and two great grand children; two brothers and three sisters, besides a host of friends. Funeral services were held at the home at three o'clock, October 24, after which she was laid to rest in the Silverton cemetery.

Mr. Cockrell was a business visitor in Amarillo Thursday.

Messrs. and Meses. Luther Pevely, Arch Daugherty and Luke McBrayer attended Mrs. Hughes' funeral at Silverton Thursday.

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

FIRST PRESBYTERIAN CHURCH

Thursday, 7:30, mid-week service.

Saturday, 12:00, young people's luncheon, Miss Gladfelter, of New York City, speaker.

Sunday, 9:45, Sunday school; 10:45, morning worship; 3:00, Session meeting; 5:00, Junior C. E.; 7:00, C. E. Society; 7:30 evening preaching.

Tuesday, 2:30, Guild.

Wednesday, 3:00, W. M. S.; 7:00, choir rehearsal.

November 10, Rev. W. H. Beech will give a stereopticon lecture on "National Missions."

Everyone most welcome.
E. P. GIESER, Pastor,
Phone 174-W.

Here and There

There was no singing Sunday night on account of rain. Next Sunday night Rev. Anson of Lubbock will preach at Frlo.

Mr. and Mrs. Flynn called at the Lindsay home Friday. Mr. Flynn recently moved here from near Claude, Texas.

Mr. and Mrs. Harry Lane mov-

ed to the farm recently purchased near Cloria, frim of the week.

Clarence Beauford combined for Leo Williams, Oscar Campbell and H. I. Gillispie last week.

Mrs. Andrew Gilliam helped Mrs. Earl Springer cook for harvest hands several days last week.

Guy Hamon and M. D. Fincher were Amarillo visitors Saturday.

J. J. Lindsay went to Vega last Sunday and drove home a new car.

Mr. and Mrs. R. T. Green and Mrs. Nettie Green called at the A. T. Jones home Sunday afternoon.

Mr. and Mrs. E. E. Rogers moved to South Hereford Tuesday to the place they bought from P. A. Hogan some time ago.

Mrs. G. F. Springer and Miss Tiny Lee, Mr. and Mrs. C. M. Bell and Mr. and Mrs. C. E. Tice were Sunday guests in the T. L. Sparkman home.

Mr. and Mrs. Earl Springer were Amarillo visitors Tuesday.

Mrs. Hogan was able to be brought home from Temple Saturday. Her many friends are glad to welcome her home and wish her a quick recovery.

Mr. and Mrs. J. B. Harlen, Mr. and Mrs. Gleeves Owen, Mr. and Mrs. Malcolm Casses and Mr. and Mrs. Art Manjot were Sunday

visitors at the Jack Robinson home.

Mrs. Steele and sons of Silverton spent Sunday and Monday at the W. A. Springer home.

Mrs. Brickey of Dalhart spent last week with her sister, Mrs. M. D. Fincher.

MUSIC STUDY CLUB.

The Music Study Club will meet next Monday, November 4, with

Mrs. H. L. Broadwell and Mrs. G. A. F. Parker as hostesses. At the meeting new work such as choruses will be taken up and plans for the meeting of the Seventh District Music Federation will be completed.

No Friends.
Stranger: "Tell me, have any big men ever been born in this city?"
Native: "None; only babies."

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



You'll be delighted with the Enamel-Kote Decorating Set. Get Yours Today—Save \$1.25



One unfinished wall shelf, (knocked down) three matched stencil, one individual stencil—worth at least \$1.25—free with the purchase of a half pint can or more of Acme Quality Enamel-Kote (Rapid Drying). This special offer is made to demonstrate how easy it is to do your own decorating with Acme Quality Enamel-Kote.



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"THE HOUSE OF COLOR"

M SYSTEM

"Saves for the Nation"

IF WE HAD TO DELIVER—Do you realize that if we delivered your packages that we would have to buy an automobile, tires, gasoline, lubricants and hire a man to drive? Think what a saving it is for you when instead of doing these things, we simply take the difference off the price of your groceries.

Specials for Friday and Saturday

- COMPOUND, Swift's Jewel, four pounds 58c
- SOAP, Lux, three for 21c
- WHITE KING Washing Powder, large 42c
- DATES, pitted 18c
- PICKLES, quart, sour 26c
- APPLES, gallon 46c
- KARO, Crystal White, five pounds 36c
- OATSUP, Van Camp's, 14 ounce 19c
- GOLD DUST, small, six for 25c
- TOILET PAPER, Rex brand, six for 25c



DEVIL'S FOOD CAKE
Is the recipe to try this week with
SNOWDRIFT
(Ask for the "Recipe" of the week card)

WANT Ads

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

Lost and Found

LOST—Strayed from my place 6 miles southeast of town about a week ago, 5 head of mules, one black mare and one red horse. Please notify H. S. ARNOLD, Box 96, Hereford. 42-1tp

Will party who took package from Fox Mercantile Saturday please return to Fox store at once. 41-2p

Notice

NOTICE TO HUNTERS—Section 31, Block K-3 is posted and no hunting will be allowed on my premises. T. E. BAKER. 42-3tc

Wanted

WANTED—I will cut down and remove your black locust trees for the wood in them. Address BOX 185. 42-1tp

WANTED—To repair your auto radiator. All work guaranteed. BOAZMAN & LINDSEY, Radiator Shop. 42-1tc

Men with family wants job on farm, within reach of school. Farm work and milking cows. Write R. H. LIGHTFOOT, Hereford, Texas, General Delivery. 42-1tp

WANTED—Stalk field pasture; also will trade some good young horses for a tractor good enough to pull a large feed grinder. W. ELLISTON. 42-2tp

SEWING and remodeling. Costs reduced. Prices reasonable. Phone 397-M. 41-3tc

WANTED—Plowing, combining, drilling or any kind of tractor work. G. W. BRUMLEY, Phone 445. 39-1tc

WANTED—I will buy your maize heads and ear corn when matured and dry. BRUMLEY & SON, Hereford. 39-1tc

For Rent

FOR RENT—Light housekeeping rooms, adults only. Phone 45. 42-1tc

FOR RENT—Furnished rooms for light housekeeping, first door east of Presbyterian church. MRS. BOBA SPEER. 42-3tc

FOR RENT—Two furnished rooms, one block north of hospital. Mrs. C. F. ARTHUR. 42-1tp

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

FOR RENT—Modern fire room house; newly papered. Phone 150. DR. FLORENCE MILLER. 41-1tc

TRY A WANT AD IN THE BRAND.

FOR LEASE—Have raw section to lease out three years wheat farms. L. BASKIN, Phone 138. 38-1tc

Lodge Directory

LODGE NO. 845.
School of Instruction Every Thursday night.
Wes Brady, W. M.
J. S. Jones, Secretary

HEREFORD LODGE
No. 470, 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—Nine yearlings and three milk cows; one autogas gasoline range stove, one Spotted Poland China male hog, weight 150 pounds. S. O. Flynn, five miles south of Hereford, on the H. C. Donk place. 42-3tp

Every child should be a typist—It's easy to learn. Buy a Royal Portable and Manual and start them now. Cash or terms. JOWELL MURCHISON, Agent. 42-4tc

FOR SALE—International truck in good shape, worth the money; also a few used tractors; can sell you right. R. B. R. IMPLEMENT CO. 42-2tc

FOR SALE OR TRADE—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. 42-1tc

FOR SALE—480 acres unimproved land in Deaf Smith County, Texas. CRUMPLER REALTY CO., Rogers, Arkansas. 42-4tp

FOR SALE—S. C. Rhode Island cockerels, \$1.00 each; good ones. Also extra good Bronze Tern, splendid markings, priced reasonable; or exchange for two good young hens. Three miles north on 25-Mile Avenue, one mile west. MRS. G. W. SYMS. 42-3tp

FOR SALE—Or trade, one case 25-46 thresher in good condition, with all belts, \$500 delivered in Hereford. Write Box 884, or Room 9, Carroll Hotel. 42-1tp

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

Now lots are selling, And there's no kelling—I may sell what you've selected. Delaying to try Refusing to buy Never gets a home erected. A bargain today is sold tomorrow. See me. JOWELL MURCHISON. 42-3tc

FOR SALE—Fifteen nice Buff pullets, some laying. Also a 6x12 coal house; also a brick toilet, with frost proof fixtures. A. H. ELLISTON. 42-1tc

FOR SALE—Two improved five-acre tracts. Good terms. DAVID GRIMES. 39-1tp

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

\$37.50 per acre buys improved 180 acre place only 3 1/2 miles out. L. BASKIN, Phone 138. 38-1tc

FOR SALE—\$22.50 per acre buys 160 acre place, 110 acres broke out and fenced; one mile to school. See L. BASKIN, Owner. 34-1tc

\$32.50 per acre buys fine half section, four miles out; 180 acres broke out; well, and fenced. L. BASKIN, Phone 138. 35-1tc

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

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

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

LOW PRICES and easy 6 percent terms on the following. Improved section 8 miles out; raw 320 only 3 1/2 miles out; improved 40 acres edge of town; 820 acre tract 20 miles northwest; close in 200 acre improved place; improved five acre place, electric lights; well located town property; 480 acres 7 miles west of Dimmitt; improved 140 acre place close in; improved quarter on 25-Mile Avenue; close in 320 acre on air line, blinker light; 18 acres under irrigation, electric light; 2 acre tract with natural gas. Ask for details on any of above. L. BASKIN, Phone 138. 29-1tc

FOR SALE—A splendid violin. Phone 194. 41-2tc

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

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

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

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

FOR SALE—Ten room home, mostly modern, with many recent improvements; close to school. Priced extremely low. Box 303, City. 29-1tc

FOR SALE—Modern five room frame house and bath; double garage; good walks and driveway. Priced to sell. D. H. ALEXANDER. 41-1tc

FOR SALE—Hegari bundles, delivered anywhere—in town, four and five cents. FRED MILLARD. 41-1tc

4 ACRES—Five blocks from Central school, fence and well, \$500 if sold in 15 days. 10 acres, fence and well, close in, \$750. JOWELL MURCHISON. 42-1tc

OUR IRON CLAD GUARANTEE.

We guarantee any Papec Grinder to grind more grain or roughage than any other grinder regularly priced within \$175 of the Papec price—provided that fitness, condition of material and power are the same.

The extra long, fixed hammers of Papec Grinders make it possible for them to run efficiently at from 2000 to 2400 R. P. M. Most

hammer mills run nearly twice this speed. The comparatively low speed means saving in power and longer life to the grinder. The best of all—the Papec after years of hard service, without any replacements, can still make flour for you. Papec feed grinders will grind to any desired fineness oats, ear corn, shelled corn, alfalfa, soy beans, beans, wheat—or, in short, they will handle any combination of grain and roughage.

J. A. WEAR MACHINERY CO. First Door South of City Hall
Rehearsals for "Go Slow, Mary" are going on under direction of Mrs. H. D. Reed, and the progress achieved is regarded as encouraging. To be presented Thursday, November 14. 1tc

Brand Want Ads Pay Good Dividends!

Ray Barber, Auctioneer

Superior Sales Service

Phone 241

Hereford, Texas

BIG SALE OF DRESSES

\$10.00 to \$15.00 values in Canton Crepe, Georgette, Flat Crepe and Printed Crepes.

2 for . . . \$15.00

COME BRING YOUR FRIEND

ONE OTHER GROUP—

\$18.75 to \$25.00 values in Crepe Satin, Georgette and Printed Crepes—for ONLY \$12.75

Big Reduction on Coats

Now is the time to come and select your fall Coat—Save the price of hat and shoes!

Fashion Dress Shop



Rebuilding Old Homes--

Perhaps you can't make up your mind how you would like to remodel your present out-of-date residence into a beautiful modern home.

It is too costly to tear down a good solid house and build an entirely new residence—and very unnecessary.

Come in and see our plan book on reconstructing homes—the illustrations are specially made to show the small changes necessary to transform your present home into a desirable modern dwelling.

ROCKWELL BROS. & COMPANY

Lumbermen

Here Since 1898.

Phone Four—The Lumber Number..

