

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

25TH YEAR, NO. 25

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JULY 9, 1925

LIFE SAVING LESSONS ARE APPRECIATED

Twelve hours of intensive training in life saving, participated in or watched by a total of 500 people is the record left by A. W. Cantrell, Red Cross Life Saving Specialist, in his work here Monday and Tuesday of this week. Aided by Ralph Barnett, chairman of the Deaf Smith County Chapter of the Red Cross, other local Red Cross officials and the Boy Scout troops, Mr. Cantrell not only demonstrated some really wonderful feats of life saving but taught a big group of youngsters how to swim, increased the efficiency of those who already could swim after a fashion, and furnished two days of fun and entertainment to the interested crowds in attendance.

The demonstrations were held at the Dairy swimming pool. Mr. Cantrell was aided by Harry E. James, Scout Executive, Panhandle Council, Boy Scouts of America. Three sessions were held and more than forty were taught to swim, many of them being boys and girls from six to twelve years of age. The Boy Scouts were given expert training in life saving and will take tests from Mr. James at some later date, those passing the tests received Junior Life Saving badges from the Red Cross, and also Merit Badges for Boy Scouts.

The most thrilling moments of the twelve hours were those in which Mr. Cantrell, using one of the boys as a "dummy," demonstrated how to dive for the drowning person, how to handle them in the water, and how to bring them to land safely. Mr. Cantrell's work was marvelous and much appreciated by those who worked under him.

Brumley Offers Club Boys Cash Prize For Swine

Every Club boy or girl in Deaf Smith county who will buy a high grade pig will be given a dollar to apply on the purchase price. G. W. Brumley, hog buyer of Hereford, made this offer a few days ago and since then a number of the boys and girls have purchased pigs. A number of others are contemplating buying pigs for their club projects.

In addition to this offer, the Hereford Chamber of Commerce offers a free trip to the Dallas Fair this fall to the Club boy or girl that scores the highest number of points with the pig project. This will greatly stimulate the swine industry in Deaf Smith county, it is believed and will put it up in line with the poultry and dairy part of the farming industry.

TRINITY MALE QUARTET WILL APPEAR HERE SUNDAY NIGHT

Members of the Trinity University Male Quartet, which will appear Sunday evening, July 12, take a leading part in the various student activities of the Presbyterian college at Waxahatche.

Charles Dickey, baritone and leader of the quartet, is president of the Trinity student body for the 1925-26 school term, and during the past year was chief executive of the junior class. Dicket is also a star athlete, playing on the Tiger football team. In 1923, he was mentioned by several sport writers and officials for a position on the A. I. T. A. A. team. The past year he was used as guard but was injured early in the season and it is probable that Barry Holton, new Trinity coach, will convert him into an end next fall.

All of the members of the quartet belong to the various musical organizations at Trinity, including the glee club, band, and mixed chorus, and all have had the best of training under Clark Leaming, dean of the Trinity conservatory of music.

This year's tour makes the fourth Herring has made as a member of the quartet, while it is the third for Myers, the second for Dickey and the first for Grant.

Miss Agnes Elliston returned Wednesday from Silvertown where she has been visiting relatives for the past two weeks.

Community Mills Installs Modern Feed Mill Outfit

L. Rogers has ordered a big feed mill which will be installed in connection with his Community Flour Mill within the near future. The new mill will be used in grinding alfalfa grain sorghums and other feeds and he plans to prepare balanced rations from these for the cow, sow and hen.

The dairy and poultry industries are increasing rapidly in Deaf Smith county and with a number of the big ranches going on the market, Mr. Rogers says that he must build for the future. This is expected to stimulate the cow, sow and hen industry in this section because it will give the farmers a cheaper ration composed of home grown feeds.

Wyche Community Has Unique Organization Planned

Any man or woman in the Wyche community who has found a plan successful, either on the farm or in the household, must pass it on to the rest of the community so that it might advance farming and the live at home program in that locality. It was decided at a meeting of the Club Wednesday with 55 in attendance.

If one has succeeded by using a certain method of plowing or seed selection, or if some lady found a certain method of cooking a time saver, "tell others" is the plan adopted. Each one will tell his experiences as he answers the roll at the various meetings.

The Wyche Club is unique in that it includes the Boys and Girls Clubs along with the canning work, so that each boy and girl in the community will have a chance to learn more about the "live at home" plan. Any man in the community may also become a member of the organization.

The Club decided Wednesday to enter a Community Booth at the Deaf Smith County Fair to be held in Hereford September 18-19, and every effort will be made to win the \$75 prize offered by the Hereford Chamber of Commerce for the best booth. It was decided not to build a canning house until next year, but each Club lady pledged herself to buy a 17 quart pressure cooker for this season. The canning will be done in the homes this summer, and a committee will work out a plan for a community house for next season.

VEGA WINS FROM DIMMITT—HEREFORD BEATS AMARILLO

Vega took the larger end of a 9 to 3 victory over the Dimmitt Jack Rabbits in the first game of a double bill, last Saturday, July 4, and Hereford took the night cap game over the Amarillo Legion team 6 to 3, due largely to the good pitching of Tate who worked the full nine innings for Hereford against the fast Amarillo team.

In the first game, Gus Miller and Bartow Johnson, former West Texas State Teachers' College stars, were easily the lights of the team. Miller pitching with Johnson on the receiving end and was never in trouble but had the game going his way at all times. Johnson garnered a double and two singles out of four trips to the plate and led both sides in hitting. The Dimmitt team played good ball but needed Tate to help do the work.

Amarillo took the lead in the third frame by getting two runs off of one hit and two errors. Tate started the fireworks for the locals by slapping out a home run in the last of the third. The game stood three to two from the fourth to the eighth when the locals scored three runs and the visitors one. The game closed with the score 6 to 3.

This was the thirteenth victory for Tate this season, and there is probably no other pitcher in the Panhandle with such an enviable record. Two of the games he lost were to Tulla on errors; one game 2 to 1 and the other one 3 to 2 with only two earned runs made off him during both games. He lost the other game to Shallowater a few weeks ago after striking out 17 men.

In the past ten games Tate has struck out 111 men for an average of 11 per game. He fanned 12 Saturday. Tate is only 19 years of age and has been offered some good jobs with salaried teams but he refused to play for money. He plans to go to some good college and finish his education, and figures that his future athletics would be ruined if he became a professional.

ADVISED TO USE BRAND ADVERTISING

A big chicken dinner with all the trimmings will be given next Saturday at the Stockman's Cafe in honoring R. Q. Lee and Porter A. Whaley, president and manager respectively of the West Texas Chamber of Commerce, who are to be in Hereford for a few hours. It was decided at the weekly luncheon Monday. An effort will be made to get a number of the farmers of Deaf Smith county to attend the luncheon as these distinguished visitors have a message that is of vital importance to the farmers of this section. Mr. Lee will stress diversified farming and the live at home method as the best means to develop West Texas.

G. A. E. Parker gave a lengthy address on the "Advantages of a Good County Newspaper" and urged the business men of Hereford to advertise in The Brand and help make it the biggest and best county paper in West Texas. He said that we could do more towards the development of this county by lining up with our home people than by advertising in other parts of the state. Then the home people will sell Deaf Smith county to the people back home is his belief.

Alfred W. Cantrell of the National Red Cross, who is giving demonstrations in life saving and swimming, explained his work briefly and invited the Hereford Chamber of Commerce to attend the demonstrations.

The members of the Chamber of Commerce were extended a formal invitation by Mrs. J. E. Cockrell, president, to attend the formal opening of the Progressive Community Canning House Tuesday. Mrs. Cockrell thanked the business men for the help they had given towards the organization of this pioneer club for Deaf Smith county.

The Reverend Thurman Morgan, new pastor of the First Christian church, was introduced and made a short talk in which he praised the citizens of Hereford for their good cooperation in business and social affairs.

Dr. Overton read an editorial in the Castro County News of last week criticizing Secretary Moss for stories sent out to the daily press, and offered a humorous set of resolutions in answer to it. After a good laugh all around the resolution was adopted. The meeting was closed with a strong appeal for close cooperation by Chairman Black, and announcement made that next Monday the luncheon will be held at the City Cafe. Those present were: E. B. Black, G. A. E. Parker, Hugh Layne, Rev. J. O. Haynes, H. H. Hawkins, Ralph Barnett, A. W. Cantrell, Dr. W. F. Gabbert, Seth B. Holman, Judge E. E. Wilson, H. D. Reed, Mrs. J. E. Cockrell, Mr. and Mrs. R. O. Dunckle, Herman Gray, L. Baskin, A. V. Foster, Leonard Foster, D. J. McDonald, Rev. Thurmond Morgan, T. D. Moss, Dr. J. W. Overton, C. J. Paddock, J. E. Hill, J. B. Elliston, W. E. Duilap, Prentiss Rosson, J. E. Beyer, W. Orr, C. A. Skelton, E. C. Eubanks, Gano Hastings, Raymond Haskins, J. C. Alfred, Frank A. Gyles, Wm. Anthony, W. R. Steckman, Lem Carlie, C. C. Bowman, J. S. Oswald.

T. J. GRAVES, A FORMER RESIDENT HERE, DIED AT UVALDE

J. B. Elliston has been advised of the death on June 25 of T. J. Graves, a former partner of A. H. Elliston in the land business here. He was a resident of Uvalde, Texas, at the time of his death. He was about seventy years of age and is survived by two sons, Lee and Charlie. His wife died only two months ago.

Mr. Graves was a pioneer resident here and will be remembered by many of those who have lived here for any length of time.

SECRETARY T. D. MOSS HAS SOLD HEREFORD TO HIMSELF

Secretary T. D. Moss of the Hereford Chamber of Commerce has just swallowed a large dose of his own medicine. He has sold Hereford to himself and purchased a home. The home is situated in North Hereford and was formerly the Roy Gilliam property. The deal was made through the Elliston-Jones Co.

Mr. Moss is staying in the Rex Tynes residence during the absence of the Tynes family but will move into his new home about the first of August.

