

No. 3



A REALLY BIG, UNUSUAL PICTURE FOR

Friday and Saturday

Hereford, Texas

—Featuring Tallulah Bankhead, Paul Lukas, Charles Bickford and Eugene Pallette in one of the most picturesque backgrounds recently brought to the talking screen—

“THUNDER BELOW”

—A story taken from a jungle frontier trading post that will thrill the spectators and be talked about for weeks. It is easily the star picture of the week.

A New Picture Every Day Next Week, and Each One Only 10¢

No. 9

REFRIGERATORS

—You should see the beautiful colored metal exterior Refrigerator line we are showing. This is a wonderful quality line of Refrigerators, as well as good looking. This line is very moderately priced. Our showing of used and new oak colored Refrigerators is very attractive, both in appearance and price. We handle the Majestic and G. E. Refrigerators.

See Us For Low Down In Prices.

E. B. BLACK COMPANY

Furniture Is Cheaper Than Ever.

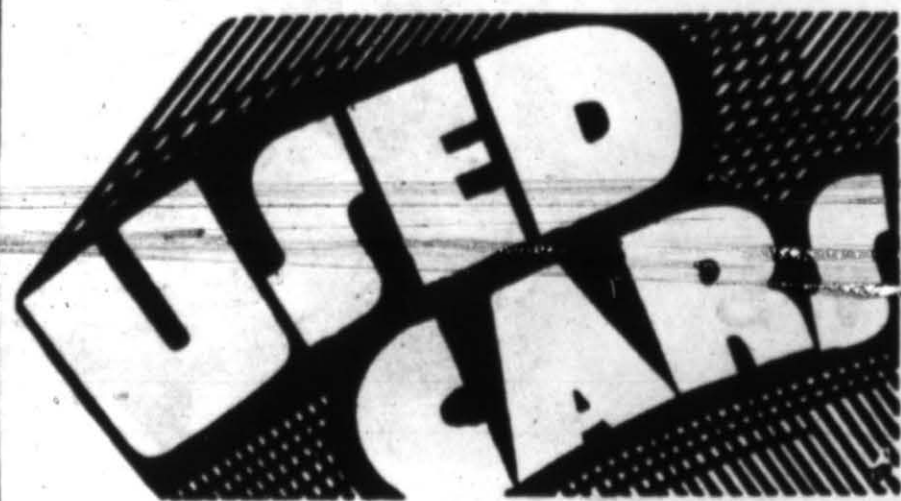
No. 17

SPECIALS

- LADIES' BLOOMERS 25c
Ladies' Rayon Bloomers
- MUNSINGWEAR HOSIERY 69c
Ladies' hose, all new shades, chiffon and service weights, special, pair
- WORK PANTS 89c
Men's gray Covert work pants, sizes 28 to 46, pair
- COVERALLS 39c
Children's Coveralls, blue only, sizes 1 to 8 years, pair

Fox Mercantile Company

No. 16



WE HAVE SOME 4's AND 6's YOU WILL LIKE, IF YOU ARE INTERESTED IN A USED CAR OR TRUCK

All are in good mechanical condition and priced so they will sell. Come in and see just how fine a car we can sell you at a figure you never dreamed possible.

Brumley Chevrolet Garage

Phone 740 for Emergency Assistance.

No. 8

Friday and Saturday Specials

- All our E. & W. Dress Shirts, values \$1.50 to \$2.45 at **\$1.00**
- All our Ladies' White and Light Novelty Dress Shoes, values to \$5, now **\$1.00**
The above does not include arch support shoes.
- Men's Dress Oxfords, blacks only, an all-leather shoe, at **\$1.98**
- Men's Horseshide, Hand-Sewed Gloves now **\$1.00**
- Boys' Light Wash Pants, \$1.48 to \$1.79 values at **\$1.00**
- Men's Dress Straw Hats, \$1.50 to \$2.45 values, all to go at **\$1.00**

Sprouls-Cronin & Co.

CITY



Friday and Saturday

No. 20

FRIDAY AND SATURDAY ONLY

ONE YEAR
Subscription To The
Hereford Brand

Limited to those living within a radius of 50 miles from Hereford

\$1.00



No. 19

DOLLAR SPECIALS

- Ladies Fast Color Wash Dresses, a real bargain, **\$1.00**
- Three for -----
- Ladies' Fancy Lace Top Rayon Hose, best colors **\$1.00**
- regular 25c value, six pair -----
- Full bleached, 50c sheets 81x90 in size, while **\$1.00**
- they last, three for -----