SEALY MATTRESS SALE

Special factory offer of the world's greatest mattress from November 1 to November 9. You save \$10.50 during that time. Regular price \$50.00

Special Price \$39.50

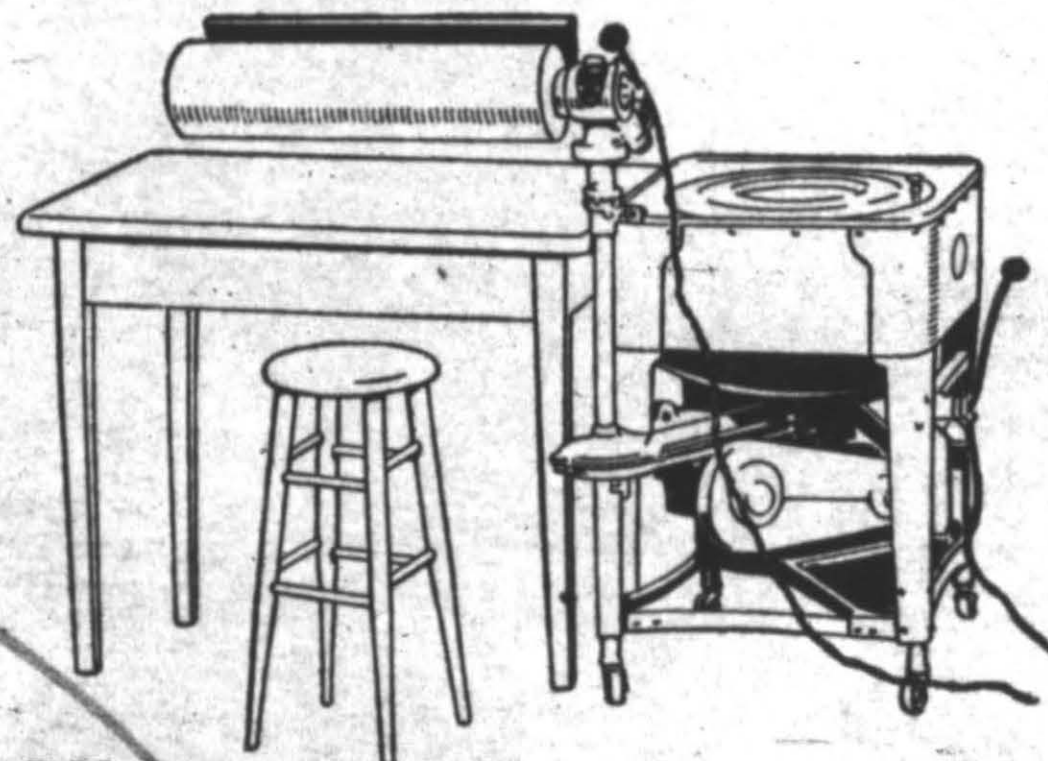
Invest in a Sealy—smooth, sanitary, self-ventilating, economical, air-woven, luxurious—just like sleeping on a big pillow.

—We are distributors for Apex and Brunswick Radios. See them—hear them—compare them with others.

—Thanks to loyal and liberal patronage our business is gradually growing, and we are indeed appreciative.

Jones Furniture Company

HEREFORD PHONE 111 TEXAS



Finish the washing

in less time!

JUST IMAGINE . . . A Washer and Ironer Complete

The FEDELCO is just that—a modern, high-type electric washing machine that is convertible into an electric ironer. It is equipped with every convenience made possible by recent discovery and invention, and after washing is done the wringer is easily removed to make way for attaching the electric ironer. Come in and let us explain to you this wonderful machine.

PRICE \$174.50 COMPLETE—\$125 WITHOUT IRONER

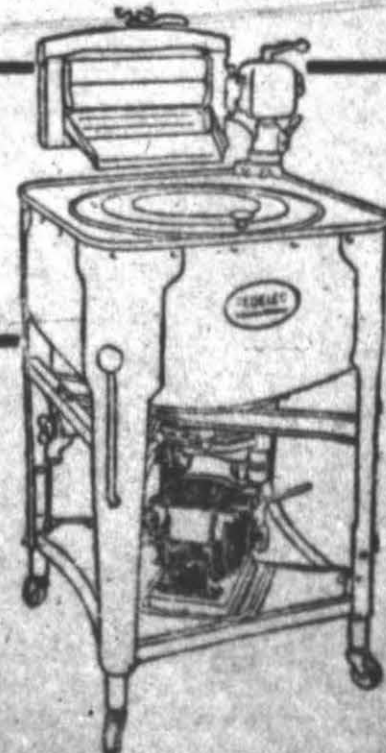
Terms If Desired.

FEDELCO ELECTRIC WASHER

Prove these facts with your own things. Just phone for a demonstrator. No obligation.

TEXAS UTILITIES CO.

THE LOGICAL PLACE TO COME FOR ANY ELECTRICAL APPLIANCE



TREASURED ABOVE ALL ELSE!

A princely gift—this newest Gruen design—that any feminine heart is sure to prize above all other gifts. Distinctive, individual, and ever so modern, too. Yet the price, for so fine a watch, is well within your means. In SOLID GOLD, only \$50.

KESTER'S JEWELRY STORE

Cash Specials

FOR
Friday and Saturday

- SYRUP, Cane Crush, Brer Rabbit, White Swan, gal 82c
- SHORTENING, eight pound bucket 98c
- SORGHUM, 100 per cent pure, gallon \$1.05
- PRUNES, four-pound package 55c
- OATS, White Swan, large package 22c
- CAKES, one pound, assorted 25c
- TOMATOES, No. 2 can 10c
- PEAS, White Swan, luncheon, No. 2 can 21c

- MINCEMEAT, package 11c
- HOT TAMALES, Ratcliff's 13c
- POP CORN, Jolly Time (in bulk) 2 pounds for 25c



Devil's Food Cake
Is the recipe to try this week
With Snowdrift
Ask for the "recipe" of the week card

Hereford Wholesale Grocery Company
L. W. CARLYLE

Locals

Mrs. Lula Kelley, daughter of Mr. and Mrs. J. A. Wear, returned to her home in Dallas the latter part of last week. Mrs. Kelley has been visiting here with her parents and other relatives for several weeks.

Now is the time of year to use Hemorrhagic Septicemia Aggressin. It is the cheapest cattle insurance. CORNER DRUG STORE. 1tc

The Primary Department of the Baptist Sunday school will have a Food Sale at Baker's Grocery, Saturday, November 2. 42-4p

"4 Devils—a marvelous and spectacular circus pageant in dialog. 1tc

"Go Slow, Mary," Thursday, November 14. 1tc

Give—and get full value. "Go Slow, Mary," benefit Mother's Park. Remember the date, Thursday, November 14. 1tc

Wes Anthony and Mr. and Mrs. W. B. Anthony, Jr., and little son, David, of Amarillo, motored to Clovis last Sunday and spent the day visiting Mr. and Mrs. G. H. Sasser, Roscoe Davidson and family and a brother, Robert Anthony.

We have a fresh stock of B Batteries, tubes, insulators, aerial wire—in fact anything you may need in radio supplies. ORR'S TAILOR SHOP. 42-1tc

I buy my Drugs at CLARK'S. \$32.50 per acre buys fine half section, four miles out; 180 acres broken out; well, and fenced. L. BASKIN, Phone 138. 35-1tc

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

SON AT RAMEY HOME

Mr. and Mrs. Sank Ramey are delighted over the arrival of a fine son at their home Saturday morning. The young man has been named Robert Peyton Ramey, and Sank says there can be no doubt about it—he surely will make a great railway express agent.

Treat your late wheat with copper carbonate to prevent smut. CORNER DRUG STORE. 1tc

J. W. Webb and family have moved to Hereford from Dimmitt. Mr. Webb is in the insurance and real estate business.

The Primary Department of the Baptist Sunday school will have a Food Sale at Baker's Grocery, Saturday, November 2. 42-4p

Hear and see "4 Devils" for the thrill of a lifetime. 1tc

"Go Slow, Mary," Thursday, November 14. 1tc

Mrs. Rosa McLean of Dimmitt and daughter, Mrs. Wes Anthony, and daughter, Miss Helen, left last Friday morning for Sumption and Taylorville, Illinois, the birth place and former home of Mrs. McLean. They will visit with relatives and friends for several weeks.

We have a fresh stock of B Batteries, tubes, insulators, aerial wire—in fact anything you may need in radio supplies. ORR'S TAILOR SHOP. 42-1tc

I buy my Drugs at CLARK'S.

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

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

T. D. Moss, secretary of the Perryton Chamber of Commerce, was in Hereford first of last week en route to El Paso with a number of Perryton delegates who attended the W. T. C. of C.

Try Coco-Pronto. CORNER DRUG STORE. 1tc

T. L. Moore of Amarillo, representing the Texas-Ohio Cultivator Co., was here last Saturday conferring with his representative, J. A. Wear.

Each of the "4 Devils" has something to say to you! 1tc

August Euler and son, Roy, of Summerfield, were here last Saturday trading. 1tc

"Go Slow, Mary," Thursday, November 14. 1tc

Mr. and Mrs. W. J. Smith and Mrs. Smith's mother, Mrs. Clarence Smith, reached home Monday from El Paso where they attended the West Texas Chamber of Commerce convention.

We have a fresh stock of B Batteries, tubes, insulators, aerial wire—in fact anything you may need in radio supplies. ORR'S TAILOR SHOP. 42-1tc

Mr. and Mrs. M. Stemons of Castro county, were in Hereford last Saturday shopping.

John D. Brown of Clovis, New Mexico, was a business caller in Hereford Tuesday afternoon.

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

I buy my Drugs at CLARK'S.

Mr. and Mrs. Albert Paris are again citizens of Hereford, moving here from Canyon during the past week. Mr. Paris is a barber and will be associated with the Beene & Shaw shop.

Watch for the "4 Devils" at the Star Theatre. 1tc

Roy Henderson will leave this week with his sister and aunt, Misses Mary and Ross Henderson, for a visit with relatives at Leveland. From there the ladies will go on to South Texas to spend the winter. Mr. Henderson returns home the last of the week.

"Go Slow, Mary," Thursday, November 14, high school auditorium. 1tc

Mrs. E. R. Rice and son, of Walters, Oklahoma, are visiting here this week with Mr. and Mrs. C. F. Kerr. Mrs. Rice was formerly Miss Dora McDonald, who taught school in Hereford about 28 years ago.

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

Miss Eloyse Pitman spent the week end here visiting her parents. She is teaching in Friona this year.

Hear the "4 Devils" at the Star Theatre. 1tc

Mr. and Mrs. M. Lacke of Pampa visited this week with Mr. and Mrs. R. F. Burns of South Hereford. Mrs. Lacke is a sister of Mrs. Burns.

"Go Slow, Mary," Thursday, November 14. 1tc

Mr. and Mrs. W. A. Burrows of Amarillo have been visiting relatives in Hereford.

Mr. and Mrs. Claude Forson of Lubbock are in Hereford visiting friends this week. They formerly lived here.

Mr. and Mrs. E. E. Fridley visited Mr. and Mrs. J. B. Davis of Summerfield Sunday.

W. B. Farmer left Thursday for South Texas and Louisiana where he expects to spend the winter visiting.

Announcements have been received in Hereford of the arrival of an infant son in the home of Mr. and Mrs. Paul V. Celer of Indianapolis, Indiana. The child has been named Paul Arnold. Mrs. Celer was formerly Miss Elisabeth Corbett, daughter of Mr. and Mrs. M. R. Corbett.

SUCCESSFUL SALE

Ray Barber announces the O. T. Boddy dairy sale, south of Amarillo, auctioned by him last week to have been very successful. The stock was in extra good condition and the bidding fast and high, the 46 head averaging \$100.

OMER BAKER ISSUES INVITATION TO PARTY

Listen, all you hungry folk who were born on the third day of November, any year—Omer Baker says, because you are invited to take dinner with him on that day—no obligations, no charges—all free. November 3 happens to be the birthday of Mr. Baker and he is very anxious that all avail themselves of a good big dinner, and the invitation is to kids of six months old up to an hundred years for the older folk. Omer says he is 43 years old!

At the most dramatic moment "4 Devils" begins to talk. 1tc

FARM SALE

The J. H. Copeland public farm sale last Thursday at his place seven miles north of town on 25-Mile Avenue, attracted only a fair-sized crowd, but everything sold well, according to Mr. Copeland and Auctioneer Ray Barber.

DEAD SHOT

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

Corn Fed Meat

DELICIOUS?—YES!
SATISFYING?—YES!

BUT ABOVE ALL—NUTRITIOUS!

Rich In Protein—Easy to Digest.