Hereford to Entertain Officials of West Texas Chamber of Commerce at Luncheon Next Saturday, July 11th

Next Saturday, July 11, at noon, the people of this community are to have the privilege of meeting and entertaining Hon. R. Q. Lee, of Cisco, and Porter A. Whaley, of Stamford, president and secretary, respectively, of the West Texas Chamber of Commerce. They are expected to arrive here by automobile about 11:30 o'clock and the Hereford Chamber of Commerce has arranged to have the farmers and business men eat lunch with them at 12:00 o'clock at the Stockman's Cafe. Details are in charge of Secretary Moss of the Chamber of Commerce.

Saturday is a bad day for a crowd, as the merchants are all so busy, but it is hoped in this instance the business men will strain a point and lay aside their duties for one hour to meet these distinguished visitors.

Mr. Lee has a great message to bring the farmers especially, and the major portion of the work of the West Texas organization this year is planned to carry through his ideas on diversification. It's a message worth hearing and the farmers especially are urged to come in Saturday and hear it.

Spaces Reserved at Two Fairs Where Exhibits Will Go

Secretary J. B. Elliston of the Deaf Smith County Fair committee has received notices from Abilene Fair and Dallas Fair associations that space has been reserved for this county's exhibits this fall and complimenting him on the enterprise shown here. At Abilene a cash prize of \$200 will be offered for the best ten heads of maize, half of the money being for Boys Club members and the other half being open to any one. Several competitors for this money will be found in the Deaf Smith county booth.

IMPROVE APPEARANCE OF CITY'S DUMP GROUNDS

A big improvement in the appearance of the City's dump grounds, several miles east on the highway, has been made of late. Ever since Mayor Ireland came into office he has been working out a plan to move the unsightly pile of rubbish that was started years ago before Hereford was much of a city and before the highway became the traveled road it is today.

A force of men and wagons have moved the cans and rubbish from the level land near the road and piled it away back in the rear in the bottom of the draw, most of it being out of sight. A new fence is being put around the enclosure, and a new entrance is being constructed north of the draw and on the western side of the tract of land. Mayor Ireland requests that anyone using the grounds to use the new gate and be careful not to dump anything outside the bottom of the draw.

NEPHEW E. W. HARRISON EN-TANGLED IN ROPE, STRANGLD

E. W. Harrison has just received the details of the sad and strange death of Robert Eugene Cannon, of Arkadelphia, Ark., fifteen year old nephew of Mrs. Harrison, and also of George, Eugene and Miss Fannie Turrentine. The tragedy happened the last day of June. The young boy, who had just joined the Boy Scouts and was proudly wearing his first pair of long pants, was in excellent spirits and was playing with a rope in the garage. He evidently was playing some game with the rope for when he was missed in about fifteen minutes a sister found him hanging from a rafter with the rope around his neck and slowly strangling to death. He lived from 3:00 p. m. to 5:30 o'clock but had been so badly strangled his life could not be saved.

LEE BIGGS APPOINTED SECRETARY GOLDEN RULE HATCHERY

Lee Biggs, local insurance man, who has had ten years experience in the chicken business has just been appointed secretary of the Golden Rule Hatchery, which is being installed by H. W. Hawkins, and Henry Williamson has been selected plant manager. He will have charge of all the hatching end of the business while Mr. Biggs will select the breeding fens and all the eggs for hatching. Both men are experienced in the poultry business.

EIGHT POUND BOY BORN TO REV. AND MRS. TIMOTHY TINSELY

A wife Monday from New York City carried the interesting news to many relatives and friends that Rev. and Mrs. Timothy Tinsley are the proud parents of an eight pound boy born Monday. The mother was formerly Miss Louise Oberthier, daughter of Mr. and Mrs. F. H. Oberthier.

PATRIOTISM SHOWN HERE JULY FOURTH

Two intensely patriotic talks by Carl Gilliland and Dr. Jno. W. Overton were delivered last Saturday morning at the courthouse before a small but representative audience. The speeches were part of Hereford's Defense Day program, and both were of an unusually high order. As the day fell on Saturday it was hard to secure the large crowd that would ordinarily have responded to such an occasion. As it was, however, the attendance was fair and both orators were liberally applauded and highly appreciated. Dr. W. F. Gabbert, senior-reserve officer here, in charge of the program, reported to headquarters that Hereford was 100 percent patriotic on Defense Day.

The double header baseball game on the fourth, reported in another column of this paper, drew an immense crowd in the afternoon and the cheering could be heard for blocks around. At night one of the largest crowds ever assembled here on Saturday night witnessed the fine display of fireworks put on by Hereford's Firemen. The stunt was put on in the bed of the lake opposite the Christian church and was a beautiful arrangement of pin wheels, mortars, whirrigs, rockets, etc. The streets surrounding the lake were jammed solid with cars during the performance, and the affair was unanimously voted a complete success.

Old Mormon Ranch Will Be Cut Up And Settled Up

A. C. Wookward and B. H. McMillan, high powered land men of Lambert, have just been employed by Henry Wilkinson to help to colonize the famous Mormon Ranch, located northwest of Hereford in Deaf Smith county. These men have just finished colonizing a large tract near Mr. Wilkinson in Castro county near Dimmitt, and will start immediately settling the Mormon farms. This tract is to be divided into 160 acre farms. A. C. Wookward states that the whole tract will be sold by early fall if the crop prospects stay as bright as the recent rains have left them.

C. W. WORKMAN IMPROVING HIS LAND—EXPECTS TO MOVE HERE

C. W. Workman of Hamlin, Texas, who owns a large tract of land in Deaf Smith county, will immediately start breaking and improving it, with a view to moving here this fall. He plans to sow 500 acres to wheat this fall and will stock the farm with good milk cows and laying hens. Mr. Workman stated that the live at home plan would be practiced along with diversified farming.

A big sheet, acreage is expected to be seen here this fall judging from reports from various parts of the county.

WILLIAMS RANCH TO BE CUT UP INTO 160 ACRE TRACTS

Another big ranch in Deaf Smith county is doomed and the famous Hereford cattle that has ruled supreme for more than fifteen years on the Williams ranch must give way to the cotton farmer.

The Sherman Williams ranch, sixteen miles northwest of Hereford in Deaf Smith county is to be surveyed immediately, cut up into 160 acre tracts and sold to homesteaders. The ranch contains 2500 acres of rich pasture land that is considered too valuable to be used for grazing any longer. Mr. Williams will be directly in charge of the colonization of this tract. He states that it should sell very rapidly as the pasture is completely surrounded by settlements.

F. H. OBERTHIER'S FAMILY TO JOIN HIM IN COLORADO SOON

Mrs. Dewey Lawrence of Paris is expected this week end to join her mother Mrs. F. H. Oberthier and sister, Miss Frances, the three intending to depart about Saturday for Colorado. While away they will join Mr. Oberthier, who has been in Colorado for the past ten days, recuperating from a recent attack of flu.

FOX

PRINTED CHALLIES

Challies in floral designs, 36 inches wide, Sale Price, yard **21¢**

STORE CLOSED ALL DAY THURSDAY, JULY 9 TO ARRANGE STOCK

Ladies' Ready-To-Wear

LADIES' SPRING COATS

Ladies Spring Coats—all this year's coats, and beautiful patterns for early Fall wear, values up to \$85. Clearance Sale **HALF PRICE**

SILK DRESSES

Silk Dresses in flat Crepe, Crepe-De-Chine and Printed Crepe, Values up to \$35.00. Clearance Sale Prices **ONE HALF**

LADIES' HOUSE DRESSES

Ladies Dresses in Printed and Plain Voiles, English Broadcloth, Crepes, Gingham and Percales.

\$10.00 Values, Clearance Sale Price	\$7.95
8.50 Values, Clearance Sale Price	\$6.95
7.50 Values, Clearance Sale Price	\$5.95
6.50 Values, Clearance Sale Price	\$5.25
6.00 Values, Clearance Sale Price	\$4.90
5.00 Values, Clearance Sale Price	\$4.25
4.50 Values, Clearance Sale Price	\$3.90
4.00 Values, Clearance Sale Price	\$3.35
3.50 Values, Clearance Sale Price	\$2.90
3.25 Values, Clearance Sale Price	\$2.79
3.00 Values, Clearance Sale Price	\$2.60
2.50 Values, Clearance Sale Price	\$2.10
2.25 Values, Clearance Sale Price	\$1.90
2.00 Values, Clearance Sale Price	\$1.68
1.75 Values, Clearance Sale Price	\$1.45
1.50 Values, Clearance Sale Price	\$1.19
1.25 Values, Clearance Sale Price	\$.95
1.00 Values, Clearance Sale Price	\$.85

PETTICOATS AND BLOOMERS
20% Discount

GOSSARD CORSETS

\$12.50 Values, Clearance Sale Price	\$9.95
8.50 Values, Clearance Sale Price	\$6.95
6.00 Values, Clearance Sale Price	\$4.90
5.50 Values, Clearance Sale Price	\$4.75
5.00 Values, Clearance Sale Price	\$4.25
4.00 Values, Clearance Sale Price	\$3.35
3.75 Values, Clearance Sale Price	\$3.20
3.50 Values, Clearance Sale Price	\$2.90
3.00 Values, Clearance Sale Price	\$2.65
2.50 Values, Clearance Sale Price	\$2.15
2.00 Values, Clearance Sale Price	\$1.65

GOSSARD BRASSIERS
20% Discount

LADIES' MUNSINGWEAR

\$1.50 Grades, Clearance Sale Price	\$1.21
1.25 Grades, Clearance Sale Price	95¢
1.00 Grades Clearance Sale Price	85¢

SEMI-ANNUAL

SALE

SALE STARTS

SPECIAL

Ladies' Ribbed Union Suits, Closed gore, regular price 65¢ to 75¢, Sale Price, suit **48¢**

SPECIAL

10 yards L. L. Sheeting, 36 inches wide for **\$1.00**

SPECIAL

Mens' Unions, long or short sleeves ankle length, special for this sale **95¢**

BATHING SUITS

33 1-3 Per Cent Discount

TISSUE GINGHAMS

Tissue Gingham, 75¢ and 85¢ values, Special for this sale, per yard **48¢**

SUITING AND BROADCLOTH

Fast Colored Suiting and Broadcloth, solid colors and figured designs and stripes.