Fancy Oil Cloth, assorted patterns, per yard **14c**

HARMAN'S STORE

BUY NOW

SAVE

No. 5

CLOSE DRUG COMPANY

SPECIAL DOLLAR BARGAINS
Just a Few Specimens

- \$2.00 Brownie Camera, 35c **\$1**
- roll of films, all for -----
- 50c Milk of Magnesia, 50c Milk of Magnesia Tooth Powder, 50c **\$1**
- Prophylactic Tooth Brush -----
- All for -----
- \$1.00 Coty's Powder, 50c Coty's Perfume, 10c Powder Puff **\$1**
- AK for -----
- 50c Theatrical Cold Cream, 50c Cucumber Hand Lotion, 35c **\$1**
- Kleenex, All for -----

Many Other Groups of Items On Display—For One Dollar

No. 2

Quick Drying Enamel

Quarts—\$1.00

REGULAR PRICE—\$1.25

Twenty Different Colors

R. H. Kemp Lumber Co.

No. 4

NOW! Is the

To build that

Lumber at

are so



No. 10

RICE Dollar

4.75-19 Red Molded

Tube -----

Two Champion-X

Plugs -----

\$1.75 Luggage

Carrier -----

Punctured Brunswick

FREE Friday at

RICE'S INSTANT

These Merchants Are Earnestly

WIDE FRIDAY



July 29 and 30

No. 13



Canning Equipment

We are the best prepared to care for your canning needs we have ever been. You will find here pressure cookers of National and Automatic brands, capable of canning and preserving vegetables and fruits with the least labor and greatest saving of food values.

All types and sizes of cans, lids, jars, kettles, glasses, etc. are here for your selection. You will find the most complete stock in the Panhandle right here.

Streu Hardware Co.

No. 18

CARLYLE'S SPECIALS

HAND SOAP

Garden Complexion, 3 bars for **10¢**

WHEATIES

Three packages **25¢**

PINEAPPLE

One gallon **46¢**

STICK CANDY

One pound **17¢**

Carlyle's Grocery

PHONE 164

No. 14

Don't Forget While Trading In Hereford

YOU GET THE BRAND FREE!

—for buying from merchants who advertise in the Hereford Brand. Study the paper and patronize the business firm that supports the Brand and your community. By trading \$5.00 with Brand advertisers you are entitled to the Brand FREE for six months, and for trading \$10.00 you may have the Brand FREE for one year.

ASK YOUR MERCHANT!

No. 15

DOLLAR SPECIALS

Men's Broadcloth Shirts	----- \$1.00	Boy's Work Shirts, 3 for	----- \$1.00
Men's Silk Hose, 4 pairs	----- \$1.00	Boy's Coveralls, Overalls, 2 for	----- \$1.00
Men's Work Shirts, 4 for	----- \$1.00	Towels, size 23x43 in., 8 for	----- \$1.00
		Cotton Crash, 10 yards for	----- \$1.00

D. R. GASS & SON

No. 12

Two tubes Dr. West's Tooth Paste,	-----	regular values	50c
Dr. West's Tooth Brush	-----	Regular Value	50¢
16 oz. Merrell's Antiseptic Solution	-----	Regular Value	76c
Dental Plate Mirror	-----	Regular Value	25c

All For . . . \$1.00

PAY US CASH AND SAVE THE EXCISE TAX

Corner Drug Store

No. 6

'I Have to Laugh Now'

"I have had an electric washer, and found that it was more trouble than the washing.

"I just bundle up my weekly wash now and the Laundry brings it back spic and span, clean and sweet, at a cost that was less than the washer, the water, the soap and the electric current, not to mention the drudgery of doing the work.

Finished Shirts, **10¢** Each in Rough-Dry Bundles.

"No more washing for me since I learned how well and cheaply the laundry does it."



Hereford Laundry and Dry Cleaning Company

Phone 298

No. 7

USED CARS

—We offer you exceptional bargains—good values at prices much less than the service you will get from the cars

1929 Ford Business Coupe
1929 Buick Standard 6 Sedan
1928 Buick Standard 6 Coupe
1929 Chevrolet Coach

Also several other cheaper models.

All the above are in good mechanical condition and are very attractively priced.



Ireland-Beavers Motor Co.

No. 11

Great Annual Store Manager's Sale

BRINGS GREATEST VALUES IN OUR HISTORY

Get One of Our Full Page Circulars and Compare Prices.

SALE OPENS THURSDAY, JULY 28th.

Continues One Week.

Stone Department Store
Incorporated

THE BUSY STORE

HEREFORD, TEXAS

Time

use while

Labor

ap.

The Hereford
UNDER CO.