Texas Meat Market

Phone 353

Womack's Specials

FOR FRIDAY AND SATURDAY

- PRESERVES, Del Monte, 3 lb jars in peach, pineapple, blackberry 90c
- BEEF, Sliced, five ounce jar 30c
- WHEATIES 11c
- COFFEE, Folger's, pound 55c
- SORGHUM, we still have plenty of home-made, per gallon \$1.25

WE BUY EGGS

It Wouldn't Rent Before

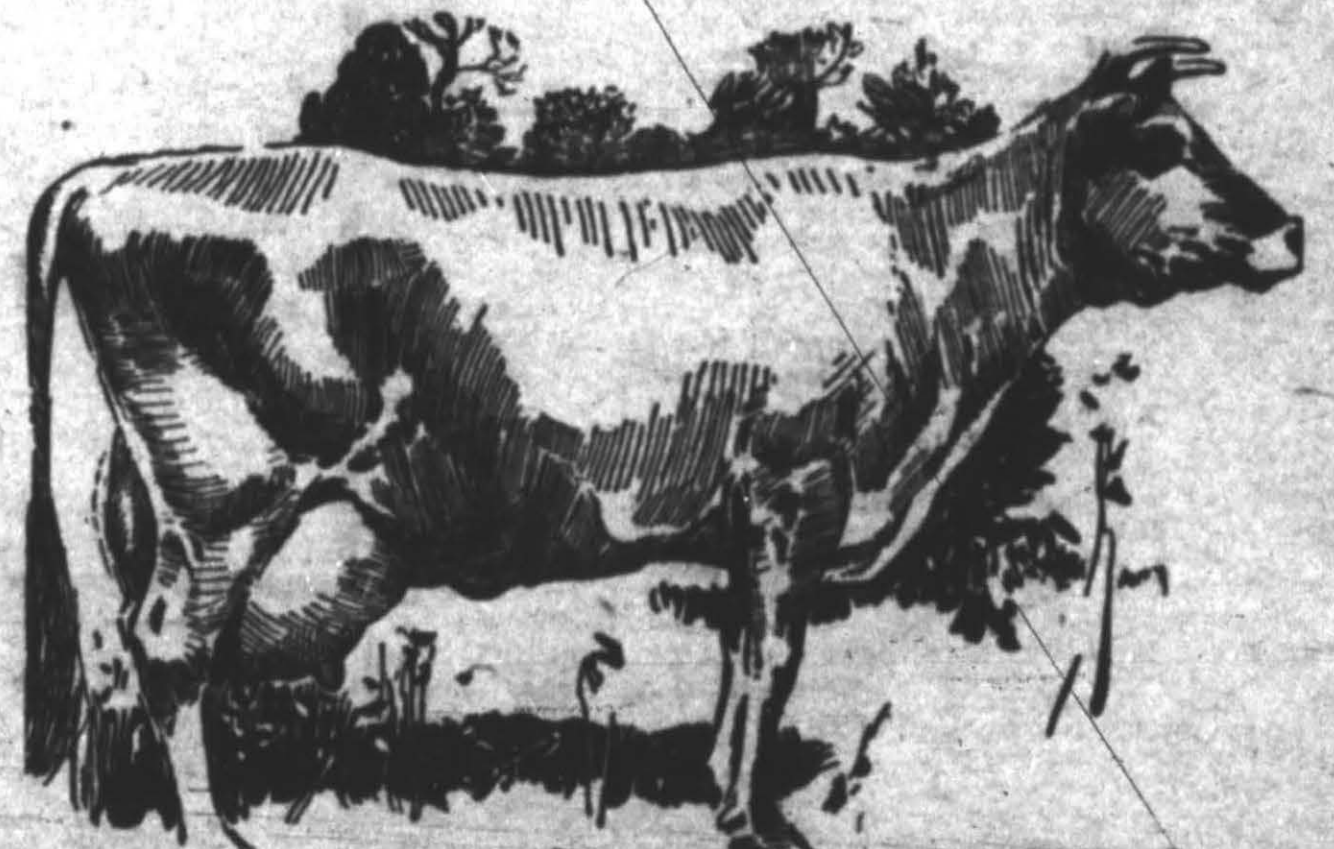
Many an old home stands vacant. A relic of days and customs long past, they will not rent. But . . . the great majority of these same homes can be made to bring good rentals, simply by judicious home modernizing. Let us tell you how it is done . . . and done profitably.

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

Auction Sale

of Select Dairy Cattle
Wednesday, November 6
Sale Begins Promptly at 1:30.

The entire herds of J. M. Wilson and Dr. G. W. Heard are being combined in one big dispersal sale at auction at the farm 2 1/2 miles north of Hereford on Twenty-Five Mile Avenue. Anyone interested in choice dairy cattle will be pleased with this offering.



42 Head Pure-Bred, Non-Registered Jerseys.

—These cows have been carefully selected over a period of years for heavy milk production and a high butter-fat test, and the herd built up of individuals that were outstanding in dairy qualities. These cows are profitable to own; the very best possible to secure and better than can be adequately represented by a sale poster.

22 Head of Cows.

—These cows are aged from two to seven years, with milking production of from two to five gallons a day. Several of them give better than six gallons when fresh. All have high butter-fat production records, as they have been chosen and put into this herd because of their individual tests. The herd is well known in the Hereford territory as one of the best to be found. A number of these cows will be fresh soon. The herd was formerly a member of the Cow Testing Association and ranked high.

20 Head of Heifers

—These are extra select ones. Sired by a circle bull and bred to another circle bull. Ages run from six months to two years—some of them to be fresh in a short while. Each has outstanding individuality, is richly bred and a true representative of a great dairy breed. Any one desiring to add to or improve their dairy herds cannot afford to let this opportunity pass by.

Your Banker Will Advise You to Buy a Good Dairy Cow!

TERMS—CASH.

J. M. Wilson & Dr. G. W. Heard, Owners
Cliff Acker, Clerk. Ray Barber, Auctioneer.

Lived On a Strict Diet for 2 Years

I suffered so with stomach trouble that for two years I had to live almost entirely on a diet of buttermilk. I lost weight and was terribly rundown. Then I start-



MRS. LILLIE LIST

ed Sargon, gained 9 pounds, and now feel fine all the time. "My liver seemed all out of order and I was badly constipated. My tongue was nearly always coated and the taste in my mouth was awful. I was so nervous that many a night I didn't sleep a wink. No medicine helped me for any length of time and I finally decided to try Sargon. I have finished my sixth bottle, and anything I want, my indigestion is gone and I am strong and energetic! My nerves don't bother me now. I sleep fine and my friends all tell me how well I look. I was visiting my mother in Uvalde, Texas, and told her what Sargon had done for me. She said many people there were praising it, too! Sargon Pills ended my constipation and biliousness. I will always praise this wonderful treatment."—Mrs. Lillie List, 1300 Caldwell St., San Antonio. Clark's Drug Store, Agents.

Ward News Notes

Sunday school was well attended last Sunday in spite of the rain. Then the school followed to the home of Mr. and Mrs. G. M. Suggs where they surprised Mr. Suggs with a beautiful birthday dinner. There were 34 present and at a late hour all depart-

OIL DYE

We Absolutely Guarantee Shoes that we dye to stay DEAD When We Dye Them with this new dyeing process.

We Oil and Repair Harness and Saddles

JACK'S SHOE SHOP

MILKWAY To Health & Happiness By The Brindle Dancer



"Before going to bed a glass of Prairie Dairie milk just seems to hit the spot. Sort of quiets the nerves and insures a good night's rest. Make the test tonight. You'll thank yourself in the morning."

Prairie Dairie

Milk Is Good—Good for You

FIGURE 15.

ed, wishing him many more happy birthdays.

Friday night, November 1, there will be a school program and Halloween party at the school house. Come tipping in quietly and keep your eyes open for spoils.

Mrs. Allison, Herbold and Saltzman were callers in the W. E. Caraway home Friday afternoon.

Mrs. Reeves visited in the home of Mr. and Mrs. G. M. Suggs last Wednesday afternoon.

Mr. and Mrs. Arlie Dean took their daughter, Mary Louise, to Amarillo Friday afternoon for a tonsil operation, returning with her Sunday night and at present she is doing nicely.

Mmes. Baker and Caraway spent Tuesday with Mrs. Saltzman.

A. J. Lipscomb who has been visiting in the home of his son, Jim Lipscomb, left Wednesday for Mineral Wells to spend the winter.

W. E. Hicks and T. W. Roberson made a business trip to Garden City, Kansas, last Wednesday, returning Saturday.

Miss Garrett spent last week-end in the home of her aunt, Mrs. S. M. Hicks, of the Walcott community.

Mrs. Caraway visited Mrs. Cleo Lisenbee, Tuesday afternoon.

Mrs. Suggs called on Mrs. Miles Thursday afternoon.

Beatrice Hutson spent the week-end with home folks.

Mr. and Mrs. Charlie Thurmond and little daughter, Barbara, and Mrs. Thurmond's mother, Mrs. S. B. Gearhart, arrived Wednesday afternoon from Wichita, Kansas, for a visit in the home of Mr. and Mrs. Wiley Roberson. They left Friday morning for their home in Los Angeles, California.

Mr. and Mrs. Gerhart and sons, Charles and Merritt Davis, arrived Thursday from Lamesa for a short

visit with Mr. Gerhart's mother, Mrs. S. B. Gerhart, before she left for California.

High Honor Roll.

Francis Hutson, Honor Roll. Wilma Buster, Leslie Lacker, Gladys Lewis, Allene Caraway, Katherine Daugherty, Beauford Hutson, Winnie Malone, Birdine Brunson, Viola Hutson, Robert Hutson, Kenneth Stream, Wiley Hicks, Roberson, Lavele Higgins.

Daniel News

There was no Sunday school or singing Sunday on account of the rain.

Several farmers hereabouts have not gathered all their row crops, and the rain was bad for them on that account, but wheat farmers were glad to see it.

Miss Mary Thurmond, who is a nurse in Amarillo, visited in the home of Mr. and Mrs. Joe Thurmond one day last week. Miss Thurmond is a sister of Joe Thurmond.

Mr. and Mrs. Lemuel Shuggart entertained about fifty guests last Saturday night with a forty-two party. The prize for high score was given to Mrs. Joe Thurmond and Charlie Wall. Everyone enjoyed the evening very much.

Mr. and Mrs. Dave Moore of Runningwater visited last Wednesday and Thursday in the homes of his brothers, Joe and Bill Moore.

Mr. and Mrs. W. Z. Bishop and daughter, Thekla, spent Sunday in the home of Mr. and Mrs. W. C. Thomas.

Mrs. Slaughter visited Sunday and Sunday night in the Shuggart home.

H. F. Bishop of Seymour, Texas, visited a few days last week

in the homes of Bill and Joe Moore, his sons.

Mrs. Slaughter and Bob, Miss Katherine Hershey and Mr. and Mrs. Lemuel Shuggart and daughter, Elma, went to Wildorado on Monday evening and visited in the Frank Daniel home. Mr. Daniel is a brother of Mrs. Shuggart.

Mmes. McDonald and Wolfe, Elaine, of Hereford, visited from Saturday until Monday with Mr. and Mrs. W. C. Thomas. Mrs. McDonald is the mother of Mmes. Thomas and Wolfe.

We are making great preparations for the carnival next Saturday night, November 2. Everyone be sure to come for we are certainly going to have some surprises, lots of fun for all, so come on and see.

Try a Want Ad in THE BRAND

CITATION ON APPLICATION FOR PROBATE OF WILL

THE STATE OF TEXAS. To the Sheriff or any Constable of Deaf Smith County, Greeting: You are hereby commanded to cause to be published once each week for a period of four weeks before the return day hereof, in a newspaper of general circulation,

which has been continuously and regularly published for a period of not less than one year in said Deaf Smith County, a copy of the following notice: THE STATE OF TEXAS To all persons interested in the Estate of Christian H. Ehlers, Deceased:

Be it known that John Ehlers, of the County of Seward, State of Nebraska, has filed in the County Court of Deaf Smith County, an application for the Probate of the last Will and Testament of said Christian H. Ehlers, deceased, who departed this life on the 18th day of November, 1928, in Seward County, Nebraska; that a duly 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 will be heard by said Court on the Second Monday in November, A. D. 1929, the same being the 11th day of November, A. D. 1929, at the Court House thereof in Hereford, Texas, at which time all persons interested in said Estate may appear and contest said application, should they desire to do so. Herein fail not, but have you this writ before the said Court at

the time aforesaid, with your return thereon showing how you have executed the same. Given under my hand and the seal of said Court, at office in

Hereford, Texas, this the 11th day of October, 1929. (SEAL) L. H. FOSTER, Clerk, County Court, Deaf Smith County, Texas. 40-46c

DEAF SMITH COUNTY ABSTRACT CO., Inc.

114 West Third Street

C. P. McCOLLOUGH, Manager

ABSTRACTS

LOANS

LAMINEX DOORS

Will not Shrink, Swell or Warp



Damp walls, steam, heat and moisture from closets, bath rooms and kitchens can't warp LAMINEX DOORS... They are built up by a scientific process and "welded" with LAMINEX WATER-PROOF CEMENT—and these doors carry a guarantee label.