\$1.00 Grades, Clearance Sale Price	75¢
.75 Grades, Clearance Sale Price	59¢
.65 Grades, Clearance Sale Price	45¢
.50 Grades, Clearance Sale Price	44¢

SILKS—SILKS

Silks in Crepe De Chine, Flat Crepes, Canton Crepes, Crepe-back Satins, Georgettes, Taffetas, and all fancy silks are included in our Semi Annual Clearance Sale.

\$3.50 Values, Clearance Sale	\$2.95
3.25 Values, Clearance Sale	\$2.75
3.00 Values, Clearance Sale	\$2.65
2.75 Values, Clearance Sale	\$2.35
2.50 Values, Clearance Sale	\$2.19
2.25 Values, Clearance Sale	\$1.90
2.00 Values, Clearance Sale	\$1.68
1.75 Values, Clearance Sale	\$1.40
1.50 Values, Clearance Sale	\$1.19
1.25 Values, Clearance Sale	\$.95
1.00 Values, Clearance Sale	\$.85
.75 Values, Clearance Sale	\$.63

VOILES

Voiles in most all wanted colors and designs, in both floral and solid colors.

\$1.50 Grades, Clearance Sale	\$1.15
1.25 Grades, Clearance Sale	90¢
1.00 Grades, Clearance Sale	75¢
.85 Grades, Clearance Sale	69¢
.75 Grades, Clearance Sale	59¢
.65 Grades, Clearance Sale	44¢
.50 Grades, Clearance Sale	42¢
.45 Grades, Clearance Sale	37¢

PILLOW TUBING

36 inch Linen Finish Pillow Tubing	35¢
40 inch Linen Finish Pillow Tubing	42¢
42 inch Linen Finish Pillow Tubing	44¢

PERCALES

Fast Color Percales, 36 inches wide, Light and Dark Colors. Large range of patterns to select from. Your choice, per yard **19¢**

DRESS RATINE

Ratines in Plaids and Mixed Colors, Guaranteed fast, 36 inches wide, Regular price \$1.25 and \$1.50 yard, Sale price **85¢ and 98¢**

CRETONES AND SCRIMS

\$2.00 Grades, Clearance Sale Price	\$1.45
1.75 Grades, Clearance Sale Price	1.19
1.50 Grades, Clearance Sale Price	1.10
1.00 Grades, Clearance Sale Price	75¢
.85 Grades, Clearance Sale Price	68¢
.75 Grades, Clearance Sale Price	63¢
.65 Grades, Clearance Sale Price	48¢
.50 Grades, Clearance Sale Price	42¢
.45 Grades, Clearance Sale Price	37¢
.40 Grades, Clearance Sale Price	33¢
.35 Grades, Clearance Sale Price	29¢
.30 Grades, Clearance Sale Price	24¢
.25 Grades, Clearance Sale Price	21¢
.20 Grades, Clearance Sale Price	16¢
.15 Grades, Clearance Sale Price	12¢

GINGHAMS

32 and 27 inch Gingham, 25¢ values, Clearance Sale Price, per yard **19¢**
One table 32 inch Gingham, 30¢ and 35¢ values, Clearance Sale Price, per yard **24¢**

Fox Mercantile Company's SEMI-ANNUAL CLEARANCE SALE in the house goes on sale Friday morning, nothing lower than it has ever been and to do so we are going to sell our present stock at special prices and when present stock is sold out we cannot reserve.

Fox Mercantile Co.
Hereford, Texas

SUMMERFIELD

The farmers are as busy as usual—the weeds did not even take time to celebrate the 4th but several people did.

The picnic was enjoyed by a large crowd. A program was given in the forenoon, and riding, racing and other things were enjoyed in the afternoon. A very appetizing dinner was spread at noon. Then most every one enjoyed the fire works in Hereford Saturday night.

Alva Wilson and son Charles Lee, Walter Hawkins, Charlie Roberson and Jack Brader went to the brakes to spend the 4th and returned home Saturday night with some nice plums.

Mr. and Mrs. Homer Crow and son, A. C., and Cecil Lookingbill of Tulla spent Saturday and Sunday in the J. L. Lookingbill home.

Mr. and Mrs. Brit Clark, who formerly lived here, but at Canyon now, are the proud parents of a baby boy.

Mr. and Mrs. Carl O'Keefe of Amarillo spent Friday night in the Lawrence Johnson home and enjoyed the picnic here Saturday.

The many friends of Mr. and Mrs. Joe Kendall are glad to hear that their daughter, Betty Joe, is some better. We hope for her a speedy recovery. Little Betty Joe has been dangerously ill for two weeks or more. They are at the home of Mrs. Kendall's sister, Mrs. S. L. Walser, in Hereford.

The farmers of the community with their teams and go-devils worked out Joe Kendall's crop last Friday, as he has been detained at the bedside of his daughter.

Bernard Roberson, Mr. and Mrs. J. A. Noland and family, Misses Ellen, Lorene and Gertrude Atchley, and Mr. and Mrs. Walter Hawkins attended the singing at Progressive Sunday and report some splendid singing. The communities are invited to come to Summerfield on Sunday, July 19, and be prepared to render some part on the program.

Misses Mary Belle, Virgie and Mr. Alton Atchley attended Sunday School at Terra Blanco Sunday afternoon.

The Baptist revival meeting will begin on Saturday night, the 25th, and continue through the following week. Bro. Claybrook of Canyon will do the preaching and his singer, Bro. Powell, will also assist him in the meeting.

Miss Gladys Stanley spent Saturday night and Sunday with Miss Myrtle Smith.

The B. Y. P. U. will render a program next Sunday at the Tierra Blanco school house. Every member is urged to go if possible. We will not be able to render the program we hoped for on account of sickness, but will do the best we can.

The 4th of July celebration at Summerfield was a success in every detail. The address by Prof. Duflot on the subject "Democracy is Equality" was handled in a pleasing and entertaining as well as forceful way, and kept the attention spell bound for an hour and thirty minutes.

The dinner was grand and enough left over to feed a hungry mob of no few numbers at that.

And last the "Rodeo" as far as riding is concerned, perhaps, has never been excelled, if ever equaled. Mr. Huckert was thrown four times up into the air in rapid succession but managed not to fall to the ground, and says that he is now thru riding pitching mules "and that is no bunk." Summerfield is planning to make 4th of July an annual celebration.

SIMS COMMUNITY

Miss Ruth Woodard and brother, Monroe, of Bell Ranch made a trip to Friona Tuesday, returning Wednesday.

Adrian Sunday School celebrated the Fourth of July in a big picnic Saturday at Lost Mule in the canyons, a few miles from Adrian.

J. A. Reed and little son, Wilson, made a business trip to Adrian last Tuesday.

Mrs. J. P. Collier of Adrian returned home last Sunday from Amarillo, where she had been in the Sanitarium for several days. Glad to report her improving all the time. Her many friends hope for her a complete recovery soon.

Rev. M. I. Davis of Goodnight, Texas, took dinner in the Reed home last Friday. Rev. Davis has recently been elected Missionary of the Paloduro Baptist Association and is very busy on the field all the time. Brother Davis will preach at Adrian Sunday, July 12, at 4:30 o'clock and also at night. Everybody invited. Come!

This week passed by without any rain. The hot sun and wind are causing everything to need another good rain now.

Farmers are very busy just now. There will be very little wheat or oats harvested in our community this year. The dry winter and spring made the crop very short.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents.

—THE BRAND OFFICE

DOLLAR WEEK!

SATURDAY, JULY 11 — 18, INCLUSIVE

3 PIECES
ALUMINUM WARE

Only \$1.00

Viko Brand, best there is. Come in and get your choice

ANTHONY'S SECOND HAND
STORE

West Texas Feed & Seed Company

FOR SERVICE

Hereford

Phone 265

Serving the Community



with understanding is the aim and policy of this institution.

There is a bond between this bank and its depositors, and an earnest desire to render such constructive service that the community may reap lasting good and permanent benefit because of this bank.

With your support, we hope to make this institution a power for good in the progress and up-building of our section.

The First National Bank



Announcing

Hereford's Latest

Golden Rule Hatchery

Mammoth Buckeye Machine
12,000 Egg Capacity

FIRST HATCH OFF SEPTEMBER 17, 1925



ARNEY-BLUE RIDGE

NORTH EAST CORNER
(Fairview-Union Schools)

(Too Late for Last Week)
Mr. Joe T. Bailey was a pleasant business caller at the home of Mr. and Mrs. J. H. Cook last Tuesday morning.
Last Sunday night a very large crowd gathered at the home of Mr. and Mrs. Roberson for a singing. We believe we are safe in saying that all who were there enjoyed the evening very much. We are only waiting for our next invite back to the Roberson home.

Mrs. Velma McKinnin spent the week end with her parents, Mr. and Mrs. J. H. Cook. Mrs. McKinnin is attending summer school at Canyon this summer. She returned Monday to take up her school duties for another week.

The Misses Taylor's of Canyon visited their friend, Mrs. Guy Bailey last Sunday.

Last Saturday night there was a box supper at the Arney school house. The house was full and standing room was very scarce. The supper was a success and each one enjoyed themselves to the height of enjoyment. The purpose of this box supper was to purchase a piano for the school house, as the people of our neighborhood thought it would be more convenient. The school house hour was changed from two thirty in the afternoon to ten thirty in the morning. Last Sunday there was a good crowd in attendance. Everyone is invited to attend our Sunday school. Don't forget the hour. Come and bring someone with you.

Miss Vest Goad, who has been working in Iowa Park, Texas and also visiting some of her relatives in that place is visiting her parents here this week, Mr. and Mrs. O. L. Gold. Miss Gold will return to Iowa Park one day next week.

Last Sunday Mr. and Mrs. John Hendrix and daughter, Cubbie and Mr. and Mrs. Harry Scornin and Mr. and Mrs. Claud Fox spent the week with Mr. and Mrs. Dock Noble and family.