**E'S
Specials**

\$1.00

1.00

\$1.00

Tires Repaired
Saturday by

TIRE SERVICE

Striving To Merit Your Patronage

PROSPERITY WEEK

In Hereford July 31 to August 6

Sunday Matinee Only

JULY 31

Admission 10c

"Man From Yesterday"

Featuring

Claudette Colbert, Clive Brook

also

Talkartoon Comedy

Sponsored by

WEIR'S VARIETY

See this show, then visit them in their
NEW LOCATION

at the

STAR THEATRE

We have carefully selected seven extra good pictures to run next week, beginning with the Sunday afternoon matinee and extending through the following Saturday night. Each picture will run one day only, but there will be a special matinee each afternoon to accommodate those who cannot come at night. The Hereford merchant whose name appears under the advertisement of each of the pictures is making it possible for you to see these wonderful productions at the extremely low price of

Admission 10c To Everyone

We urge each of you to see every one of these big pictures—70c will bring you to every show during the week.

If you will investigate, you will find that five of the seven pictures have never been shown in West Texas, and one of them will be presented for the first time in Texas when it is shown in Hereford next week.

These are new pictures, the latest and best we can get.

Come One—Come All

Monday Only

Matinee and Night

AUGUST 1

Admission 10c

"Madam Racketeer"

Sponsored by

STONE DEPARTMENT STORE

Where Your Dollar Goes Further

Tuesday Only, Matinee and Night

AUGUST 2

Admission 10c

ROBERT MONTGOMERY

in

"The Flesh Is Weak"

Also Comedy

Sponsored by

STAR BEAUTY SHOPPE

WE APPRECIATE YOUR BUSINESS

Wednesday Only, Matinee-Night

AUGUST 3

Admission 10c

"New Morals For Old"

Featuring

Robert Young, Margaret Perry, Lewis Stone and Hope Carews.

Sponsored by

CLOSE DRUG COMPANY

We sell for cash and sell for less.

After seeing this picture, try our fountain for drinks and Sundries.

Thursday Only

Matinee and Night

AUGUST 4

Admission 10c

THE GREATEST SHOW OF THE WEEK

"Washington Masquerade"

with Lionel Barrymore

We say you wont see any better pictures than this one, and you wont buy any better meats than you can buy at Texas Market and Grocery.

Sponsored by

Texas Market and Grocery

FRIDAY ONLY

Matinee and Night

AUGUST 5

Admission 10c

"Skyscraper Souls"

Maureen O'Sullivan, Norman Foster, Anita Page
When you see this show, you will say that it is one of the best pictures you have seen this year.

Just Like IKE'S Regular Dinners.

Sponsored by

IKE'S CAFE

Saturday Only

Matinee and Night

AUGUST 6

Admission 10c

Featuring HELEN TWELVETREES and LEWIS STONE in

"Unashamed"

Sponsored by

The City Drug Store

"We Appreciate Your Business"

Coming August 21-22-23—'Bring 'em Back Alive'

Want Ads

For Sale or Trade

FOR SALE: Four Jersey cows. Phone 478 or call at 411 West Third. 29-1p

FOR SALE OR TRADE: Dodge coupe with pick-up bed, in good condition; five good tires. Will trade for good horse weighing 1600 pounds or more. Must be gentle and not too old. Or will sell for very reasonable price. R. E. Satterwhite, City Marshal, Hereford, Texas. 27-1f

FOR SALE: Eight unit brick apartment house located in one of the best towns in Texas. Would trade for some good farm land. J. D. Love, 1007 Avenue S, Lubbock, Texas. 29-2p

TYPEWRITERS, New and second-hand. Jewell Murchison, Court House. 37-4f

FOR SALE: Two young Jersey milk cows; fresh; three gallon variety. Dr. D. K. Robinson. 1p

FOR SALE CHEAP: four cylinder PS Chevrolet truck in good condition, run less than 9,000 miles, good grain bed. Also additional Chevrolet cab, in good condition. See B. H. Hopkins or Ralph Smith. 25-1c

Wanted

WANTED: Improved farm to rent, prefer 50-50 agreement, owner furnish stock and equipment for one-half profit. See or write A. J. Ellwart, Hereford, Rt. 4. Best of references. 29-2dh

LISTINGS WANTED

Have parties wanting wheat land for summer fallowing on either cash or crop share lease. Give legal description and terms desired. Have income, residence hotel, filling station, tourist camp and acreage properties to trade for farms. Write A. K. Webster, Realtor, 403 Sunset, Phone 5695, Amarillo, Texas. 22-1c

J. T. GUINN

—Wishes to thank the voters of Commissioners Precinct No. 3 for the splendid support you gave him in the Primary Saturday. He will appreciate the careful consideration of all of you in the next election.