Let us quote you from our large stock on hand. Prices are practically the same as for ordinary doors.

R. H. Kemp Lumber Co.

Come To Hereford, Texas

and call on

Hill-Ricketts Co.

for

WHEAT LANDS AND STOCK FARMS

Phone 358

Clark Bldg.

eggs!

Poultry Profit

TAKE THE MERT WAY TO PROSPERITY



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

WEST TEXAS FEED & SEED CO.

Phone 265

The finest car for the money because of these

big car FEATURES

No car listing for less than \$1000 offers advancements to compare with these!

- A 200-cubic-inch L-head engine.
- The G-M-R cylinder head.
- The cross-flow radiator.
- Automatic temperature control.
- Counter-weighted crankshaft.
- Airplane type interchangeable bronze-backed main bearings.
- A 1 1/2-inch carburetor.
- A gasoline pump.
- Expansion-type piston pins.
- Full-pressure lubrication.
- Crankcase ventilating system.
- Internal-expanding four-wheel service brakes.
- Special moulded, non-squeak brake-bands.
- Special bodies by Fisher.
- Flaring fenders—70 inches across.
- Unusually high radiator of distinctive design.
- A variety of popular colors.
- Ternstedt interior fittings.
- Fisher VV windshield.
- Adjustable driver's seat.
- Coincidental ignition and transmission lock.
- Individually mounted instruments.
- Foot-controlled headlights.
- Small wheels, ten massive spokes.

Pointie Big Six, \$745 to \$895, f. o. b. Pontiac, Mich., plus delivery charge. Bumpers, spring covers and Lopyjay shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate. Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values... Oakland-Plyler delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

Dixon Motor Company

Hereford, Texas

PONTIAC BIG SIX \$745

PRODUCT OF GENERAL MOTORS

f. o. b. Pontiac, Michigan

Tune Up Your Car NOW! Before Cold Weather Sets In

BATTERIES RE-CHARGED

—ALSO—

HAVE A FEW NEW ONES TO SELL

COX & HUCKERT

9-385

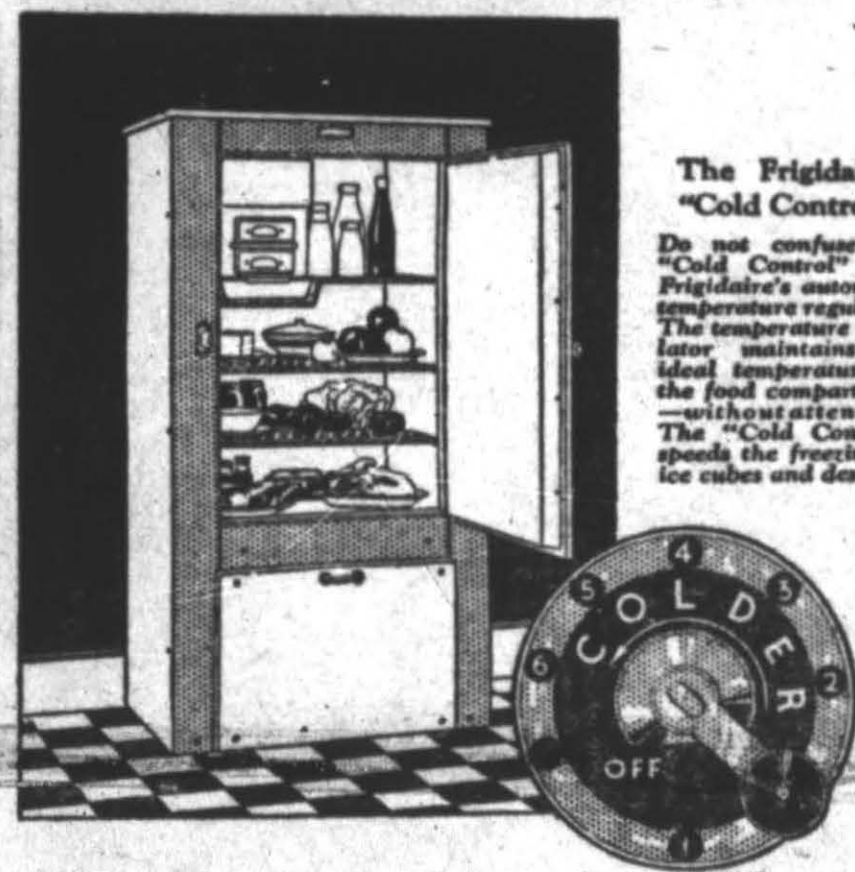
With household sales this year exceeding any similar previous period by over 100,000 units, and with more Frigidaires in use than all other electric refrigerators combined

Frigidaire Corporation

announces a

Special small cash payment

puts any Frigidaire in your home... balance to suit your convenience



The Frigidaire "Cold Control"

Do not confuse the "Cold Control" with Frigidaire's automatic temperature regulator. The temperature regulator maintains an ideal temperature in the food compartment—without attention. The "Cold Control" speeds the freezing of ice cubes and desserts.

Choose your Frigidaire now—any household model from the smallest to the largest—and it will be delivered to your home immediately for a small cash payment. You can arrange the balance to suit your convenience.

Frigidaire—the electric refrigerator with the "Cold Control"—Frigidaire, with its quiet, extra-powerful compressor—Frigidaire, the electric refrigerator that will give you the dependable, trouble-free, economical refrigeration that has won the endorsement of more than a million users—and a small cash payment brings it to you now!

You want Frigidaire—and now is the time to buy. Call at our showroom or phone for our representative today.

Look what Frigidaire offers on these special terms 1. Cabinets finished in gleaming Porcelain-on-steel. 2. The famous Frigidaire "Cold Control." 3. Powerful mechanism—completely enclosed. 4. Elevated shelves. 5. Incredible quietness. 6. Self-sealing ice trays.

FRIGIDAIRE MORE THAN A MILLION IN USE

B. B. PARMER, Dealer HEREFORD, TEXAS

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

COME ON, CAN

The Whitefaces Are Ready For You

Team Roster

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

This Year's Record

HEREFORD 18	HEREFORD 44
October 4	September 20
TUCUMCARI 0	TULIA 6
HEREFORD 12	HEREFORD 19
October 11	September 27
CLOVIS 0	TEXICO-FARWELL 0
HEREFORD, 57; HAPPY, 0	
CANYON WILL BE HERE FRIDAY, NOVEMBER 1	



Hereford Business



Dedicated to the 1929 Hereford

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

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

Bentley's Cigar St
 Texas Meat Mar
 John H. Patton
 Piggly Wiggly
 C. A. Skelton
 Olson's Variety St
 John McLean
 J. O. Newell, Dry G

GHT! FIGHT!"

YON!

TOMORROW!



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

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

ss Houses Have Agreed to Close for Game

Whitefaces by the Following Merchants:

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

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

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

Ford Doings

There was no Sunday school nor singing at Ford Sunday because of rain, which was badly needed in this vicinity.

The oyster fry at Ford Friday night was well attended and everyone enjoyed the oysters and boiled ham furnished by the men.

Mrs. Bennett and Miss Brumley, teachers at Ford, are going to have a box and pie supper at the school house Friday night, November 8. The funds will be used for school ground equipment. Everybody is invited to come and bring a box.

Mrs. Barney McCaskey and children were visitors at the Howard Morel home Friday night. Mrs. Morel accompanied them to San Jon, New Mexico, Saturday morning and will spend the week there while Mr. McCaskey is shipping a car of cattle.

Mr. and Mrs. George Remple and children returned from Besse, Oklahoma, Wednesday.

Miss Margaret Roberts, teacher at the Higgins school, spent the week-end with Miss Odessa Goad. Mrs. August Koch returned from Oklahoma, Wednesday.

Joe Giacrett spent Sunday evening at the D. B. Mann home.

Cecil Raynor spent the week-end with Mr. and Mrs. O. D. Frazier.

Chester Simpson, who is attending school at Hereford, spent Saturday night and Sunday with his parents, Mr. and Mrs. Edward Simpson.

Robert Lanfer of Hobart, Oklahoma, is here visiting his brother, Harry Lanfer.

Messrs. Ratcliff and James Garrett were visitors at the O. L. Goad home Sunday afternoon.

Joe Garrett spent Thursday night in Amarillo with relatives.

Miss Grace Ferguson, head of the science department of the Sweetwater high school, spent the week-end with her parents, Mrs. and Mrs. C. C. Ferguson.

UP IN THE AIR

The Office Goat had an invitation last Friday morning to what, at the time, he considered a nice little suicide party. This invitation came from Buford Farmer, who had engaged Pilot Pinckert, driving the locally owned airplane, to take an employee to Oklahoma City where Mr. Farmer had purchased a car, and who was to return the car to Hereford overland. Well, to make things just a little more amusing for the Office Goat, Mr. Farmer stated that the plane engine would have to be warmed up and tried out to see if it would keep the plane aloft, and it was while this experiment was going on that the Goat was to see Hereford from the air. We arrived at the field, and sure enough the machine was being warmed up, and it seemed to our critical eye that it was not doing all that it should. They tinkered here, and they tinkered it there, and finally Pilot Pinckert signalled "all ready." We tried to assume the air of the seasoned flyer, but something tells us we looked more like the condemned man on his last walk to the scaffold. Anyway, we took our place with Mr. Farmer, and after adjusting a strap so an unexpected surge of the plane might not dump us out, we were off.

We rumbled across the prairie for a while and then took a peep over the side to see when we left the ground, and lo and behold the ground was far below. We kept waiting for the disagreeable sensations we had expected, but nothing came of it. In spite of all efforts to the contrary, we found it the most delightful experience of our many, many years here on earth. Hereford, folk, is a vastly different appearing town from above. At an elevation of around 1200 feet it looks like a toy city. The houses are tiny, the cars look like ants crawling about, and the fields and grass-land have the appearance of modernistic patterns woven on a giant scale. You cannot appreciate the beauties of the country until you have seen it from above.

But, after all, what we started out to say is: Don't wait until a transient pilot comes along to take that self-promised airplane ride. Just remember that we have an expert pilot right here in the person of Mr. Pinckert, who is as safe and reliable as any to be found. Furthermore, he is ready to take you on a thrilling ride in a Hereford-owned plane, the property of Clyde Renfro et al—new, safe, and fully equipped to take you on the ride of your life. See the boys and make a date with them—it's fun, and will make an air-fan of you.

CHECK CARS FOR DEFECTS BEFORE WINTER BEGINS

To many automobile owners "cold weather driving" and "hard starting" are synonymous. It is true that an engine does not start as easily in winter as in summer, but a little care on the part of the owner will go a long way toward minimizing the difficulty. General Motors engineers point out.

Since the inception of the Chevrolet car more than 18 years ago company engineers have been applying themselves to the problem of easier starting.

Making use of the "cold room" facilities of the General Motors research department and working for hundreds of days in zero weather at the proving grounds,

technical men have been attacking the cold motor problem for many years.

In considering the case of the car that is difficult to start in cold weather, engineers call attention to the rather obvious fact that an engine in good condition will perform all its functions, including starting, more satisfactorily than one that is out of adjustment.

The principal parts which have a direct bearing on the starting of an engine are battery, starting motor, carburetor, spark plugs, ignition system and valves.

As the efficiency of the battery is materially reduced in cold weather, it should be given great consideration. If the electrical system is weak, complete combustion cannot be obtained, therefore before the start of winter, it is good preventative insurance to have some reputable electrical service station check over the battery, spark plugs and entire ignition system.

The starting motor very seldom causes trouble.

The carburetor must be adjusted properly for the winter and choke and throttle controls connected properly.

The spark plugs are equipped with two electrodes set in such manner that the electric current must jump across a small gap from one to the other. In making this jump, a spark occurs. It is this spark that ignites the mixture of gasoline and air in the combustion chamber of the cylinder. The size of the gap between

the electrodes affects the type of spark produced. It is, therefore, important that this gap be inspected for proper adjustment.

Obviously the spark plugs should be cleaned, and the terminals of the spark plug wires firmly attached. If the plugs have been in use 10,000 miles they should be replaced.

The ignition system, including all wiring and terminals should be checked at the beginning of winter, particular attention being paid to the distributor timing and to condition of the contact points.

If the valves do not seat properly a leakage of compression occurs resulting in incomplete combustion which hinders starting and

also tends to foul the spark plugs, wears this winter and cut down on your nerves wear and tear on your nerves will eliminate your starting troubles.