Mrs. Ester Fulwood of near Corpus Christi is spending a few weeks visiting her parents, Mr. and Mrs. C. L. Goad.

Mr. and Mrs. Jenn Lawson of Dallas are visiting for a few days with Mrs. Lawson's parents, Mr. and Mrs. Homer E. Ferguson.

Mr. J. H. Cook and son Lyle are doing some plowing for Mr. C. E. Parks this week.

Messrs. J. H. Cook and J. E. Boyd were business callers in Happy last Tuesday.

Mr. and Mrs. Claud Fox and two sons, Carl and Hue visited Mrs. Fox's parents last Sunday, Mr. and Mrs. John Hendrix.

Mrs. J. R. Hutson visited her son and family Mr. and Mrs. Lee Hutson last Saturday and Sunday.

Mr. and Mrs. Homer Ferguson were transacting business in Nizareth one day last week.

A piec rain of a quarter inch fell over most of the community last Monday evening. It was certainly appreciated by the farmers for the crops were suffering badly for want of moisture.

Some folks from this corner have been attending revival services at Wildorado this week, which is conducted by the Baptist Missionary for Paloduro Association.

Miss Opal Stovall of Amarillo has been visiting with friends here the past week.

Miss Bessie McDade from Clovis, N. M., arrived here last Saturday to spend a few days with friends and relatives.

The Sunday School at Paloduro is doing nicely at present, the attendance was ninety two on last Sunday.

J. L. Allred and wife returned home a few days ago from Wichita Falls, where they had been for some time in the interest of Mr. Allred's health. He seemed improved some but since coming back it is feared he will have to return to a lower altitude.

The Ben Floyd and B. F. Oze families Sundayed with the J. L. Allred family in their home.

Mrs. W. B. Bowen left Tuesday to spend a few weeks with relatives in Decatur. We hope she will not be gone too long for she is one of our teachers in the Sunday school.

The B. Y. P. U. at Paloduro met at the regular hour Sunday evening after which most of the crowd went to the home of Mr. John Davis where the time was spent in singing.

C. O. Phillips and family visited in the home of W. J. McClain last Sunday. Miss Davis from Ft. Worth is visiting this week with relatives.

W. B. Bowen's sister, Mrs. Austin, from Dallas is visiting their father here, who has been very ill for some time.

Miss Ruth Dowell of our community returned to her home last week from Canyon where she has been visiting for the past three weeks in the home of her sister who met with a serious accident some time ago. She reports the sister rapidly recovering.

Mr. and Mrs. R. F. Downs of Pan-

handle visited in the home of Otto Smith and wife on last Saturday and Sunday. Mrs. Downs will be remembered as Miss Eula Harris before her marriage to Mr. Downs last fall.

M. D. Womble and family of Hereford visited with Mr. Elmer Womble and wife last Sunday.

Quite a few of our citizens went to Hereford on the Fourth. They report the ball games in the afternoon were good and the fireworks display at night was very beautiful. After the display there were so many cars on the streets that the drivers were reminded of being in a large city and could catch yourself looking for the signal lights at the street crossings.

H. J. Oglesby is working near Goodnight this week. He is operating a tractor pulling a combine in the wheat harvest. He reports the wheat good and we rejoice to know there is someone who has made a little for all the farmers here will be in the market for seed this year.

RAILROAD ACCIDENT STATISTICS POSTED BY SANTA FE

During the last few weeks the Safety Department of the Santa Fe Railway Company has sent out new posters to be put up along railway crossings and elsewhere and which it is hoped may teach a lesson that will have the effect of reducing the number of accidents at such points. In sending out these posters the railway calls attention to these very important facts which tell a story that is quite startling:

HEREFORD INSURANCE AGENCY
Ralph Barnett, Mgr.

Phone 273



It doesn't matter if you break Or almost bend it double, They can with ease repair it And terminate your trouble.

We can surely straighten it up and set you going smooth again. See us for grease, gas, oils, and all kinds of service, parts and accessories.

"You tell 'em Mud Chains, you're not always slipping around."

Beavers Bros.

Seventy per cent of all crossing accidents occur in daylight.

Sixty three per cent of all crossing accidents occur in the open country where there is no obstruction to the view.

A large majority of all crossing accidents occur at crossings with which the driver is entirely familiar, usually in the locality where he or she resides. Fourteen per cent of all crossing accidents (1 out of every 7) result from the drivers running into the side of moving trains.

While about twenty five per cent of drivers are careless only about five per

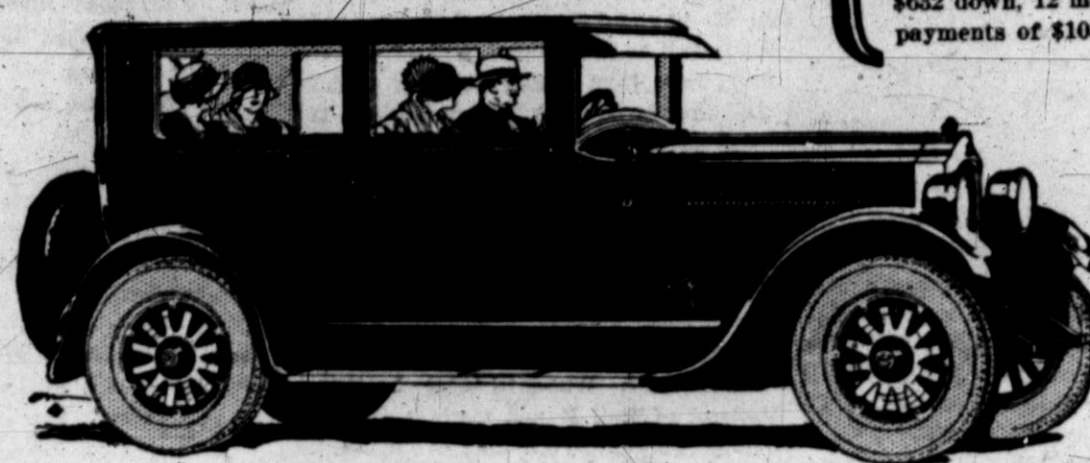
cent are grossly negligent, yet with 18 million automobiles in the United States this represents 900,000 reckless motorists. These include many whose eyesight and hearing are impaired, children who are not old enough to understand the operation of the car, men of such advanced age that they are not capable of operating the car safely, and it also includes a large number who drive cars while in an intoxicated condition.

All crossings are not protected and those that are have various types of protection, such as ground flagman, gateman and electric flashing and au-

dible signals. All drivers should approach crossings with this knowledge and know that the way is clear before attempting to cross the tracks; also should know that where there are two or more tracks trains are likely to be moving in both directions at the same time.

Littlefield—At a recent meeting of the Littlefield Chamber of Commerce the following officers were elected for the fiscal year; President E. A. Bills; Vice President G. M. Shaw; Treasurer J. M. Pope. The Secretary will be selected by the Board of Directors.

STUDEBAKER
Special Six Coach
\$632 down, 12 monthly payments of \$108 each



Why Call It a Coach?

THEY couldn't understand! "Why call it a coach—why confuse it with cheap closed cars?" asked the dealers at a recent Studebaker meeting. "Surely it would be better to name it the Special Six Coupe."

To be sure, the Special Six Coach is upholstered in fine quality of material—with high-grade carpeting—and heavy decorative door pulls to assist passengers in alighting.

To be sure, it is lacquer finished in two styles—beautiful Studebaker blue or a rich duotone finish of Wyandotte green-gray above and Ponca green-gray below.

And, furthermore, to get a coach as large and roomy you must pay more than \$1,000 above the price of this car.

But the fact remains—that it carries the lowest price at which a fine closed car has ever been sold on the world-famous Special Six chassis.

It is a coach—in price alone. But in quality—a fine type of five-passenger coupe.

From the very beginning, the coach has been an effort towards economy on the part of automobile manufacturers. But, unlike other manufacturers, Studebaker has been able to build a coach without sacrifice in essential quality—and offer it to you at an accepted coach price.

The reason for sedan quality at coach price

Studebaker builds all of its own closed bodies—builds finer coaches than have been built before—and builds them at a lower cost—because there is no outside body-maker's profit to be included in the purchase price to you.

This Special Six Coach is built complete—both body and chassis—in Studebaker plants. It is a "one-profit" automobile.

In buying a closed car, do not underestimate the importance of engine and chassis. With extra weight to carry, these units become increasingly vital.

Plus—the Special Six Chassis

This fine coach body is especially designed for and mounted on the Special Six chassis which has contributed to the splendid reputation of Studebaker cars for dependability, endurance and reserve mileage.

Definite records show that many Studebakers have delivered from 125,000 to 200,000 miles of service. Up in the rugged country around Three Rivers, Quebec, there are eight Studebaker cars that have each traveled 100,000 miles or more.

In Stockton, Calif., one Studebaker car has piled up 138,000 miles over steep mountain grades and rough country roads with negligible upkeep—not a single major part has been purchased or repaired by reason of wear or accident.

So do not buy this Special Six Coach with the expectation that you'll have to trade it in at the end of a year or so. Instead, consider this your permanent investment in transportation. At the mileage when other cars are breaking up, this Studebaker Special Six Coach will just be breaking in.

Buy now—no need to delay

You may buy this Studebaker Special Six Coach today—or on any day of the year—with the confident assurance that no act of ours will stigmatize it as a "last year's model."

For Studebaker has discontinued the custom of presenting a new line of cars each year. Instead Studebaker will keep up-to-date all of the time—introducing new improvements and refinements as their merit is proved through practical use.

G. W. BRUMLEY

THIS IS A STUDEBAKER YEAR

Summerfield Insurance Agency

Try our Combined Fire, Lightning, Windstorm and Hail Policy and save money on your premium costs. Also take out your Life Insurance with the Southern Benevolent Ass'n of Dallas and Amarillo and join the two hundred members we have written in the past six weeks—The kind you can keep up in the hardest of times.