BUSINESS AND PROFESSIONAL DIRECTORY

<p>DR. R. E. PERKINS Phone 475</p> <p>Office located in the Mrs. Chas. Jewell House across the Street South of High School</p>	<p>BILL SMITH SERVICE STATION Corner First and Main PHONE 168</p> <p>PHILLIPS "66" PRODUCTS Car washing and greasing, and road service.</p>
<p>DR. E. B. THOMASSON SURGERY General Practice Office Over Corner Drug Store. PHONES Residence 224 Office 37</p>	<p>The title to your land is vital. Our Abstracts correctly reveal the title.</p> <p>A. O. THOMPSON ABSTRACT CO. 5% per cent Federal Farm Loans.</p>
<p>DR. T. L. MORGAN Physician and Surgeon</p> <p>Buckner-Lambert Building Residence and Office Phone 462</p>	<p>Nunn Transfer</p> <p>HAULING OF ALL KINDS</p> <p>Day Phone 656, Night 761-J</p>
<p>DR. G. F. LeGRAND Offices upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244</p>	<p>GULF SERVICE STATION Third and Miles</p> <p>Free Parking</p>
<p>DR. B. M. WILTSHIRE DENTIST Over Sprowls-Cronin</p> <p>Phones Day, 470 Night 474</p>	<p>E. O. WILSON DAIRY</p> <p>Grade "A" Milk, 10c quart. Phone 9027</p>
<p>INSURANCE Loans--Bonds</p> <p>HEREFORD INSURANCE AGENCY JOHN McLEAN, Manager</p>	

Black Here and There

Black
By MRS. J. J. CRAWFORD

Leon Welch left Thursday for Canadian to spend a few weeks. L. Nash and Mr. Cook of Enid, Okla., visited H. H. Elmore this week.

Miss Opal Hays spent last week with friends in Hartley.

Aldon Hawks made a trip to Enid, Okla., this week.

Fred Meiers was slightly burned this week when a combine gasoline tank exploded. The combine was damaged.

Mrs. G. L. McLean, Jack and Cleo; Mrs. Raymond Bass and baby, all of Albuquerque, N. M., visited the H. L. McLean home Thursday, enroute to Lubbock to visit relatives and friends.

Chas. Hays and Buck Johnson, Misses Lucile and Noble, McLean spent Sunday picnicking in the Palo Duro Canyon.

W. D. McKinney and family, Bill Lindsay and family, Westway, Roy Coker and family of Summerfield spent Sunday in the J. J. Crawford home.

Rev. Annis of Friona preached here Sunday.

Dr. Frye of Lubbock has resigned as Baptist pastor here.

The ladies club met Thursday with Mrs. Clyde Hays, with 14 members present. The next meeting will be with Mrs. Chas. Hays August 4.

Mrs. Tom Presley is in the hospital at Hereford, and her condition is about the same.

There will be a pie supper at the church here Saturday night, to raise money to pay for our singing school. Visiting singers will be with us and everybody is invited to attend, the ladies each to bring a pie.

Miss Etta Brumley of Missouri, who has been visiting her sister, Mrs. Nola May Bennett, is visiting in Hereford this week.

In Appreciation.

I want to thank those whose vote and influence gave me a plurality Saturday in my race for Commissioner in Precinct No. 2. I sincerely appreciate the help and encouragement received from every man, woman and child.

I solicit the assistance of everyone for the second primary, hoping that those who felt they could not support me in the first race may see their way clear to do so this time. Respectfully,
W. D. KELEHOR.

To The Voters of Deaf Smith County

I appreciate the support that you gave me in the election last Saturday and respectfully ask your vote and influence in the run-off election August 27th. I have put my best into keeping the office that you have entrusted to me in the past and will continue to give honest, sincere service if you see fit to return me. Yours,
EARL W. WILSON.

Thanks, Voters.

I wish to express my sincere thanks to the voters of Deaf Smith county for the support given me at the polls last Saturday in my race for County and District Clerk. I am thankful for every vote and for every word spoken by friends in my behalf. I feel honored in yet having a chance to secure the nomination at the run-off primary to be held on August 27th.

I have nothing but the highest praise for my present opponent, and for those who opposed me and were eliminated from the race last Saturday; they certainly conducted a clean campaign, and I feel just as humble in this partial victory as those who were eliminated in defeat.

I earnestly solicit your continued support, and will make an effort to see all the voters in person. Yours respectfully,
L. H. FOSTER.

In Appreciation and Solicitation.

I want to tender my sincere thanks for the votes and influence of my friends in Precinct No. 2 and county-wide, which was tendered me on last Saturday. And I hereby kindly solicit the influence and support of all in the second primary on August 27th. Respectfully,
W. B. PHILLIPS.

Daniel News

FOR THURMOND

Mr. and Mrs. M. F. Thurmond and son, Frank, Jr., of Bryan spent last week with their daughter, Joe Thurmond and family. M. F. Thurmond is associate professor of agricultural engineering in A. & M. College.

Mrs. C. W. Hodges visited her brother, Jesse Caldwell, in Canyon Wednesday.