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. B. WILLS
Residence Phone 114-W

DRS. ROBISON & WILLS
CLARK BUILDING
Phone 282

When

I made up my mind that SOME day I'd have my own business. From that day I began saving—opened an account at the FIRST STATE BANK, fed it every Saturday night, and let the interest ride . . . the account grew, and now . . . well, thanks . . . I wish you luck!"

First State Bank

ANY PLACE ON THE THERMOMETER...

Your car can now start easily—warm up fast—accelerate quickly



The weather never charges for the car that's fueled with Phillips 66. This gasoline makes starting easy on even the coldest nights; its volatility is controlled to fit the season and the climatic conditions of the locality in which you buy it. You'll find it always quick in action. Flexible, too, at all engine speeds—no more stutter or miss when you step on it. You get these results at no extra cost. For best results try a full tank of Phillips 66 or 66 Ethyl.

Phil-up with **Phillips 66**

CONTROLLED VOLATILITY
WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP. Gasoline must vaporize before it can be fired in the cylinders of your motor. Volatility refers to the ability of gasoline to vaporize. With volatility controlled, Phillips 66 vaporizes as quickly in cold as in warm weather.

Schley Avenue and Third Street Second and Mill
T. E. Major, Local Agent

WELDING

WE DO ELECTRIC, OXY-ACETYLENE AND FORGE WELDING

We are equipped to do your work like it should be done. If it is Sheetmetal construction you want, call and see us first.

Barnhart & Shreve

PHONE 33



When a House Burned Down

people used to ask, "Is he insured?" Now they ask, "Is he properly insured?"

Adequate sound stock fire insurance will properly protect you against loss and the service of our dependable agency will prove of value to you.

Plains Insurance Agency

JOHN PATTON

Manager



WHITEFACES!

WE'RE PULLING FOR YOU

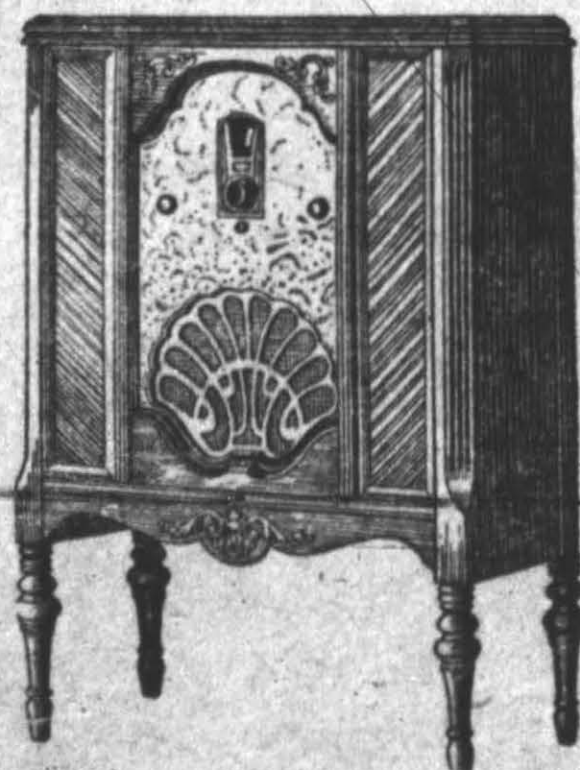
—TO—

BEAT CANYON TOMORROW!

KERR-ANTHONY HARDWARE COMPANY

PHONE 169

The Wonderful Lowboy



8-Tube Neutrodyne-Plus

LEE ELECTRIC CO.

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

Try This

PHILCO

Balanced-Unit Radio

In Your Own Home Free of Charge

HEAR for yourself its clear and marvelous tone.

NOTE its selectivity, its volume and distance range.

SEE how much this beautiful console adds to the attractiveness of your living room.

Delivered complete, nothing else to buy, ready to tune in, for \$30.00 down and 12 monthly installments of \$11.00 each; including one wall-plug and 12 months free service.

WASHINGTON, D. C. MAN HERE
 B. C. Jones of Washington, D. C. arrived in Hereford Tuesday of this week. He owns land in Hereford along the east and highway east of town. He is here inspecting his farm. Dr. Jones will be remembered here as being in the lumber business with a brother, J. H. Jones, and also another brother here, Dr. W. Jones, a chiropractor, who practiced here about 20 years ago and now lives in Wheeler, Texas.

PADDOCK SELLS OUT
 Charles Paddock sold his home place, consisting of 200 acres about 6 miles southeast of town to William Breschere of Nashahoma. Mr. Breschere and family expect to take possession of their new place about December 1. Paddock and family will move to Hereford just as soon as he has completed his new house on the east side of town. He is building a modern fire room stucco residence just north of the Dow Merger home.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

HOME FROM TRIP THROUGH TEXAS
 E. M. Tankersley and family reached home the latter part of last week from a visit to the Dallas Fair and with relatives and friends in Central Texas. Mr. Tankersley made a special effort to examine closely the Panhandle Plains, Inc., exhibit and he pronounced it one of the best in the show. He also said that the Deaf Smith county dairy cow breeders could have made a good showing against the best they had at the Fair.

The Brand regrets to announce that the Tankersleys have leased a dairy farm about three miles south of Canyon where they will move, probably within the next thirty days.

CAMP FIRE GIRLS HAVE PARTY
 The Weconanewaste Camp Fire girls held a progressive honor party at the home of their guardian, Mrs. W. H. Dowell, Friday evening of last week. Each girl present won three honors. Wilma Jo Jones and Mary Elizabeth Stanford being the first partners to win their honors.

FARM SALE
 Jack Sitlington, who lives eight miles west and three south of Hereford on the old Tierra Blanca Camp farm, will hold a big sale of Jersey dairy stock and Poland China hogs Thursday of next week. A descriptive bill of the stock to be sold will be found elsewhere in this issue of the Brand.

BRIDGE PARTY AT J. H. PITMAN HOME
 The Halloween season was opened here last Friday afternoon with a bridge party at the J. H. Pitman home, the hostesses being Mrs. J. H. and J. A. Pitman. The shades were drawn, the lights turned on for this occasion. The home was profusely decorated with Halloween suggestions. Games were indulged in and all entered into the spirit of the season. Honors were won by Mrs. J. B. Jones and low score by Miss Lucille Mulvane.

FOR JOB WORK, TRY THE BRAND.

"THIS WILL BE HARD ON SOME BUSINESS"



J. M. KIMMONS DEAD
 J. M. Kimmons of Amarillo passed away last Thursday. The remains were taken to Dallas, former home of the Kimmons, for interment. They left here about four years ago, having lived near Hereford in the Progressive district, for a number of years.

AMERICAN LEGION MAN HERE
 Sam McCarty, field representative of the Texas American Legion organization, was here last Friday and in the evening aided local Legionnaires to organize temporarily until November, when it is hoped a regular unit will be formed. Sank Ramey was elected temporary adjutant. The following day enough names were added to the list to make the required number to apply for a charter.

WEBSTER HERE FROM AMARILLO
 A. K. Webster of Amarillo was in Hereford last Friday transacting business. Mr. Webster is with the Cotten-Brumer-Altwood real estate firm of Amarillo. He will be remembered here as the founder of the new town of Tack-Texas, located about twenty miles north of town on 25-Mile Avenue.

NEW COMER WANTS BRAND
 E. O. Flynn was in the Brand office Friday to subscribe for the paper. Mr. Flynn and family are newcomers to this part of the Panhandle, having formerly lived at Groom. He bought the H. C.

NEW MACHINERY
 J. J. (Scotty) Buckner has installed what is known as a "Six-In-One" wood working machine, and says it does everything in fancy and substantial wood work. The machine is equipped with an electric motor and he has it placed in the basement of his home.

Little Brother: "What's etiquette?"
 Slightly Bigger Brother: "It's saying 'No, thank you,' when you want to say 'Yes.'"



A. C. BARNHART IMPROVED
 Word was received at this office recently from A. C. Barnhart, who with his family, is at Hot Springs, New Mexico, that he was improving nicely. The only trouble, Mr. Barnhart complains, is that his physicians make him walk so far.

BUILDING ANOTHER HOUSE
 O. L. Cullwell, local contractor, is building another residence for himself in Hereford, west of 25-Mile Avenue, near his former home. Mr. Cullwell let his contract for material last Saturday for the house and a two-car garage.

Our operators make a keen study of fitting the style of hair-dress to Madam's appearance in such manner as to accentuate her chic—her personality . . .
 Phone 16 for Appointment
Orr's Beauty Shoppe

FOR JOB WORK, TRY THE BRAND.

**Pasturization—
 What Is It?**

What is its value? Pasturization is a process during which a food commodity is heated to a temperature that all harmful bacteria are destroyed. Its value lies in the fact that the danger from bacteria, harmful to the human body, is reduced to a minimum as far as that particular food is concerned. CREAM 'O PLAINS butter is manufactured from pasteurized cream. Eat more of it—it is healthful and an economical item in the family diet.

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

**CASH SPECIALS
 FRIDAY AND SATURDAY**

Kellogg's Cereals
 Large Package Shredded Wheat, 2 large Corn Flakes
 1 Linen Doll
 All for 39c

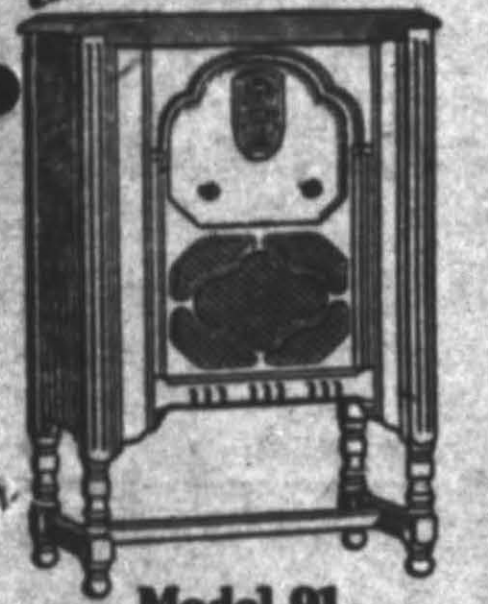
CATSUP	White Swan Large Bottle	19c
HONEY	Extracted, Uvalde County Per Gallon	\$1.10
Peanut Butter	Armour's Very Best, 5 lb bucket	79c
HOMINY	No. 2 Size, 3 for	25c
Blackberries	Can	59c
JAM	Seedless, Raspberry or Loganberry, 32 oz	52c
HAMS	Country Cured, Half or Whole, Per Pound	28c
LETTUCE	Fresh and Crisp, two Heads	15c
CELERY	Large, Well Bleached	12c

DEVIL'S FOOD CAKE
 Is the recipe to try this week with
SNOWDRIFT
 (Ask for the "Recipe" of the week card)

Bakers Cash Grocery
 MONT E. BAKER.

**Quiet!
 The NEW and Startling
 Majestic
 RADIO**
 Has no A-C Hum!

It Offers You Exclusively
POWER DETECTION
 With the New -45 Tubes



Model 91 \$137.49—less tubes
 Power detection and the new -45 tubes give you tuned stages of radio frequency enable Majestic to produce the most powerful and selective radio set ever built. Absolutely no hum and no oscillation at any wave length. Automatic sensitivity control gives uniform sensitivity and compensation in both high and low wave lengths. Improved Majestic Super-Transformer. Extra heavy, sturdy Majestic Power-Packs, with positive voltage-balancing, insure long life and safety. Early English design cabinet of American Walnut. Instrument panel overlaid with genuine imported celluloid. Levered. Removable plate and tube facilities in genuine silver.

Get a FREE Home Demonstration
 PHONE 16
Orr's Tailor Shop
 Our sets use the new heater-type tubes in the radio frequency stages . . .



Get Your
Birds Ready for Market,
 Feed them heavy and get the top market price.
 See Us Before Selling!
THE TURKEY MARKET OPENS BETWEEN NOVEMBER 1 AND 10
West Texas Feed and Seed Company
 Phone 265

AT YOUR SERVICE

Mrs. Baird's Famous Cakes

FRESH, DELICIOUS BAKERY FOOD

HEREFORD BAKERY
 Reynolds & Dunn

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

GRAPEFRUIT, Marsh, seedless, 6 for	31c
CELERY, nice size, per bunch	10c
LETTUCE, per head	7c
WHEATIES, all-wheat flakes, per pkg	9c
FLOUR, Pancake, Washburn, kitchen tested, 15c package	9c
SOAP, laundry, Bix-4 Naptha, 26 bars	98c
JELLO, all flavors, three for	23c
PRUNES, gallon size, in juice	52c
TAMALES, Ratliff's, two cans	25c
COFFEE, Chase & Sanborn, once-a-year-price for Friday, Saturday and Monday, 2 lb can	98c

Devil's Food Cake
 Is the recipe to try this week with
SNOWDRIFT
 Ask for the "recipe" of the week card

Cow Testing Association Herds Show Good Records Past Month

September Honor Roll of the first twelve of the Deaf Smith and Randall County Cow Testing Association.