Lawrence Johnson
Summerfield, Texas
21-101

LODGE DIRECTORY

Hereford Lodge No. 848, A. F. & A. M. Stated meetings, second Monday each month.
J. W. BRADLY, W. M.
J. S. JONES, Sec.
Hereford Chapter 246, E. A. M. Regular meetings, first Monday of each month.
J. G. HASTINGS, H. P.
J. S. JONES, Sec.

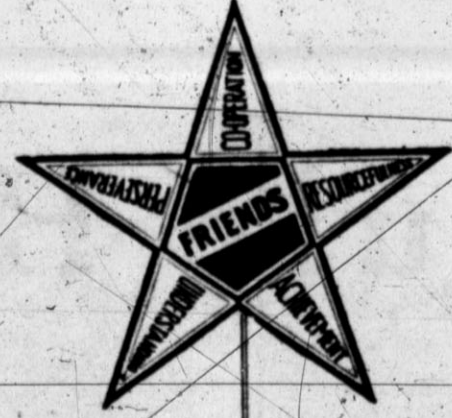
National Steam Pressure Cookers

for Vegetables, Meats, and anything else put up in the home by thrifty housewives. They are efficient and economical. Also

**Ideal Glass Top Fruit Jars
Kerr's Wide Mouth Jars**

and any kind of kitchen supplies needed in preserving and canning.

STREU HARDWARE CO.
"Home of Service and Quality"



Pleasant and Profitable Relations

In all our dealings with our customers we seek to make every dealing a pleasant and profitable one.

Our conception of a bank's relationship to its customers is measured in terms of warmth and friendliness, and we are striving in all ways to serve our customers that every transaction may be a pleasant and profitable one.

Read our message in this week's Farm and Ranch

First State Bank & Trust Company
OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS

SERVICE

When you buy insurance thru this Agency your problems receive careful, intelligent study—giving you safe and sane coverage. You get prompt claim settlements—

Phone 50

THE A. L. BIGGS AGENCY

Insure In Sure Insurance.

Sallie's Temptations

(Copyright 1924—By Gladys Baker)

"A LESSON" ABOUT MARRIED MEN

And so Ellie's suitor had been Warren Fisher.

As I turned back the pages of the last few months, I wondered why I had not realized it before. The fact that she had received a wire saying her lover would not arrive the morning after I reached the Divines and again, the queer way her face had gone white when she read Mrs. Fisher's letter. Why then she must have suspected that Warren Fisher was the one who had caused all of the embarrassment and for whose ungallant behavior, I had been asked to leave the Divines.

Just then Ellie entered the room. She sat down leisurely in a chair opposite mine, looked at me sadly, and remarked, "I'm off of mismatched husbands for life. You talk about unappreciated wives but the neglected husbands looking for delicate attention are worse. So much more complicated. Wait until the next sorrowful benedict tries to hold my hand, 'm through!"

"But, Ellie, what I can't understand, is why he picked on me—if—"

"You mean if I were pining away for him and expecting him every minute in Miami. Well, any girl who thinks she's first in the affections of a married man, can expect to be made ridiculous. After all, when you come right down to it, why should I be surprised at him making love to you or any other girl? I hadn't as much claim on him as his wife and he was untrue to her."

"Never mind, Ellie, please don't bother to explain. It's all been horrible but let's hope everything will turn out all right."

"Sallie, 'can' that Pollyana stuff. It doesn't go. What I do want though, is a cocktail so big it would fill an ice tea glass. I need something. Mrs. Fisher is certainly not the most stimulating creature in the world." Ellie threw back over her shoulder as she reached the door. "Join me?"

"No thanks. I'm not going to fool with that stuff any more."

"Good Gosh!" she exclaimed, "gonna reform?"

She came back and sat on the arm of the chair.

"You told me yourself, Ellie, that the way to get the most happiness out of life was to do the things that YOU thought would bring it to you. So far, I've been about the jazziest person in town and right at the present moment, I can't say that I'm bubbling over with joy."

"So you think you'll try the other role?" she asked, "Well, I can't say I'm surprised, Sport, because you've been in love for some time and that makes an awful change."

"But, Ellie, he doesn't love me." We spoke of Curtis Wright though neither mentioned his name.

"He adores you, Sallie, but he's afraid of the pace. He doesn't think he'd ever get to the point where he could look with approval on your apparently reckless escapades and when he hears the sweet little story being buzzed around through the kindness of Mrs. Fisher he'll still worship you but he might be afraid to attempt the grade."

"Oh I don't blame him. A man can't marry a girl who's chasing around and getting gossiped about. I see now how dangerous it all was."

"WAS?" Ellie was frankly amazed.

"Yes, Ellie, I tell you I'm through. Oh, I know it isn't going to be easy but I'm certainly not getting any kick out of the way we've behaved."

"All right, suit yourself. But for me, I'm just different, Sallie, I've learned this much from out little experience with the gay and dapper Mr. Fisher—"

"Yes, what?" I encouraged.

"To let MARRIED men alone."

"Oh, Ellie, you're incorrigible." I caught the subtlety of her remark, "I believe you'll always like to have a good time but I want to tell you that you were a heroine this afternoon. I never dreamed anyone could be so brave."

"Sallie, that wasn't anything. It was a relief to get it off my chest. I made a wide gesture as if to brush the compliments aside, "I didn't do any more than you would have done if you'd heard me wrongly accused."

"I don't know about that," I looked at her with shining affection.

"Ellie," I said, breaking the silence of the dusk, "you see I have Father to go to for advice but you with your family away and sorter drifting about, I'm worried. What ARE you going to do?"

"Go mix me that cocktail," and with a bright laugh, she was skipping through the room, the echo of her voice dying away like little silver bells.

(To be Continued.)

WEEKLY NEWS SUMMARY
Furnished by West Texas Chamber of Commerce

Midland—The Midland Chamber of Commerce in co-operation with local pastors here have organized a United Charity Association. This was done to protect the citizens of Midland against itinerant beggars who infest the Bank head highway.

Sweetwater—Over 50,000 acres of cotton have been planted in Nolan

county this year which makes an increase of ten percent over last year. Indications point to the largest cotton crop in the history of this county.

Brownwood—The first auto races ever held in Brownwood were recently when the Fair Park was formally opened by the Brown County Fair Association. Over 5,000 people witnessed these races.

Slaton—A petition has been presented to the City Commission asking for bonds in the amount of \$125,000 for street paving in the business section of this city.

Amarillo—At an executive meeting of the Texas Wheat Growers Association, plans were submitted for the organization to have a Finance Corporation. This corporation is to have a capital of \$10,000 which is to be used by members of the Association.

Lubbock—Announcement has been made by Garnett Reeves of the Lubbock Chamber of Commerce that preliminary work has been started on the catalogue of the 1925 Panhandle and South Plains Exr. The premium list is much larger than ever before.

Mainview—A campaign has been launched here to raise \$150,000 for the building program of the Wayland Baptist College. The Board of Trustees voted to do this in order to meet the challenge of Mrs. Jack Hefflin who proposes to give this College \$50,000 after the completion of their building program.

Colorado—Bonds have just been voted here to the amount of \$38,000 for the purpose of constructing a new municipal building.

Mainview—At the request of the Interstate Commerce Commission, the Texas Railroad Commission will hold a hearing in this city on the application for the construction of three roads in the Panhandle. The date set for this hearing is July 29.

ROCKWELL BROS. & CO. LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

Charley Sez:

If yew aint bin in tew see us, yew aint bin to taown yit. We is up en taown (4th and Main) and daown awn prices (yew'r gain).

CHARLIE & WALLACE
Your Cash Grocery

To Car Owners:---

I have just purchased the

FALLWELL and THOMPSON FILLING STATIONS

and placed them in charge of my son, BONNIE, and my son-in-law, LOUIE OLSON

We will carry

OIL, GAS, TIRES, ACCESSORIES

and everything the Motorist needs. In addition we will handle the

STUDEBAKER

Line of Automobiles.

We Want Your Business---You Need Our Service---Come In and get Acquainted!

G. W. Brumley

This Week



By Arthur Brisbane

**YES, WE ARE VERY RICH.
\$5,000 FOR GUESSING.
FLYING IN THE ARCTIC.
ONE LADY LEARNS.**

This is a frightfully rich nation. The countries of Europe owe us ten thousand millions and will pay us, including interest, THIRTY THOUSAND MILLIONS in the next 61 years.

European debts due to private American purchasers of Europe's obligations amount to eight thousand million dollars. These securities, averaging high interest rates will compel Europe to pay our citizens \$500,000,000 a year—with the principal when due.

Old Rome, with her consuls pouring in money and slaves from conquered territory, was not nearly as "well fixed" as Uncle Sam. No wonder some of our friends in Europe worry, and ask "Did we fight each other only to make Uncle Sam rich?"

Our answer is "We didn't ask you to fight. Be wiser next time."

The American Society for the control of Cancer is cheerful. It reports excellent progress. Thousands of lives, now needlessly sacrificed, would be saved, if people were informed and would keep away from quacks. The society denies the statement recently made at a convention of doctors that "nobody really knows anything about cancer."

"Cancer is not contagious or inherited," says the American Society. Take the cancer in the beginning when it is only local.

David Cowan, a young Canadian, won \$5,000 for the best essay predicting the developments in electrical industry between 1920 and 1930. At the end of 1930, the American Superpower Corporation will give \$10,000 to the essay writer whose predictions come nearest to the truth.

Young Cowan knew nothing about electricity, when Bonbright & Co. offered the prize. He used his brains, studied the history of electricity in industry, let his imagination work, and WON.

The Moderation League reports that drinking "in the South" has increased 120 per cent in thirty-four cities, under prohibitions.

Why pick out the South? There is no more drinking there than elsewhere. In any part of the United States, you can drink as much as you like. The only trouble is that what you drink in the way of whiskey is a little worse poison than it used to be.

"Why," asks a newspaper man, "do you say it would be less dangerous for the Shenandoah to go to Spitzbergen and hunt for Amundsen than to go from Lakehurst to Minneapolis and back?"