Mrs. O. L. Shugart and Edna of Hereford and Miss Mary Thurmond of Amarillo visited Mrs. Joe Thurmond Tuesday.

Miss Eunice Caldwell of Progressive and Miss Ornie Rambo spent several days last week with Mrs. C. W. Hodges.

Floyd Tomlinson, Marcelle Luedden and Mr. Wilson left Monday for Stratford, where they will harvest the wheat of F. Tomlinson.

Joe Moore and family, Pauline and Ruth Moore visited in the home of John Duty in Amarillo Sunday.

Mr. and Mrs. Wayne Carsthal visited in the home of her sister, Mrs. Floyd Tomlinson, Sunday.

Mr. and Mrs. Garrison of Olton are visiting their daughter, Mrs. Joe Moore.

Methodist Church.
Sunday school at 9:45 a. m. Preaching at 11 a. m. and 8:30 p. m.
The life of Moses is being studied.
Special music.
Young people meet at 7:30.
The public is cordially invited.

MRS. R. E. McCULLOUGH ENTERTAINS CLUB
Cut flowers were attractively arranged in the home of Mrs. R. E. McCullough at 711 25-Mile Avenue when she entertained members of the Crescent Scientia club with a very clever party Thursday afternoon. Elaborate refreshments were served by the hostess. Regular meetings and study work will be discontinued until September 15.

Mr. and Mrs. Glenn Webber of Brownfield spent last week end in Hereford visiting her mother, Mrs. M. A. Fox, and other relatives.

Make Every Farm a Factory Every Day of the Year

CONSERVATISM FIDELITY COMPETENCE

From these factors we have built a structure of CONFIDENCE that has abided between us and our patrons throughout the entire period of difficult conditions.

Conservatism in financial guidance to our depositors, fidelity in safeguarding their interests; competence in fulfilling every function of Commercial Investment, Trust and Savings service—these have established steadfast alliances.

A bank in which substantial surplus has been maintained; a high ratio of liquid assets preserved; justifiable support to its depositors extended and forward-looking cooperation rendered to local enterprises.

—commercial accounts invited

THE FIRST STATE BANK

SPECIAL OFFER FOR THREE DAYS ONLY July 28, 29 and 30

\$6 TO \$18

For Your Worn Tires

HERE'S WHY
We are swamped with calls for partly used tires. Our used tire stock has been shot to pieces. Right now this shortage puts a market value on used tires that enables us to offer you tremendous allowances toward the price of new Goodyears—largest selling tires in the world. If you act quickly you can sell us the miles left in your worn tires at

FULL CASH VALUE
Now your worn tires are worth more OFF than ON your car.

USED TIRE BUYERS
The exchanged tires go on sale to you as fast as they are taken off and inspected. Come take your pick. Depend on us to treat you right on prices.

SEE WHAT YOUR WORN TIRES ARE WORTH!
Look At These Generous Allowances

Allowances on GOODYEAR ALL-WEATHER

SIZE	Each Tire	Set of 4
4.40-21	\$1.95	\$7.80
4.50-20	2.00	8.00
4.50-21	2.05	8.20
4.75-19	2.35	9.40
4.75-20	2.40	9.60
5.00-19	2.45	9.80
5.00-20	2.45	9.80
5.25-18	2.75	11.00
5.25-19	2.80	11.20
5.25-20	2.85	11.40
5.25-21	2.90	11.60
5.50-17	3.10	12.40
5.50-18	3.15	12.60
5.50-19	3.20	12.80
5.50-20	3.25	13.00
6.00-17	3.50	14.00
6.00-18	3.50	14.00
6.00-19	3.55	14.20
6.00-20	3.60	14.40
6.00-21	3.65	14.60
6.50-17	4.30	17.20
6.50-19	4.40	17.60
7.00-18	4.50	18.00

Allowances on GOODYEAR PATHFINDER

SIZE	Each Tire	Set of 4
4.40-21	\$1.55	\$6.20
4.50-20	1.60	6.40
4.50-21	1.65	6.60
4.75-19	2.00	8.00
4.75-20	2.00	8.00
4.75-21	2.00	8.00
5.00-19	2.10	8.40
5.00-20	2.10	8.40
5.00-21	2.10	8.40
5.00-22	2.30	9.20
5.25-18	2.35	9.40
5.25-19	2.35	9.40
5.25-20	2.40	9.60
5.25-21	2.45	9.80
5.50-18	2.50	10.00
5.50-19	2.55	10.20
6.00-20	3.30	13.20
6.00-21	3.40	13.60
6.00-22	3.55	14.20

Allowances on GOODYEAR ALL-WEATHERS and PATHFINDERS

Lifetime Guaranteed Super-twist Cord Tires—Fresh Stock—All Firsts... Greatest Goodyear Values in Thirty Summers.