Owner	Name	Breed	Milk	P. C. B. F.	Total B. F.
WISTO	Princess	Jersey	1071	5.8	62.1
WISTO	Lady Ronette	Jersey	1212	4.8	58.2
WISTO	Dollege Rosette	Jersey	1152	4.9	56.4
WISTO	K. Vay Young	Jersey	1235	4.5	55.5
L. A. Smith	Betty Robbins	Jersey	1196	4.8	58.5
S. O. Wilson	Schuette	Grade Holstein	1068	5.0	53.4
WISTO	Little Agatha	Jersey	807	6.5	52.5
WISTO	Ruth	Jersey	1005	5.2	52.3
J. W. Watson	Snowball	Grade Holstein	1581	3.3	52.2
J. W. Watson	-----	Grade Jersey	921	5.5	50.7
A. F. Morris	Short	Grade Holstein	1014	4.8	48.7
S. O. Wilson	Crumple	Grade Jersey	906	5.0	48.8

The Cow Testing Association began on the first day of June, 1928, and since that time only two members have dropped out, because they did not have any additional cows to test. Last month Fred Pittner of South Hereford, and H. I. Gillispie, four miles south of town, became members of the association and are daily keeping records.

Today County Agent Dunkle notified the Brand that in the October record of the Cow Testing Association, Fred Pittner's Augusta Pioneer, a pure bred Guernsey, topped the list with 60.8 pounds butterfat, while S. O. Wilson with Lady Beth, a Jersey, scored second, with a record for October of 55.8 pounds butterfat.

HAPPY GAME

(Concluded from Page 1)

touchdown, and smashes it over on the next play. Russell converted with a kick. Score, 13-0.

Jack Russell takes Clen's place and East takes Orr's. Hereford kicks off and Happy returns ball to the 35 yard line, Gregory making the tackle; Seed stopped Happy's charge for no gain; Mitchell flattened out the Happy ball after a 3 yard gain; Happy punted to Hereford's 15 yard line. Babe Russell went around left end for 15; his little brother, Jack, went through center for 5; Babe going through the same hole for 2; Sandle Jowell made 10 in the same place; J. Russell made 15 around left end, only to lose 2 on the next play by a fumble which was recovered; J. Russell passed to Gregory for 12 as the quarter ends.

Second Quarter.

J. Russell made 7 through right center; Babe gains 1 around left end; Jowell went through center for 5, putting the ball 5 yards from goal line; J. Russell made 4 through center, and Jowell put it over on the next play. Russell failed at goal. Score, 19-0.

Roberson took Springer's place for Happy; Whitehead took Babe Russell's and Gilliland took Gregory's for Hereford. Hereford kicked off and Happy was downed on their 35 yard line; Glibreath, Seed and Mitchell tackled on three suc-

cessive plays for no gain and the visitors punted on their fourth down. Hereford returned the ball to their own 20 yard line. Jack Russell went for 2 around right end; Jowell made 15 through center; Whitehead followed through same place for 3; Jowell through there again for 7, and went back again for 5 more on the next play; J. Russell made 15 through right tackle. Kester substitutes for Jowell. J. Russell's pass to Kester fails; Kester goes through center for 1, on the fourth down Kester makes the 1 yard necessary through center; J. Russell passes to Glibreath for 5, and again to Gregory for 20. J. Russell goes for 7 through right tackle to fumble and make recovery, then go around left end for 2 on the following play. A pass on the fourth down was incomplete and the ball went over to Happy on their own 10 yard line. The visitors made their first down of the game by going around right end for 12 yards; Whitehead making the tackle; Seed stopped them with a 1 yard gain; Higgins made tackle with Happy gaining 4; they punted to Hereford's 35 yard line, and the Whitefaces were penalized 5 yards for off-side as the half ended.

Third Quarter.

Ireland went in in Gilliland's place, Mitchell for Harris, Orr for East and Glibreath for Whitehead. Hereford kicked to Happy's 35-yard line. Seed tackled for no gain; Habermacher threw them for a 2 yard loss; Mitchell tackled after 1 yard gain; Happy kicked to Hereford's 37 yard line; J. Russell went through right tackle for 10 yards; Jowell goes in for Kester and makes 8 yards through center; Habermacher gained 5 yards through center; J. Russell made 1 yard around left end; Jow-

ell ripped through center for 20 yards, and J. Russell went 18 yards for a touchdown; Bowen kicked goal. Score 26-0.

Hereford kicked over the goal line and ball came back to Happy's 20 yard line; two incomplete passes drew a 5 yard penalty. Happy gained 6 around right end, then punted to their own 30 yard line, Habermacher smashed 12 yards through right tackle; Jowell made 1 through center, then made 5 in same place; J. Russell circled right end for 3 yards, and Jowell cut through 8 yards for a touchdown. Bowen missed goal. Score, 32-0.

Hereford kicked off to Happy's 43 yard line, and Bowen went in the air to tuck their first pass under his arm and gallop 43 yards for a touchdown. Jowell smashed the line for the extra point. Score, 39-0.

Roberson went in for Bowen. Hereford kicked to Happy's 30 yard line; Ireland intercepted their pass and brought it back for 5 yards on Hereford's 30 yard line; J. Russell went around right end for 8, Jowell bucked center for 1. J. Russell went through right tackle for 7; Hereford fumbles and recovers; Jowell made 5 at center and then carries it over for a touchdown; Orr fails at goal. Score 45-0.

Kester goes in for Jowell; Hereford kicks off and Glibreath stops the return on Happy's 20 yard line as the quarter ends.

Fourth Quarter.

Happy pass incomplete, but sec-

ond try gains 10, with Ireland stopping the runner. Habermacher snagged a Happy pass; J. Russell opened right tackle for 5; Kester went around right end for 4; Habermacher smashed center for 1, and J. Russell circled right end for 25 yards to the goal line. Orr failed at goal. Score, 51-0.

Hereford kicked off and downed Happy on their own 30 yard line. Happy made 8 around left end on a fake, then failed at a pass, made 1 through center and punted to mid-field. Glibreath split right tackle for 8, Kester did the same to left tackle for 4, then made 3 through center; J. Russell scampered around right end for 20, but was stopped when he tried to go past left end on the next play. Habermacher smashed right tackle for 5; Kester busted center for 8, and made 3 in the same place right after that. Needing one yard to go for goal, Kester put it over. J. Russell failed at goal. Score, 57-0.

Harris went in for Stone and Whitehead for Habermacher. Hereford kicked off and stopped Happy on their 28 yard line, Mr. Gregory doing nice tackling; Ireland intercepted their pass on their 30 yard line; J. Russell made 1 at center; Kester did likewise for 3; J. Russell made 7 through tackle and then 1 through left tackle; Kester went through center for 8, and J. Russell made 4 at right tackle, as the final whistle blew.

Final score, Hereford 57, Happy 0.

CANYON GAME

(Continued from Page One)

game than it is to find a snowball in July. They're tearing an' pitching an' rarin' to go.

It should be an ideal day. Apparently the storm period of the week is over, the weather has cooled off, and with sunshine today and tomorrow the Bermuda-sodded football field will be in the very best shape.

It has been suggested that because there will be lots of folks to take care of in a short while just before the game, the Hereford home-town folks lend a hand in helping the school authorities handle the situation as easily as possible. No cars will be permitted within the football park at all, except to accommodate invalids and those physically unable to sit out in the bleachers. That rule applies to all. All who desire to take advantage of the privilege of parking inside must apply to Superintendent Dillehay before noon tomorrow and must have their permits ready to show at the gate or they will not be admitted.

Cars will be parked on the practice field just south of the football park. Competent officials will be there to assist in getting locations, and observance of their instructions will save much confusion and let everyone get to the game on time. The east and west road just south of the park will be closed entirely.

The game will be called at 3:30 sharp. This is fifteen minutes earlier than games have been played heretofore this season, and merchants are asked to observe this time with respect to their getting ready for the game, making the closing about 3:15 that all have an opportunity to get there before the game starts. The Brand has received some nice compliments on the posters furnished the school athletic association to post the town this week. The paper only felt it was doing its part, the praise belongs to the merchants whose cooperation made the big posters possible. It is regretted there were some who wished to, but did not get to participate in this feature—the management did not know how heartily the response would be given and sufficient time

was not available to get to everybody.

There will be more exact handling this game than any of the past, as officials will be brought from other places, to meet the provisions laid down by the interscholastic league, and price of admission for tomorrow game has been set at \$1.00 adults and 50 cents for children. Those who were sighted enough to buy a ticket for \$1.75 when school was closed will find they made a bargain as they are good for this game. While this was being written, night Hereford's gloriously victorious pep squad came down the keeping step to a new version of an old rallying call which is culled appropriate for tomorrow game, "Your Rep, Your Rep, You Got it—Now Keep It; dog, don't lose it; your rep, your rep, Canyon cars for the past week is told, have been posted by sticklers reading "Hereford to November 1st" and the White supporters this week respond with pennant-shaped legends, "On Canyon, the Whitefaces Ready."

SPECIALS FOR ONE WEEK

NOVEMBER FIRST TO SEVENTH, INCLUSIVE.

- FIFTY Ladies' Fall Hats, all styles and colors, at \$1.00
- ONE HUNDRED Pairs Ladies' Shoes, broken lots and sizes, at \$1.95
- ONE HUNDRED Pairs Ladies' Shoes, broken lots and sizes, at \$2.95
- Silk-to-the-Top Fashioned Hosiery, pair 79c
- FIFTY Pairs Men's Tan Shoes, regular \$10.00 values \$4.95
- FIFTY Pairs Men's Tan Shoes, regular \$5.45 values \$2.95

BIG ASSORTMENT OF BOYS' OVERCOATS, SIZES 2 TO 16, AT \$2.95—\$3.95 AND \$4.95

SPROWLS-CRONIN & COMPANY

GOODYEAR TIRE SALE

BEGINNING SATURDAY, OCTOBER 26

Our entire stock of Goodyears will be closed out at once. This is your opportunity to get fine tires at prices you never hoped to see. The first here will be the first served, as no other tires will be ordered if we are out of any size

CASH ONLY—NO TRADE-INS

Balloon Casings	Double Eagle	Heavy Duty	Regular	Pathfinder	Speedway
29 x 4.40			\$ 7.60		
30 x 4.50	\$13.95	\$11.05	\$ 8.45	\$ 6.75	\$ 5.90
31 x 5.25	\$20.35		\$12.25	\$10.10	
29 x 4.50			\$ 8.15		

We have many other sizes besides the ones listed above which are shown to let you know just how cheap we have made the prices.

Hereford Motor Co.



Drying Baby's tiny clothes

Most important for baby's welfare is always a plentiful supply of clean clothing—warm and dry. Every mother knows what a problem that is! That's one reason why a Humphrey Radiantfire with its penetrating heat, which dries tiny garments hurriedly, is so desirable for the nursery. It serves so well in an emergency.

A Radiantfire helps to keep the baby healthy, too. On bitter days in winter, its radiant "sunshine" heat penetrates and warms him through and through.

We have a Radiantfire designed for the nursery and for every other room! It's easily installed... it's safe and economical as well.

The
HUMPHREY
Radiantfire
West Texas Gas Company

Cash Specials for Friday - Saturday

- *MACARONI OR SPAGHETTI, six boxes 25c
- SOAP, any brand laundry soap, 25 bars \$1.00
- COFFEE, Breakfast Call, three pounds can \$1.51
- BAKING POWDER, Calumet, one pound 27c

Men's Work Shirts, Shoes, Clothing, Gloves—in fact, most anything in Men's, Women's and Children's wear.

200 PAIRS OF CHILDREN'S SHOES AT COST AND BELOW!



DEVIL'S FOOD CAKE

Is the recipe to try this week with

SNOWDRIFT

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

Warren Cash Grocery & Mercantile Company

WANTED

Would like to hear from local mule dealer at Hereford.
Could locate one or two loads.

Jas. V. Wyant
HOWARD, KANSAS.



ready to go SERVICE

The management of this garage prides itself on its ability to accommodate its patrons with every new factor that makes for better service.

Try this garage—you'll appreciate the thorough and personal attention.

We also have a greasing and washing rack, and our mechanics are the best in town.

Broadwell Building.

H. M. BISHOP
Studebaker Sales and Service

CORNER DRUG STORE

The Rexall Store

Prescription Druggists

Day Phone 108

Night Phone 235 or 403-W

Invites you to visit their Prescription Department. Registered Pharmacist on duty at all hours. We fill any doctor's prescriptions.