ANSWER: Because at this time of year crossing the Atlantic with the prevailing winds helping, going on to Spitzbergen from England, with the Patoka waiting there as a base, and exploring the Arctic Ocean a few hundred miles north would be simple. It would only mean flying the big Shenandoah in the midsummer climate of the Arctic, at no great distance from her base.

A trip from New York to Minnesota and return through the zone of midsummer thunderstorms will be sufficiently safe, as helium does not explode or burn. But it would be more dangerous than a trip to Spitzbergen and on North at this season.

Careful inquiry in restaurants shows that corned beef and cabbage is the favorite food of the American public.

Four thousand five hundred and twelve votes behind came the vegetable dinner. Nevertheless, corned beef, excellent for those that live by their muscles, is not good for thinkers.

Any process that makes DE-CAY difficult also makes DIGESTION DIFFICULT. While your stomach is struggling with corned beef, or salt pork, your brain cannot do its best.

One lady, tired of life, killed herself in New York and left all her money to her first husband, whom she had divorced. She cut off her real husband without a penny, her last letter saying how kind the first husband had been to her.

Warning to wives as their eyes turn toward divorce. Sometimes you are very well off and do not realize it.

Reply

Rats—kibosh—banana oil and bunk; She'll get bobbed when ready, we saw her "wunk."

Explained

Jed: "Well Sam—you look pretty prosperous. I guess there are no wolves hanging around your door up there in the city."

Sam: "No—no indeed. I live in an apartment out on the boulevard—and they allow no animals in the building."

The Hereford Brand

ISSUED EVERY THURSDAY

Seth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.

First number of the paper issued Feb. 23, 1901, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1902; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 3, 1924.

Subscription, Zone 1—per year \$2.00
Subscription, outside Zone 1 per year \$2.50
year \$2.50
six months \$1.50
three months \$1.00
No subscription accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE



"Air Railroad"
Paul Henderson, second assistant Postmaster General, who is resigning to manage the new air transport line, capitalized for \$10,000,000 and which will immediately establish an overnight service between Chicago and New York—carrying both freight and passengers.

ADRIAN SIMS ITEMS

We have fine rains, crops growing fast.

Jim Mecaskey and family visited in the John Rector-home last Sunday.

Reverend Hill of Vega preached at Sims schoolhouse last Sunday afternoon to an appreciative audience. He was accompanied by his wife. Rev. Hill announced that he would hold a meeting at Adrian beginning Sunday, July 26.

Mrs. John Rector and children were callers at the J. M. Chapman home last Monday afternoon.

Several Sunday Schools united and had a grand picnic in the "Breaks" the Fourth. A great day of pleasure was enjoyed by this congenial crowd.

Rev. and Mrs. Hill and Mr. Jacobsen were dinner guests in the J. M. Chapman home Sunday.

Mrs. Bellas and family visited her father, Mr. Hutchinson, Sunday.

STORK SPECIALS

Born to Mr. and Mrs. L. A. Smith, July 1, a girl.

Born to Mr. and Mrs. K. C. Lea, July 3, a boy.

Born to Mr. and Mrs. E. E. Taylor, July 7, a boy.

Born to Mr. and Mrs. Timothy Tinsley of New York City, on July 6, an eight pound boy. Mrs. Tinsley was formerly Miss Louise Oberthier, daughter of Mr. and Mrs. F. H. Oberthier.

Born to Mr. and Mrs. Ernest McLaughlin, July 8, a girl.

METHODIST CHURCH

"THE TRUE TEST OF A DOCTRINE" will be the subject Sunday morning. Mrs. Ray Conaway will sing a solo.

At 8:30 p. m., "JEREMIAH'S PARABLE OF THE LINEN GIRDLE" The "boys' quartett" will sing.

We had fine services last Sunday. Come along and enjoy an hour of worship with us. There is a place in Sunday school for you and all the family. If your children are not in Sunday school somebody is cheating them out of their birthright. Let's

give them what they are entitled to, religious training. The best way to get them into Sunday school is to bring them. Incidentally, you might get some helpful instruction yourself. Shall we see you on hand next Sunday? Good! J. O. HAYMES.

AUTOMOBILE PARTY VISIT NEW MEXICO POINTS OF INTEREST

Miss Anna Miller and her nephew, Mac Pitman, with Miss Victoria Wilson composed a party that drove into New Mexico July 4 and spent several days exploring Santa Fe and other points of interest in that state. They returned Tuesday evening after a delightful vacation.

FELLOWSHIP CLASS ENTERTAIN WITH MISCELLANEOUS SHOWER

The Fellowship Class of the Christian church entertained with a miscellaneous shower Thursday afternoon at the home of Mrs. W. B. Dameron for Mrs. Thurmon Morgan, who was married the first of June to Rev. Morgan who is now pastor of the Christian church here.

A short program was rendered, with Miss Ina Gregg toasting the bride with one of her original poems while Mrs. J. E. Ferguson toasted the groom. Little Miss Martha Ann Elliott and Chilton Foster, as bride and groom, ushered Mrs. Morgan into the dining room where heaps of gifts were stacked everywhere and a large "kewpie" dressed as a bride reserved the chair for the bride herself.

The home was beautifully decorated in cut flowers and fern. Delicious refreshments were served to many new friends of the bride and groom, who wished them much happiness and joy.

MODERN HOG HOUSE TO BE GIVEN CLUB BOY OR GIRL

A modern hog house will be given to the Club boy or girl who shows the second best pig at the Deaf Smith County Fair in September, by the Panhandle Lumber Company; it was announced by Alvin C. Thompson, manager of the company. The winner of first prize will be given a free trip to the Dallas State Fair this fall.

This is expected to stimulate interest in the Pig Clubs over Deaf Smith county and will in time aid in the development of the swine industry over this section. It is believed by County Agent R. O. Dunkle.

Local Happenings

Mr. and Mrs. Frank Jessie of Amarillo spent the week end in Hereford with relatives and friends.

Miss Pauline Wilson and Miss Mary Christine Bruner spent the week end in Floydada visiting friends and relatives. Miss Velma Nelson of California who was also visiting in Floydada returned home with them Sunday night, and will remain over for a few days before going to Amarillo for a visit with friends there.

Mrs. S. E. McBride and four children of Dallas, arrived Monday night and will spend the summer with Mrs. E. J. Williams, mother of Mrs. McBride.

Poor Advertiser



Merchants with goods to sell might profit by studying this feature. This fellow is in position to be nationally known if he would take advantage of his opportunity. He is "Rob Roy" the White House collie—who "crashed" into a picture with Pres. Coolidge the other day—the first time in months. Compare this with "Laddie Boy," Pres. Harding's "pup." Ah, there was an advertiser—that "Laddie Boy."

S. L. Easley and wife and two sons left Tuesday for Hot Springs, N. M., where they will spend their vacation.

Bill Black and Van Bruner were in Amarillo Tuesday on business.

Mrs. W. H. Rayzor and daughter, Miss Louise, were in Hereford Wednesday. Miss Louise is at home spending her vacation with her mother in Canyon. She has been located in Texas City for the past year as stenographer for a law firm.

Mrs. E. C. Eubanks left Monday for Santa Fe, N. M., where she will visit for three or four weeks.

Mr. and Mrs. Stephen E. Bangs, announce the marriage of their daughter, Lucile to Mr. William A. Lipscomb on Sunday, June 28, 1925 at Booneville, Arkansas.

W. A. Lipscomb was raised in Deaf Smith County, and has a host of friends that will wish for him a happy and useful life.

A Job—A Job

Judkins: "What's the matter with old Perkins? He looks like a whipped dog."

Sampson: "Didn't you hear. His wife disgraced him at the opera house the other night. When the cook got mad at the mistress and quit in the second act Mrs. Perkins jumped up and said she'd hire her."

Terrible Life

Coy Thing: (sighing) "Life is a gamble."

Bachelor: "Yes—yes indeed. Take me for instance. I never know where the next kiss is coming from."

"Morning Warden"



Gaston B. Means, former Daugherty aide, as he registered in at Atlanta prison to serve a two year sentence for conspiracy. He is also under indictment charged with forgery in the Daugherty investigation.

NOTICE TO CONTRACTORS.

Sealed bid will be received by the undersigned, until 2:00 p. m., o'clock, the 11th day of July, A. D. 1925, at Dimmitt, Texas, for the furnishing of all labor and materials, in the construction of a One Story Brick and

GOLDEN RULE PRODUCE CO.

H. H. HAWKINS, Mgr.
WHOLESALE AND RETAIL

- Apples, Spuds, Honey,
- Cow Feeds of All-Kinds,
- Colorado Labeled Coals,
- Poultry Feeds for all Chicks from Chick Starter to Laying Mash.
- Block Salt, Crushed Salt, Meat Salt,
- Oyster Shells, Grit and Charcoal,
- Meat Scraps,
- Viking Cream Separators.

We Pay Cash
Poultry, Eggs, Cream, Hides.

THROUGH SERVICE WE GROW.

GOLDEN RULE PRODUCE CO.

Hereford, Texas Phone 108

Poem by Uncle John

O, the world will hang its garlands on a peeper, if he strikes the particular line of chatter that the general public likes; but, the critic parks the writer on a dusty, musty shelf— if he seeks to peddle sophistries peculiar to himself.

We often prate of "liberty" an "personal desire" but the public that we work for simply chucks 'em in the fire,— for, the facts is, we are servants from the liver to the bone — we have no right to peruse opinions of our own!

To furnish what "the people" wants is the system that prevails—which is probably the crucial test where buddin' genius fails.

Let us jog along, contented— there's a niche for us to fill, God has promised to assist us—and there ain't no doubt He will,— But, even God is jealous-like, of Bill or Joe or Jim, if either feller tried the stunt of knowin' more's Him!



The School Building, for Consolidated School District No. 18, Castro County. Plans and specifications may be obtained, for the purpose of bidding, from Kerr & Walsh, Architects, Amarillo or Plainview, Texas, by deposit of \$15.00 cash or certified check. A certified check for \$250.00, payable to Sam Allen, Chairman of Board, shall accompany each bid. The Owner reserves the right to accept any or reject all bids or proposals.