Similar Allowances on All Sizes. Exchange 1, 2, 3, 4, or 5 Tires. Free Mounting.

SEE US for Pistons, Pins, Rings, Valves and other replacement parts for all standard cars, including FORD and CHEVROLET.

Special low prices on all repair work. All Work Fully Guaranteed.

Ireland-Beavers Motor Company

PHONE 383 HEREFORD

Sincere Appreciation.
I want to thank the friends and supporters who worked and voted for me in the primary Saturday, although I lacked much of being successful. I realize I had hard competition, but they all ran a clean and fair race. I hold no hard feelings for those who did not vote for me, and for those who did I am just as appreciative as if I had received enough to be elected.
Sincerely yours,
W. L. PICKETT.
1c
W. R. Aven of Amarillo was here Saturday on business.

In Appreciation.
I want to thank those who supported me with their vote and influence in the primary election last Saturday. I expect to show my appreciation in a material way by making you the best official it is within my ability to be.
Thankfully yours,
BESSIE L. SMITH.
Mr. and Mrs. Lloyd Edwards and daughter visited friends in Amarillo the first of the week.
Carl Ross of Pampa was in Hereford Monday visiting his brother, Albert Ross and family.

TO THE PEOPLE OF THE 69th JUDICIAL DISTRICT
I am indeed grateful to the people in this district for their loyal and liberal support at last Saturday's election, at which they nominated me as the Democratic candidate for District Attorney of this district.
When I am elected and take up the duties of the office, I assure you that I will render the very best service of which I am capable in the discharge of my official duties, and I take this opportunity to ask all of the good people of the district to cooperate with and assist me in my efforts to do so.
Very truly,
JAMES W. WITHERSPOON.
To the Voters of Deaf Smith County

Flag News
By MRS. G. B. FRAIZIER
Leola Longan gave a party Saturday night for the senior Sunday school class.
Mr. and Mrs. Elsie Teague are the proud parents of a big girl, born July 25.
Lee Meek and Miss Gladys Jackson were married at Dimmitt Saturday evening.
Homer Fox and George Beams are in Colorado this week spending a short vacation and looking after the trout fishing.
We have a fresh stock of bulk purple top, White Globe turnip seed. West Texas Feed and Seed Company.
Mr. and Mrs. F. T. Collins of Amarillo visited the first of last week with Mr. and Mrs. Travis Dameron.
Mrs. George Gammon and children spent the week end with Mrs. Gammon's parents, Mr. and Mrs. Omer Baker.
Mrs. Eddie Smith and daughter returned to their home in Canyon after spending the week end with home folks in Hereford.
T. E. Seigler, Jr., and Urlin Stren left last Thursday for Las Vegas and other points in New Mexico on a camping trip.
Ernest Witherspoon, father of J. W. Witherspoon, was in Hereford Saturday and Sunday visiting Mr. and Mrs. Carl Gilliland.
Mr. and Mrs. W. A. Chandler and son, Grover, of Bowie are in Hereford this week visiting old friends.
Mr. and Mrs. Forest Randall of Amarillo were in Hereford last week visiting her parents, Mr. and Mrs. Rat Jowell.
Miss Eulala Henderson of Lubbock is spending a short time in Hereford visiting Miss Mary Frances Akers.
George Houston and Harold Hanel of Amarillo were in Hereford Monday visiting Mr. and Mrs. F. H. Oberthier.
Martin and Coleman Campbell of Plainview are in Hereford this week visiting with Henard East and other friends.
Carl Gilliland and son, Jim, returned from Channing last Friday where they had gone on a business trip.
Judge Reese Tatum and Horace Schloss, court reporter, were in Hereford the first of the week transacting business.
Clyde Gregg of Dodge City, Kansas, is here this week visiting his father, A. W. Gregg, and other relatives and friends.
Misses Tallie and Madeline Bell left Monday for points in New Mexico where they will visit relatives and friends.
Mr. and Mrs. J. R. Bond and family of Los Angeles visited in the home of Mr. and Mrs. S. O. Wilson Tuesday.
Rev. Paul J. Merrill and family, former pastor of the Christian church here, are visiting relatives and friends in Hereford.
The V. O. Stamps quartet of Dallas, nationally famous group of singers, will be in Friona next Sunday to take part in a singing convention.
FOR SALE: Three mules and two horses, a real buy for work stock. Would consider some trade in milk cows. Lockey Jones, Route 4, Hereford, Texas. 29-1p
Mrs. Mand Frick, who has been visiting the R. E. Perkins home for the past few days, returned to her home in Canyon Wednesday.
Mrs. O. G. Hill and children, who have been spending the summer in Canyon, where Mrs. Hill is attending college, were here last week end.
Misses Mary Inez Hough, Maurine and Gwendolyn Spradley are attending college at Canyon this week, driving back and forth each day.
Mr. and Mrs. L. S. Jenkins of Cisco left Tuesday after a short visit in Hereford with her sisters, Mrs. H. H. Marshall and Mrs. J. H. Brooks.
J. H. Weeden and daughter, Mrs. Gladys Kirkwood, returned to Hereford after spending a few days with home folks in Hereford.
J. F. Snyder of Lawrenceville, Illinois, came last Sunday for a visit with his son, Glen Snyder and family, and other old-time Hereford friends.
Mr. and Mrs. John A. Neill were over from Clovis to spend the week end with home folks. They will leave this week for the mountains near Las Vegas, New Mexico, for a vacation outing trip.
Baptist W. M. U. will meet in joint session Wednesday at 2:00 o'clock at the church. Every member is urged to attend. Sunbeams and G. A.'s will not meet next Tuesday.
Dr. W. A. Robinson of Platte, Kansas, spent a few days in Hereford last week attending to business. Dr. Robinson was formerly a resident of our city, moving to Kansas several months ago.
Mr. and Mrs. David Weeden have announced the birth of a seven-pound son, born at the Deaf Smith county hospital Friday, July 22. He has been named Weldon Ryan.
Miss Helen Oresnell of Wills Point is the guest of Mrs. Alton Fraser this week. Miss Oresnell, who arrived Sunday, and Mrs. Fraser were school friends at Baylor University.
Mr. and Mrs. Marvin Alston and their house guest, Miss Marian Sheppard of Dallas, left Saturday for Merkel where they will visit a few days with Mrs. Alston's parents.
Mr. and Mrs. W. E. Blocker of Texas City visited in the home of Mr. and Mrs. Travis Dameron a few days of last week. Mr. Blocker will be remembered as a teacher in the Hereford schools several years ago, and is now principal in the Texas City schools.