Corner Drug Store

Halloween Wrapped Nunnally's Candies.

International Sunday School

Lesson

BY DR. J. E. NUNN

RESPECT FOR RIGHTEFUL AUTHORITY

(World's Temperance Sunday)

Mark 12:13-17; Rom. 13:1-7; I Peter 2:13-16

Golden Text: Let every soul be in subjection to the higher powers.

Introduction.

"The very idea of the power and of the people to establish government presupposes the duty of every individual to obey the established government." — George Washington.

"Let reverence for law become a political religion of the nation. No one can undermine respect for law without being to that extent an enemy to orderly government." — Abraham Lincoln.

"Free government has no great menace that disrespects for authority and continued violation of law." — Calvin Coolidge.

"Loyalty to rulers is to me an essential branch of religion." — John Wesley.

Lawlessness.

One of the most alarming features of present-day American life is the widespread lawlessness, which has increased at an appalling rate in recent years. To make the situation worse, a great many prominent men and influential newspapers are encouraging this lawlessness. Instead of condemning it because it tends to undermine the foundations of civilized society, they condone it. They make excuses for it. They say that it is due to the Eighteenth Amendment and the Volstead law, which must necessarily prove a failure because "you cannot make men good by law." The real purpose of the prohibition act is not to make men good by law, but to protect society at large from those who insist upon demonstrating that they will not be made good by law.

Pharisees and Herodians.

"And they sent him certain of the Pharisees and of the Herodians." The Herodians were the realist party, in favor of the dynasty of Herod the Great as a buffer against Roman authority. The Pharisees, on the contrary, were openly opposed to the Herods as agents of Rome, and of course were bitter enemies of the Roman rulers. The Herodians were Sadducees, liberals in religion. The Pharisees were strict in all matters of faith and practice. But these men, the very opposite in belief, were united in hatred of Jesus. Their aim was to entrap him into some statement that could be made to bear the aspect of sedition and perhaps of treason against the Roman government.

"Tribute to Caesar, or Not?"

"Is it lawful to give tribute unto Caesar or not?" "Caesar" is the name as the titles "Kaiser" or "Emperor"; it was the official title of the Roman Emperor at this time, Tiberius. Tribute was the annual poll tax levied on the people for the treasury of the Roman

Emperor, and collected by the hated publicans. The dilemma in which Christ was placed was very real. If he answered yes, the people would turn against him, for they loathed the tax as a symbol of their subordination to Rome, a condition from which they expected their Messiah to free them. If he replied No, the entire force of the Roman Empire would be instantly bent on crushing him.

The Denarius (Penny).

The denarius was the silver coin in which the poll tax was paid. It was worth from fifteen to seventeen cents, and was the day's wage of a common laborer, equal in purchasing power to about two dollars of our money. The Roman Emperor usually had his portrait stamped on the coins issued during his reign, and the custom is followed by many modern nations. The "superscription" included the Emperor's name and titles.

A Wise Answer.

"Render unto Caesar the things that are Caesar's, and unto God the things that are God's." No more sound and sagacious reply was ever made. The burden of the decision was thrown back on individual consciences, as is always the case with Christ. If they decided that Caesar has no right to a tribute, they were not to pay the tax; if they concluded that he had such a right, they should pay it. At the same time our Lord clearly implied that the Roman government had a just claim on the Jews, a claim represented by that little silver coin. They were using Roman coins, which stood for Roman civilization and power, by which the Jews benefited. So long as they were using these Roman facilities and advantages, as honest men they owed Rome some return, the payment of some tax. But, on the other hand, they were God's people. Jehovah had placed his stamp on their souls. He had given them life, intelligence, love, the countless blessings of their existence, and they used all these things freely and gladly. Therefore they were in debt to God, heavily in debt, and owed to God whatever dues he might require.

Prohibition Law Threatened.

Before prohibition "the liquor business had been carried on in the open and there was at the outset no visible way of violating the law on a large scale. Hence the year 1920 brought a fairly effective

"The Powers That Be."

It is a commonplace that the Greeks stand for beauty, the Romans for law, and the Hebrews for religion; but in Paul's letter to the Roman Christians is the world's finest characterization of law, and it was written, in Greek, by a Hebrew on obedience to law; it is well to study this masterly passage.

"Let every soul be in subjection to the higher powers." That is, to the civil authorities. "It was easy for a certain type of mind to argue that, since Jesus and his Messianic kingdom would soon displace all the institutions of the present evil age, the civil government had no legitimate authority. The fact that the civil authorities were often connected officially with pagan worship would contribute to this feeling. The feeling might express itself in open disregard of government regulations or in secret tax dodging." The unspoken tyrant, Nero, was emperor of Rome at this time, but he was just beginning his horrible career. Still, even at his worst, he represented law and order. Paul, in his great and extended work, was often protected by Roman officers. All the Roman centurions of the New Testament were men of fine character. When a Christian is commanded to do wrong, then obedience to the High Authority must take precedence. Thus the apostles, when commanded by the authorities to cease preaching Christ replied firmly, "We must obey God rather than men."

Personal Liberty.

The "personal liberty" so much lauded by the wets is a "cloak of wickedness," the badge of the slaves of satan. Real liberty lies in obedience to law and loving service of one's brothers.

The liberty of one man to make and sell intoxicating drink impairs the liberty of another man to enjoy health and economic and social welfare. Ask the wife of the working man who wants full personal liberty to drink whether this would increase her personal liberty. She will cut out all technicalities and go straight to the main point—that her husband's personal liberty to drink takes away her personal liberty to eat!

prohibition regime—not because the government had at that time learned how to enforce the law rigorously but because potential criminals had not yet learned how to break it. Presently this situation was changed. Little by little a gigantic illicit industry was developed, backed by unbelievable resources and entrenched to an alarming degree within the political organizations of the country. It needs to be emphasized, however, that the outbreak of liquor lawlessness, serious as it is, has by no means carried us back to where we were in the days of the saloon. To say that reverses in enforcement means the failure of the law is quite absurd.

The Lord's Second Coming.

Finally, Paul urges upright and law-abiding conduct on the most solemn and impressive of all grounds, the second coming of the Lord. It is near. With every day it is nearer. The long night of waiting is far spent; the day of the Sun of righteousness is at hand. It is time to cast off the works of darkness, such deeds as the saloon foster, drunkenness, reveling, licentiousness, intemperance of all kinds. It is time to live beautifully, as befits the beautiful day of his appearing, and to put on a Christly character as an armor of light. Toward this glorious end nothing in the world's history has carried mankind further than the Prohibition Amendment to the United States Constitution.

C. T. Kibbe

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

Drs. Heard & Wiltshire, Dentists

Phone 234

Office Over Corner Drug Store

6-IN-ONE WOOD WORKER

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

FURNITURE REPAIRED AND MADE OVER

J. J. (Scotty) BUCKNER

PHONE 313. AFTER 5:00 P. M.
NORTH D STREET

AUCTION SALE

**OF CATTLE AND HOGS
THURSDAY, NOV. 7**

SALE BEGINS PROMPTLY AT 1:30 P. M.

Will sell at public auction on the above date, without reserve or by bid, at my farm located 10 miles west of Hereford via Harrison Highway, and three miles south, better known as the old Tierra Blanca Camp, the following:

Jersey Cattle

- 1—Jersey heifer, three years old, fresh.
- 1—Jersey cow, four years old milking now, fresh in January.
- 1—Jersey cow, four years old, heavy springer.
- 1—Jersey cow, five years old, giving two gallons daily.
- 1—Jersey cow, six years old, heavy springer.
- 1—Jersey heifer, two years old, fresh first of year.
- 1—Jersey and Durham, three years old, fresh, 4 gallons.
- 1—Jersey & Holstein, 5 years old, heavy springer, six gallon cow.
- 1—Jersey heifer, three years old, giving 2 gallons now.
- 1—Jersey cow, three years old, fresh first of year.
- 1—Jersey cow, five years old, two gallons now.
- 1—Jersey heifer, two years old, fresh in January.
- 1—Jersey cow, four years old, giving three gallons now.
- 4—Jersey cows, now dry.
- 4—Jersey heifers, 18 months old, fresh in March or April.
- 7—Jersey steers, long yearlings.
- 6—Jersey steer calves.
- 1—Jersey bull, two years old, good one, pure bred, non-registered.

Hogs

These are Pure bred, big-bone Poland Chinas, but not registered.

- 1—350 pound sow, with 8 sucking pigs, 4 weeks old.
- 1—300-pound sow, with 7 sucking pigs, 4 weeks old.
- 1—300-pound sow, with 8 sucking pigs, 4 weeks old.
- 1—250-pound gilt.
- 6—Shoats, weighing about 100 pounds each.
- 10—Mixed weanling pigs, eight weeks old.

TERMS—All sums of \$25.00 and under are cash; all sums over that amount will be given six months' credit, when secured by approved note bearing ten per cent interest from date of sale. A discount of five per cent will be given for cash on all sums over \$25.00.

Jack Sitlington, Owner

E. C. EUBANKS, Clerk.

COL. RAY BARBER, Hereford, Auctioneer.

**Friday - Saturday
Cash Specials**

- CEETO 25c
- COCOA, Hershey's, pound, 28c, half pound 15c
- RICE, White Swan, two pounds 19c
- JELLO, Three Packages 25c
- PEACHES, Dried, ten pound box \$1.96
- POST'S BEAN 10c
- MILK, Carnation, small, three for 14c
- BLACKBERRIES, gallon 57c
- SYRUP, White Swan, gallon 91c
- ORANGES, fair size, dozen 17c
- COMPOUND, Morris, eight pounds \$1.05
- EGGS, fresh country, regular price 40c

DEVIL'S FOOD CAKE

Is the recipe to try this week with

SNOWDRIFT

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



Carl's Cash and Carry Grocery

Phone 324

**MONEY TALKS
BY YOUR CASH**



Life is one constant round of earning money and spending money. To keep your income heavier than your expenses is quite a problem. E. B. Black Company will help you solve this problem, says YOUR CASH.

E. B. BLACK CO.

Are Satisfied With Small Profits



COMPLEXION AIDS

Cheeks with the bloom of youth need never fade. To retain this youthful freshness use our complexion aids. Beauty specialists never recommend cleansing the skin with water... but suggest a good cold cream. We have the BEST cold creams you can get.

Let US be YOUR Druggists.

City Drug Store

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

New Members

(Continued from Page One)
outlets, southeast and northwest. Hereford needs a modern, fire-proof, well equipped, well managed hotel.

Hereford needs an annual county fair second to none in the state. Hereford needs a good farmer on every half section of land in Deaf Smith county.

Everyone knows that the town without adequate railway facilities, a first class hotel, a good system of country roads, and streets leading into the town, civic pride to keep the streets clean and properly painted and in good shape, is a back number.

It takes financial as well as moral aid to put these things over and it is up to every individual who wants to see Hereford progress along with other towns of the Panhandle to put his shoulder to the wheel and do his bit.

At the conclusion of the membership campaign, a banquet will be given by the school faculty and teachers by members of the Chamber of Commerce, at which the members of the losing team of the membership committee will serve as table waiters. Both teams are fighting hard for supremacy in total members secured and amounts pledged, and it is hard at this time to tell just which side will have to don the white aprons at the banquet.

FOR SALE—Water lease on about seven sections in winter range, fifty miles northwest of Hereford in the valley. D. D. LAYNE, 1007 Avenue S, Lubbock, Tex. 42-1p

FOR SALE—Extra good high grade bundle reed, 4 cents per bundle, delivered. GEO. W. SMITH, 42-tfc

Born to Mr. and Mrs. H. B. Stewart, October 23, a son.

GUILD ENTERTAINS MISSIONARY SOCIETY

The Presbyterian church was the scene of a lovely affair Tuesday afternoon, October 29, at 3 o'clock, when the Guild was at home to the membership of the Missionary Society. In spite of the inclement weather, 35 ladies were in attendance. The guests were met at the door by one of the many witches and graciously received. At the next door sat another witch to register each one, who was seated awaiting the surprises of the day.

Conversation interspersed with music was enjoyed for a time, when all were invited into the beautifully decorated dining room. The decorations consisted of cut flowers and the usual Halloween decorations. The centerpiece was a large pumpkin made into a jack-o'-lantern. Witch's hats of different colors were given as favors, and worn during the afternoon. Refreshments of sandwiches, cake, tea and mints were served.