Under my hand and seal the 25th day of June, A. D. 1925 at Dimmitt, Texas.

RAY SHEFFY, 24-21 County Judge, Castro County.

USED CARS

- Dodge Touring 1923 m.
- Dodge Touring 1918 m.
- Hudson Touring '18 m.

Terms if Desired

Beavers Brothers
Phone 383

"Marry Me!" Rural Romance, at The Star

A small American town, the ground on which James Cruze has achieved some of his most remarkable screen successes, is the setting for his latest Paramount comedy production, "Marry Me!", which makes its initial appearance at the

Star Theatre Next Wednesday and Thursday, July 15-16

It is described as a wholesome and humorous story of youth and romance, charmingly enacted by a competent cast headed by Florence Vidor, Edward Everett Horton, Helen Jerome Eddy and John Roche.

The plot concerns a lovable little school teacher who writes her name on an egg which falls into the hands of a pure food crusader, thereby precipitating an avalanche of mirth-provoking events which eventually lead to a happy conclusion.

As usual, Cruze has embroidered the story with those characteristically whimsical and human touches that make it appear so plausible and believable.

In its original form, "Marry Me!" was a New York stage hit by Anne Caldwell, titled appropriately enough, "The Nest Egg." The film version was written by Anthony Coldewey from the adaptation by Walter Woods.

SPEAKING OF ADVERTISING:

One of the best advertisers the world has ever known was asked one day how he could afford to advertise so extensively. He spoke volumes when he answered in just two words: "By Advertising."

Mr. Business Man

The advertising campaign that has been launched by the Chamber of Commerce of Hereford because of the increased circulation of The Brand can't help but bring lasting results, and we're strong for it.

But

There's another way—a way that when followed out in connection with Brand advertising is destined to make Deaf Smith County one of the most populous counties in the State of Texas, and that is

Direct Advertising

advertising that reaches each and every individual for whom such advertising is intended, and

That's Where We Come In

As we stated above we're strong for newspaper advertising, but we're a little stronger, naturally, for Direct by Mail Advertising, because—well, call us and we'll tell you more in a minute than we could say in a full page ad.

White Face Printing Co.

"You Don't Have to Wait"

P. S. It may also interest you to know that since February 1st, this year, we have printed for merchants and business men outside of Hereford—from El Paso on the west to Bowie on the east, and from Texhoma, Okla., north to Tahoka on the south, more than one-quarter million, or to be exact 313,000 Letterheads, Envelopes and Statements.

FREE TO YOU
Don't Buy CHINAWARE—Get It FREE
at Our Store
Our Groceries are always fresh and prices are right
Warrens Cash Grocery
Phone 87

Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: Classified, first insertion, 1 1/2c per word; minimum 25c; subsequent insertions, 1/2c per word; minimum 25c.
CASH WITH ORDER.

FOR SALE

FOR EXCHANGE—Section of land eleven miles from Lubbock, half in cultivation, five room house, some encumbrance at 6%. Will trade for section near Hereford. P. O. Box 1288, Lubbock, Texas. 25-1t

FOR SALE—Dandy 6-room well located residence, at price so attractive you can't help but buy. See 25-1f Elliston-Jones Land Co.

FOR SALE—Tancred—O. A. C. (Oregon Agricultural College) Strain White Leghorn Cockerels. 25-4t N. C. VOGEL.

FOR SALE—Robinson's sweet cream at Texas Meat Market and Purcell and Cox. 25-4t-pd

FOR SALE OR TRADE—We have several good well located residences, one near church, will take car on deal, and give good terms, farm loans made and V. L. Notes extended also loans made on city property. Rooms 7-8 Dunlap Building. 24-1f Waiser & Bray Land Exchange.

FOR SALE—Big Guman millet seed, free from Johnson Grass. Three cents per pound. Floyd Botford, 24-2t-Pd Summerfield, Texas.

FOR SALE—1 15-27 Case Engine, 1 5-disc Sanders Plow, 1 3 or 4 bottom rod plow, 1 32-inch tandem disc harrow, 1 3-row P. & O. Lister with planting parts. All these tools are good as new. 23-1f W. C. MEHARG, Route 1.

EXCHANGE—Good No. 9 Oliver type writer for milk cow. 21-1f J. B. ELLISTON.

FOR SALE—Good Jersey cow, just fresh. Phone 250. 21-1f J. F. WARD.

EXCHANGE—150 acres timber land right in Sipe Springs shallow oil field for land near Hereford. 21-1f ELLISTON-JONES LAND CO.

FOR SALE—A couple of good houses, Modern. Inquire at— 19-1f PANHANDLE LUMBER CO.

FOR SALE—Saddle Horses, Work Mules and Milk Cows. Will trade Ford car for bogs or cattle. 74-1f J. L. FUQUA, Phone 146.

FOR SALE—Fresh Jersey Cows, Terms. 9-1f RALPH BARNETT.

WANTED

WANTED—Practical nursing, reasonable price. Phone 370-W. Mrs. Mary E. Fowler, at Lester Place. 24-4t

WANTED—Second hand cash register. 24-1f G. W. BRUMBLEY.

WANTED TO BUY—A good second hand windmill. W. A. Ricketts, 23-3t-Pd

LOST AND FOUND

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents. —THE BRAND OFFICE

FOR RENT

FOR RENT—120 acres adjoining Hereford for feed crop or summer tilling for wheat. 21-1f J. B. ELLISTON.

FOR RENT—A good five-room house. Phone 150.—Dr. Florence Miller. 19-1f

Nell's Bells



It is a flapper idea—so it is new—these tinkling silver bells worn on the garter. The fad has started no end of controversy—first in the Newark, N. J. high school.

Hereford Methodist Revival.

Like a refreshing shower, an oasis in our life, came the recent revival. It has been an eventful season in the Methodist church, adding new life and hope.

Rev. J. O. Haymes, pastor of our local church, delivered the wonderful sermons. Spirit filled and consecrated his every message was food for the hungry multitude.

A spacious tabernacle was erected near the church. As night after night advanced, the increasing crowd drank in the beautiful truth. Each Sunday night the tent was packed and it was then that it seemed the holy spirit came down in baptism, not only bringing a knowledge of the truth to those who do not know Christ, but also served to deepen the consecration of those who are already christians.

In this revival Miss Swisher, director of the choir, did a very great work. The music was good. Every sermon was preceded by a long song service including sometimes a special sometimes a quartet, rendered by our famous "Boys" Male Quartet.

The booster band of little tots added immensely to the program. Nightly thirty little children, lifting their sweet voices in song touched many a heart.

Each afternoon the booster band met for rehearsal, which included bible work. On a night set apart they gave an exhibition of their work. Many were made to wonder and marvel and were unable to answer their searching questions.

One night was set apart for the boy scouts, one evening for the young people. One of the regular afternoon sessions was devoted exclusively to old folks. And it made us all feel good to see the joy of the Lord shine on their faces as they gave in testimony their love and loyalty for their Christ, when they said they would not sell their religion for any sum in money.

Last, but not least, would we mention our cottage prayer meetings, when our women gathered in a friendly relationship and learned to work together with vitality and power. The men met at the tent at the eleven o'clock hour, the young people in the evening at the same place. Like Mary Stessor, we prayed as if everything depended on God and worked as if everything depended on us. Though the church has its strong pillars, does it not also need stones of every shape and size?

God wonderfully blessed our meeting. Its influence was far reaching and wide. Fifty anxious souls of whom came up to the altar, surrendered their lives to His service.

The revival lasted three weeks, could it have been prolonged another week or two who can tell what the possibilities might have been.

MRS. C. C. BOWMAN

C. N. CONLEY MOVES FAMILY TO CANADIAN LAST TUESDAY

Mrs. C. N. Conley and young daughter left Tuesday for Canadian, Texas, where they are to make their home. Mr. Conley has been located in Hereford with the Panhandle Lumber Company and is transferred there. Mr. Conley's sister, Miss Alawayne Conley, accompanied them to Canadian for a short visit before returning to her home in Perryton.

Mr. Clifford Teague of Canadian is to fill the vacancy in the Lumber company here and will arrive some time the last of the week with his wife and baby.

Geo. Suggs returned this week from a vacation trip in California.

FARM MARKETING SALESMANSHIP

Address By Former Lieutenant Governor Lynch Davidson, Delivered Before Houston Salesmanship Club, Houston, Texas.

Show me the man who is a good home provider and, with few exceptions, I will show you a good citizen. It was said by Napoleon, one of the greatest military geniuses of his age, that "An army travels on its stomach," meaning of course, that it must be fed and provided for or else it would not travel.

So it is in all walks of life, and that calls for individual economic independence. It calls for man to first provide for his own security, but not selfishly. Individual economic independence creates good citizens, and upon good citizenship government depends for its existence.

If typical of its title, this organization's membership relies upon salesmanship as a means of maintenance. There are many kinds of salesmen: hardware, grocery, dry goods, lumber, steel, oil stock, cigars and cigarettes, pen and paper, peanut and pop-corn vendors, but how frequently do we ever see or hear of a real "farmer salesman." And so I have chosen FARM MARKETING SALESMANSHIP as a theme kindred to this organization and occasion.

No class of people throughout this broad land enjoy less economic independence than the farmer—the biggest business of all businesses—producing annually more new wealth than any other single business. It provides, generally speaking, poorer standards of living, less opportunity to enjoy the luxuries of life than any other single industry, and yet is the very heart, soul and backbone of the nation's prosperity.

The farmers' method of production may be unscientific and wasteful, but cost is variable—up or down, by efficient methods on the one hand, or inefficient on the other—to only a small degree. One single item of Texas farm products, cotton, within a period of less than five years, has ranged up and down in price more than 300%. I distinctly recall in one swift fluctuation it dropped from 36c per pound at high point down to 11c per pound at low point. Make the cost of production what you will, no business on earth can withstand such violent fluctuations and downward deprecations on its income. The law of supply and demand is ever present and active. Its influence may be minimized by coordinated efficient salesmanship. By the same token, speculative raids upon the farmers' income can be averted.