Mrs. Nora Russell and children of Perry, Okla., arrived the first of the week to spend a short time with her mother, Mrs. J. D. Thompson.
Dr. and Mrs. R. D. Cowan of Aurora, Missouri, have been in

Hereford during the past week visiting her mother, Mrs. J. E. Gyles, and her brothers, Wilson and Frank Gyles.
Mrs. Jack Lester and children returned to their home in Amarillo Thursday after visiting here with

her parents, Mr. and Mrs. W. B. Dameron.
Dr. and Mrs. R. E. Perkins and son left Wednesday for York, Pennsylvania, where Dr. Perkins plans to take a post-graduate course in Manology.

NOTICE TO ALL DELINQUENT TAXPAYERS OF WILDORADO INDEPENDENT SCHOOL DISTRICT OF OLDHAM AND DEAF SMITH COUNTY, TEXAS, FOR 1931 AND PRIOR YEARS

All persons delinquent on Wildorado Independent School District taxes for the year 1931 and all years prior thereto are hereby warned to call at the office of M. T. O'Neal, the Tax Collector for the Wildorado Independent School District at the Wildorado State Bank, Wildorado, Texas, and pay the same without delay.

This notice is one of three notices of similar import that will appear in all newspapers of general circulation in Oldham and Deaf Smith County, Texas.

These taxes, if not paid within thirty (30) days from the date of the last publication hereof, will be sued upon in the District Court of Oldham County, Texas, and Deaf Smith County, Texas, and attorney's fees and other costs and penalties added. Taxes for all years delinquent will be made the subject of the same suit.

Pay now if you want to avoid these costs. Witness my hand officially as Special Attorney for the Wildorado Independent School District this 2nd day of July, A. D. 1932.

FRED E. YOUNG, Special Tax Attorney.

TO THE VOTERS—

OF DEAF SMITH COUNTY

I wish to thank the people for the generous support given me at the polls last Saturday. I will appreciate your continued assistance, and invite all who did not see fit to help me in the first primary to consider me as your candidate for the second primary, August 27th.

I am making the race on my own merits. If elected, I will serve the people to the best of my ability.

Sincerely yours,

C. W. Humble

For

County Judge and Ex-Officio Superintendent of Schools.

To my friends who supported me in the primary for Sheriff and Tax Collector I am deeply grateful and wish to thank you sincerely for the confidence you placed in me by your actions. To the ones who voted for the other candidates I assure you that I hold nothing but the kindest of feelings for you, as you only exercised your right and privilege by voting as your best judgment told you to do.
E. H. NORTON.