Two readings given by Miss Schuits were greatly enjoyed. The remainder of the time was spent in playing games and fortune telling. The ladies of the Missionary Society are grateful to the young matrons for the enjoyable afternoon. Special mention should be made of the President, Mrs. Hildgway, and Miss Downs, who planned the entertainment.

THRILLS ABUNDANT IN STAR THEATRE TALKER

"4 Devils," as presented in Fox Movietone next Wednesday and Thursday, November 6 and 7, at the Star Theatre, captures the favor and imagination of any audience. It is a spectacular and unforgettable story that breathes the irresistible spirit of the circus—thrills, fun, action, drama and added thrills. From the moment at the start when the children cover under the lash of the brutal circus master to the time years later when they perform their daring "leap of death" there is a rising crescendo of heart stirring excitement. This production simply abounds in big moments.

"4 Devils" certainly attains a high point of entertainment, Nancy Drexel and Barry Norton register splendidly as the devilish partners of Miss Gaynor, and the quartet radiates the matchless quality of youth. Mary Duncan, in the role of an aristocratic siren; and Frazee Macdonald as a kindly old clown, are both seen and heard to advantage.

Marriages Outnumber Divorces in Texas

Washington.—The Department of Commerce announces that, according to returns received, there were 76,340 marriages performed in Texas during the year 1928, as compared with 74,042 in 1927, representing an increase of 2,298, or 3.1 per cent. In 1916 there were 54,103 marriages performed.

During the year 1928 there were 18,073 divorces granted in the state, as compared with 17,290 in 1927, representing an increase of 783, or 4.5 per cent. In 1916 there were 8,504 divorces granted. There were 155 marriages annulled in 1928, as compared with 115 in 1927.

The estimated population of the State of Texas on July 1, 1928, was 5,487,000 and on July 1, 1927, 5,397,000. On the basis of these estimates, the number of marriages per 1,000 of the population was 13.9 in 1928, as against 13.7 in 1927; and the number of divorces per 1,000 of the population was 3.29 in 1928, as against 3.20 in 1927.

The number of marriages was furnished by the county clerk, and the number of divorces by the clerk of the Circuit court of each county. The figures for 1928 are preliminary and subject to correction. In Deaf Smith county there were 72 marriages in 1928, compared with 65 in 1927; two divorces in 1928, and four in 1927. No annulments were recorded in either of the two years.

Harris county leads the state in both marriages and divorces, 4,578 marriages having occurred in 1928, and 4,627 in 1927; with 2,065 divorces in 1928, and 2,095 in 1927.

Railroad Buy Thousands of Miles of New Equipment

A railroad train 5,740 miles long could be made of the equipment retired from service by the Class 1 railways of the United States in the last seven years, while the new locomotives, freight cars and passenger train cars installed in service by these roads in the same period would make a train 7,342 miles in length. These calculations are made from figures of equipment retirements and installations appearing in "Railroad Facts No. 7," the final 1929 edition of the annual railway yearbook issued by the Western Railways' Committee on Public Relations.

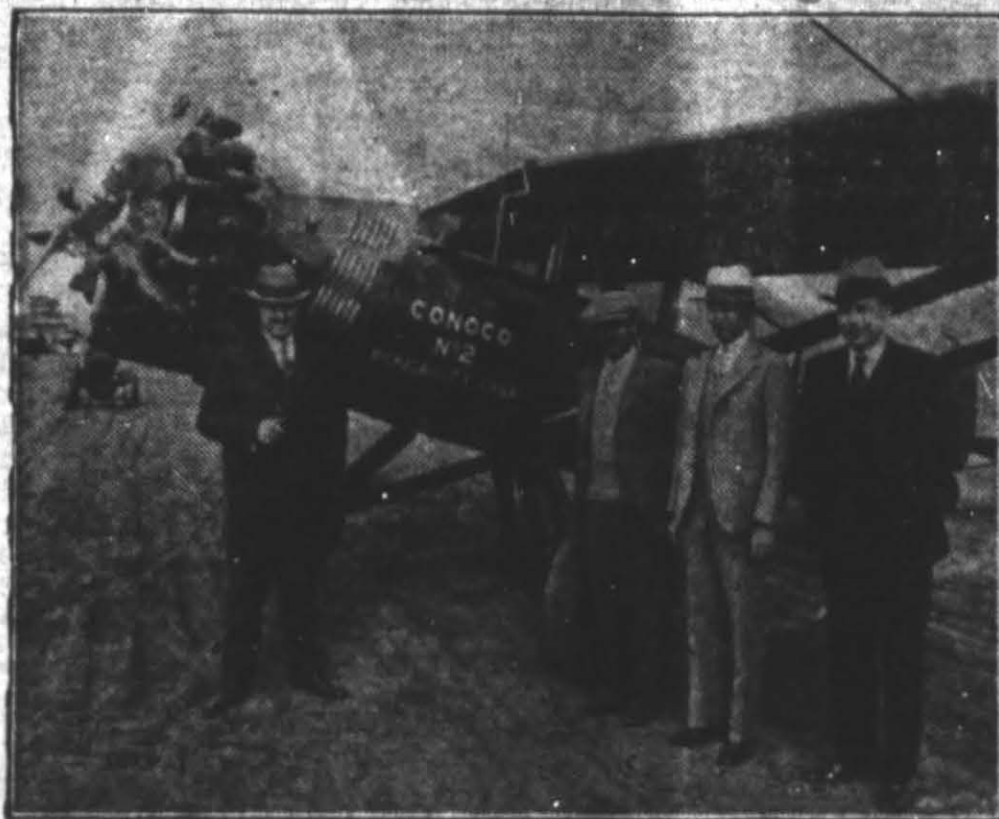
Included in this 7,342 mile train of new equipment would be 237 miles of locomotives, 6,851 miles of freight cars, and 254 miles of passenger train cars. This entire train would reach, in straight lines from New York to Jacksonville, Florida, then to Los Angeles, to Seattle, to New Orleans and back to Boston. When the first engine reaches Boston after covering the above route, the last car would be just leaving New York, and at an average speed of 30 miles an hour, would take 10 days for this entire train to pass a given point.

That this new equipment installed is much larger and more powerful than the old and obsolete equipment retired is shown by the fact that from 1921 to 1928 the power of the average locomotive in service was increased almost 20 per cent, while the carrying capacity of the average freight car was raised almost 8 per cent. In addition to the foregoing material, the yearbook contains sections on the railway plant, service, rates, earnings, employees, and on the increases in efficiency and the economy of railway operation that have been made in recent years.

Born to Mr. and Mrs. Charles Roberson of Summersfield, a son, October 20. This is the first child born to Mr. and Mrs. Roberson. Mr. Roberson is employed by the Santa Fe. Mrs. Roberson and son are doing well.

In Reverse.

A man, running after a taxicab, panted to the driver, "How much to the station from here?" "Fifty cents," replied the driver. The man continued to run, and having covered another stretch, inquired breathlessly of the driver, "How much now?" "Seventy-five," replied the driver. "You're running the wrong way."—The Bits.



The "Conoco No. 2," and its crew on the nation-wide educational tour. Standing in front of the ship from left to right are J. E. Moorhead, Ray C. Shrader, B. K. Ludwig and Frank Moore.

Another evidence of the value of aviation to big business is found in the trans-continental tour of the Continental Oil Company's six-place Travelair cabin monoplane, the "Conoco No. 2," leaving Denver on October 25 on a trip that carries it through the Rocky Mountain states, across the middle-west, to the Atlantic seaboard and back to Denver—a total of over 8000 miles.

The tour is planned for the purpose of acquainting the Continental Company's sales force with the details of a new oil, prior to public announcement of the product, which will be known as "Conoco Germ-Processed Motor Oil."

Technologists of the Continental Company authorize the statement that the new Conoco "Germ-Processed" Motor Oil will be a revolutionizing factor in automotive and general mechanical lubrication. They state that it is a highly refined oil, made from carefully selected crude by an exclusive patented process. Details of the claims made for the new oil are to be explained to sales groups at the various points of call of the Conoco No. 2. A stop of approximately one day is being made at each city.

The ship is piloted by Ray C. Shrader, chief of the company's aviation sales division. Passengers are J. E. Moorhead, sales promotion manager; Frank Moore, special representative, and G. K. Ludwig, marketing engineer.

Stops for the plane are being scheduled at Salt Lake City, Butte, Great Falls, Chicago, New York, Richmond, Kansas City, Lincoln, Ponca City, Wichita Falls, Albuquerque and then back to Denver.

Mr. Moorhead, in charge of the tour, and his associates will utilize charts, printed matter, maps and demonstration apparatus in their appearances before various local groups. In detail the refining method used in producing the new oil and outlining its superior qualities.

C. C. Warner, advertising manager of the Continental Oil Company, announces that a nation-wide newspaper, poster and farm paper advertising campaign to acquaint the public with the new oil will follow the air tour.

DESTROYED DOLLARS

Dollars, represented by property, die when fire destroys. Whether the blaze consumes a great tract of forest or a one-car garage, it means a permanent economic loss. The money invested can never again work to produce profits. It is definitely and literally dead. This is a direct loss. The indirect loss, in waste of time and unemployment, may be even greater. The tax that would be paid on a destroyed building is reassessed against other citizens. The rates charged by insurance companies are determined by the aggregate average fire loss. Every citizen in the community pay for every fire. Something that contributed its share, large or small, to progress and social or industrial development, has been totally destroyed. Instead of an asset, it becomes an expense.

These are simple matters, but they are seldom realized. A few minutes' though must bring home to every citizen the appalling danger of our gigantic annual fire waste. Thrift, industry, saving, hope—fire destroys them in the flickering of an eye. And the bill is charged against the national pocket-book.

SHOWER FOR MISS BOWEN

Honoring Miss Gertrude Bowen, a bride-elect for the near future, members of the Methodist Missionary Society were hostesses on Thursday afternoon at the J. E. Beyer residence, where a reception and miscellaneous shower was tendered Miss Bowen.

The entertaining suite was attractively arranged with garden flowers of chrysanthemums and a profusion of autumn leaves.

On arrival of the guest of honor, she was seated by a beautiful ship representing the theme of the afternoon, "The Voyage of Life." The program was delightful, opening with a violin solo by Mrs. Paul Foster, accompanied on the piano by Mrs. Glynis Snyder. The next number was a pleasing dramatic reading, "A Little Home," by Miss Martha Duncan. Little Miss Vivian Olson read two selections, "The Auto Ride" and "Ory Baby," which were enjoyed. A toast to the bride was given by Mrs. D. W. Hawkins, who spoke of marriage as a ship

on the voyage of life. As Mrs. Hawkins finished the toast a voice from an inner room called "Ship ahoy, ship ahoy!" Miss Doris Shore appeared dressed as a sail-stor, entered saluting the bride, saying, "I seek a maiden fair, is Miss Gertrude Bowen here? Your fairy godmother having heard you are about to launch on the matrimonial sea, saw a safe voyage, bath sent this goodly ship to thee. Alas! I have a message of tender love and wishes kind, with instructions whereby you may find where hidden treasures are. I bid thee the search begin. Go search thy house from end to end."

The gifts were numerous, low and beautiful, found in the treasure hunt. It was a lovely hour for the honoree as she viewed the tokens of love and care from her host of friends. Delicious refreshments of ice cream and cake were served by hostesses.



ONLY 18 PER CENT OF MANKIND ARE INDEPENDENT AT THE AGE OF SIXTY

The other 82 per cent would adopt some system of saving if they could do it all over again.

Our savings plan will help you enter the class of eighteen.

The man who won't stop goes farther than the man who won't start.

Western National Bank
"There Is No Substitute for Safety"

STAR THEATRE

HEREFORD, TEXAS

DON'T MISS THE BIG

Midnight Matinee

THURSDAY NIGHT Hallowe'en
Show Starts at 11:00 p. m.

FRIDAY ONLY
NOVEMBER 1

"Wise Girls"

AN ALL-TALKING COMEDY DRAMA and sure to please everyone. also TALKING SHORTS.

SATURDAY

"The Girl from Havana"

AN ALL TALKING PICTURE with ALL TALKING comedy

Monday and Tuesday
NOVEMBER 4-5



ALL TALKING
also
SOUND NEWS AND SOUND ACTS.

Wednesday-Thursday
NOVEMBER 6-7



Charles Morton, Barry Norton, Nancy Drexel and Janet Gaynor in "4 Devils" Fox Picture

"Four Devils"

ALL TALKING with JANET GAYNOR

COMING NOVEMBER 11-12-13
THREE BIG DAYS

"The Dance of Life"

1901 1929

CAMPAIGN OF Furniture Selling

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

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

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

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

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

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

E. B. Black Co.

"WE ARE SATISFIED WITH SMALL PROFITS"