Locals

Frank Givan made a business trip to Farwell Saturday.
Miss Mattie Lou Harrison visited friends in Canyon last week.
Mrs. Bob Wilson spent Tuesday in Canyon with her parents.
Miss Sayde Rigler left last Friday for Los Angeles to visit her sister a short time.
John McDonald of Amarillo spent Sunday here with his brother, Dave McDonald.
Bill Hoover of Pampa was in Hereford last Thursday visiting T. E. Seigler, Sr.
Ben Gull of Canyon was here Sunday visiting his uncle, A. M. Jones.
W. Pennington left July 15 for Colorado where he had accepted work.
Mrs. Urlin Stren left first of the week for Memphis to visit home folks.
C. O. Wilkins and son, Buddy, of Adrian, were in Hereford Sunday visiting homefolks.
Miss Alma Naylor of Wichita Falls is spending the week here visiting Miss Luetta Erwin.
Miss Betty Blankenship and Miss Viola McCulloch visited with friends in Amarillo Monday.
Mrs. Harold Close went to Amarillo Wednesday evening to visit friends.
Mr. and Mrs. Frank Givan left Wednesday morning for Hannibal, Missouri, to visit relatives.
Mrs. Paul Rudd of Springlake was shopping in Hereford Monday.
Mrs. Mildred Hill of Amarillo visited her sister, Mrs. J. Wallace Roberson, Monday.
W. J. (Bill) Smith and family returned this week from a camping trip in New Mexico.
Mr. and Mrs. R. V. Miller visited with friends in Amarillo the first of the week.
Miss Alleth Elliston of Canyon was in Hereford Tuesday visiting Miss Ina Mae Hastings.
Mr. and Mrs. C. J. Crump left Monday for Ralls, Texas, where they will visit his parents.
Mrs. Paul Foster and children were in Amarillo Wednesday visiting her mother, Mrs. John Vetsch.
Mrs. C. O. Wilkins and children will leave this week for a month's visit with home folks in Lawton, Oklahoma.
Mr. and Mrs. Oscar Eastley and son were in Amarillo Wednesday visiting with friends and relatives.
H. H. Cooper and son, Hugh, of Amarillo were in Hereford one day recently visiting Mr. and Mrs. L. E. Seigler.
Mr. and Mrs. Frank Richards and Mrs. Burrell Matthews left Monday for Los Angeles, where they will visit a few weeks.
Miss Mary Mae Richardson, Miss Grace Woods and Mrs. Hooker of Canyon surprised Mrs. Jeff Gilbreath with a visit Monday.
Mr. and Mrs. Charles Jameson and son, Thomas, of Dumas spent Monday in the home of Mr. and Mrs. Jeff Gilbreath.

Bakers Cash Grocery

MONT E. BAKER

SPECIALS FOR FRIDAY and SATURDAY:

SUGAR	49c
Ten pound cloth bag	49c
PRUNES	29c
Large, Fancy, gallon	29c
BLACKBERRIES	35c
Full pack, gallon	35c
RED RASPBERRIES	41c
Gallon	41c
DRIED APRICOTS	11c
New crop, choice, pound	11c
MARSHMALLOWS	17c
Large package, Fairy Queen	17c
PRESERVES	36c
Fancy, two-pound jars	36c
SYRUP	53c
Golden Glory, Delicious, Table, gallon	53c
COFFEE	92c
Maxwell House, Vita Fresh, 5-pound can	92c
SOUP	25c
No. 1 Tomato, four cans	25c
PEANUT BUTTER	27c
Fresh, quart jar	27c
PINEAPPLE	18c
Large can, Very Best, sliced	18c

Can Food For Winter

The surplus vegetables and fruits available now should be canned to save them for coming cold weather.

We offer you assistance with a full line of pressure cookers, sealers, kettles, strainers, ladles, New Perfection stoves, and all sizes of cans and jars in either tin or glass, with lids and tops for any kind you may have on hand.

CAN NOW AND SAVE

C. F. Kerr Hardware Co.

We Use Only Genuine American Can Company Cans.

Piggly Wiggly
Friday - Saturday

LEMONS	Large Size, Dozen	25c
CELERY, large, crisp and fine, stalk		10c
LETTUCE, large, firm, crisp heads		7c
ORANGES	Medium Size, Full of Juice, dozen	12 1/2
CAKES, Marshmallow, pound		24c
—with 1 Sunshine Baker Balloon Free—		
GRAPENUT FLAKES, package		10c
M. J. B. coffee	1 lb	35c
	2 lb	69c
	3 lb	98c
CATSUP, large bottle		14c
PEACHES	Mariposa, 3 1/2 Size, Can	12 1/2
BLACKBERRIES, No. 2, two for		25c
TOMATOES	Fresh, Extra Choice, Pound	4 1/2c

MEAT SPECIALS

STEAK, fore quarter, nice and tender, lb	10c
STEAK, round, loin or T-bone, baby beef, lb	15c
ROAST, choice beef roast, pound	10c
HAMBURGER, pure meat, two pounds for	15c
SAUSAGE, pure pork, two pounds	15c
SLICED BACON, good, per pound	18c
SMOKED BACON, per pound	16c