So long as the individual farmer, with sample in his hands, peddles his crops from door to door, his individual economic independence will be destructively violated and ruination wrought to his business—the greatest business of all—the business of farming.

Salesmanship has become a science. In its most modern and advanced form it is a science of co-operation through corporations. The stockholder buys stock in a corporation, banking, manufacturing or otherwise—and immediately becomes a co-operative unit dealing in some particular product and represented by scientific salesmanship. The agricultural producer is the fundamental basis upon which the success of all such enterprise depends and upon whom your success likewise depends. We are so much concerned with establishing our own economic independence that we are apt at some point to exchange success for selfishness and forget the very basis of our prosperity—the farmer.

But economic laws work unerringly, and will destroy the basis of all prosperity—the farmer—if we continue to forget. In his own mad fight for a footing in life, the business man neglects to shower the farmer's thrifty field with drops of his business experience. Farm marketing salesmanship is the silver lining to the cloud. Farm cooperative marketing organizations are fighting their feeble way to the front. They are a nucleus around which efficient scientific salesmanship may be established for the farmer. He is fundamental to our success and we should contribute to his.

He can succeed by controlling 50% of the flow of his production, and by the same means control the sale of his output. Financing is the first essential to such control. Create control through co-operation in financing and production. Control farm production and sales control of output will follow. Legislation can aid, but not cure the farmers' ills.

Co-operation of the farmer and the business man, whose interests are one and indivisible, will make the farmer salesman a familiar figure in the marts and markets of the world, and bring to the farmer much needed economic independence. The world's welfare lies in being your brother's keeper in this needed evolution in the marketing of the nation's agricultural products.

Get Your Money Out of It

On every farm, almost in every house, there can be found any number of things, still useful to someone else but not now needed by the owners.

Someone Else Could Use Them!

and would gladly PAY YOU FOR THEM if they knew you had 'em.

THRIFTY

people get their money out of property they no longer have any use for: Are you thrifty?

Classified Ads

in The Brand are the cheapest form of advertising you can buy, and one of the Best: Classified ads get quick results; the Classified Column in The Brand is constantly turning out sales and bringing buyer and seller together.

The Price?

only one and one half cents per word for the first insertion; three fourths of a cent per word for subsequent insertions. Our Minimum charge is 25c for each insertion.

Consider the Little Classified Ad—
It's a Winner!

The Hereford Brand

The Judge's Joke

PEOPLE WAS ALL WONDERIN' WHY OLD MAN SKINNER WENT TO THE POST OFFICE EVERY DAY — BUT COME TO FIND OUT THAT'S WHERE HE FILLS HIS POUNTAIN PEN!



BUY IT IN HEREFORD

It Pleases Us to Please You.
 "Your Satisfaction Our First Consideration"
 Phone 249.
Reed Cash Grocery

Williams Bros.
 The Oldest Grocery House in Hereford.
 Where You Get a Square Deal for a Round Dollar.

WATCH EM GO
 Since We Have Reduced the Price on
 ICE CREAM FREEZERS
Garrison Brothers

The merchants of Hereford carry as complete stocks as can be found in any town of like size. The prices are on a par with general price levels the country over

Hereford merchants want your trade. They are resolved to leave nothing undone that will give their patrons What They Want, When They Want It, with complete satisfaction and service thrown in as a matter of course.

The Hereford market is yours. It cannot exist without you. Therefore it's sound common sense for the merchants who are advertising their goods in The Brand to see to it that their customers are SATISFIED in all things, at all times.

Read the advertisements on this page and in this paper and then test out the statements made herein.

Merchants Bureau Hereford Chamber of Commerce

Best Fabric	30x3 1/2 TIRES \$8.50	Fully Guaranteed
H. L. Rice		
Service-U-Like Filling Station		
MOTOPOWER, The Gasoline that Lubricates.		
We Need Your Business and Will Save You Money on every Purchase		
Skelton's Variety Store		

WE CHALLENGE PRICE COMPARISON WITH OTHER CITIES!—WE WILL MEET ANY LEGITIMATE COMPETITION

Hereford Produce
 Established 1916
 Highest Cash Price Paid for All Produce.

CLOSING - OUT SALE OF SUMMER HATS
 AT ONE HALF PRICE
 Prices From **\$1.00 to \$5.00**
 The Latest in Kid and Felt Hats.
Mrs. T. N. Heifner

HARRISON
 The Grain Buyer!

Cattle Dip Special For July
\$1.25 Per Gallon Can
 Come To See Us
Corner Drug Store

The Popular Store
 Men's and Boys' Furnishings.
 Shoes for the Whole Family.

WILLARD STORAGE BATTERIES The Best
 Battery Made
 Try Our Cheap Batteries, They are Guaranteed
Electric Service Company

Ringer's Tailor Shop
 Cleaning and Pressing That Brings You Back.
 Phone 385.

Residence Phone 176
 Office Phone 262 Clark Bldg.
Dr. W. Floyd Gabbert
 Hereford, Texas.

G. F. LeGrand, M. D.
 Office Upstairs in
 Dameron Bldg.

J. W. Hicks, M. D.
 Office in Dameron Bldg.

Dr. John W. Overton
 Physician, Surgeon and Oculist
 Office Upstairs Dameron
 Bldg.

Try Flavo Flour
 It's home-made and
 It's the best there is.
COMMUNITY MILLS

Improved Section in Castro
 County. On Highway
\$20.00 Per Acre.
 Easy Terms.

CConnell The Land Man

DR. J. P. LLOYD
 Elliston Building
 DENTIST

CARL'S CAFE
 For Plate Lunches and Short
 Orders

If it's service you are looking
 For we have it

American Railway
 Express Co.
 SANK RAMEY, Agent


Elliston - Jones Land
 Company

Cheap Lands
 Established 1902

"We Sell or Trade"

Bring Your Hogs on Fridays
 and Receive Premium.

G. W. Brumley
 Hog Buyer

OH! See What
 CHARLEY SEZ 

Charlie & Wallace Cash Grocery

TEXACO
 The Volatile Gas
 Costs no more than ordinary gasoline.
Service Garage
 Phone 334. Deliveries Anywhere Call Us.

MID-SUMMER SALE on all Millinery
 Fall Line of
 KID, FELT and PATENT LEATHER
Mrs. N. C. Vogele

When in Town Eat at the Old Reliable
Stockman's Cafe
 The Best Place to Sleep and Eat.

Orr's Tailor Shop
 CLEANING — PRESSING — TAILORING
 Prompt Service by Mail

OUR ICE PLANT
 is not finished, but before long we will
 be ready to talk ice to you.
Texas Utilities Company

Baskin Abstract & Title Co.
 Abstracts of Title Covering any piece of property
 in Hereford or Deaf Smith County.

PANHANDLE BAPTIST ASSEMBLY MEETS JULY 14 - 23, 1925

Your vacation time with study, play, Christian fellowship, surprises and thrills, all crowded into nine never-to-be-forgotten days. That's the Panhandle Assembly in Ceta Canyon this summer.

Imagine nine mornings full of classes in various phases of church work, delving into methods of leadership and discussing the problems common to every W. M. U., Sunday School and B. Y. P. U. taught by recognized leaders and experts.

Picture nine afternoons full of fun, games, swimming and hikes, or just loafing and visiting, if you wish. Add to these features ten evenings full of hilarious singing and soulful preaching. Grasp all this and you have a faint idea of what camping at the Assembly will afford.

But that is not all. When you go to the Assembly you are filled with the satisfaction of knowing that you are better fitting yourself for a larger place in the work of the Kingdom.

Wonderful opportunities for those who go. You can hear one of the most effective preachers each morning and night in the person of Dr. H. R. Holcomb; you can enjoy the splendid singing and music directed by Bro. Edgar Williamson; your spiritual strength will be renewed by the Bible talks from James by Dr. W. F. Fry; and you can get practical help from the addresses and conferences of Secretaries Leigh, Phillips, Lagow, Caylor, Groner and Scranton.

Edgar Williamson will teach "Sunday School Officers and Their Work." Dr. Fry "What Baptists Believe;" W. C. Garrett "A Search for Souls;" Miss Uleta Williams "Working With Juniors;" Miss Lucy Lagow "Methods for Primary, Junior and Intermediate Leaders;" Mrs. G. L. Yates "Studying for Service;" "Advanced B. Y. P. U. Methods" and "The Intermediate Manual" and R. A. Scranton "Financing a Church." "Happy" Ingram will enthrall us on Missions.

The Amarillo District W. M. U. Meeting is there Wednesday, July 15th. Wayland College Day is Tuesday, July 21st. Story Hour for the children.

A feast for all. Get your share of it by coming and bringing chosen vessels from your church to carry off your part. The best yet!

E. D. MORGAN,
Program and Publicity.

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 at least 20 days, before the return day hereof, in a newspaper of general circulation, which is and 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, and to post a copy of said notice, at three public places in Deaf Smith County, Texas, for a period of not less than 20 days, exclusive of the day of posting, and the return day hereof, one of which said notices shall be posted at the Court house door of said County, and no two of which shall be posted in the same City, Town or Village.

THE STATE OF TEXAS:

To all persons interested in the welfare or estates of Jessie Madeleine Megert, Bessie Megert, and Hazel Megert, Minors; R. A. Megert, the Guardian of the estates of said minors, has filed in the County Court of Deaf Smith County, an application to sell each of the said minors undivided interest in the following described real

estate, at private sale for cash. An 1-16 undivided interest belonging to each of said minors, making a total of 3-16 undivided interest, sought to be sold, in the following described lands, situated in Deaf Smith County, Texas:

FIRST TRACT
The E½ of the NW¼ of Section 59, Block K-3, containing 80 acres.

SECOND TRACT
Lots Nos. 2 and 3, in Block 47, of the town of Hereford.

THIRD TRACT
Lots Nos. 1 and 2, in Block No. 40, in Whitehead Addition to Hereford.

FOURTH TRACT
Lots Nos. 4, 5, 6, 7 and 8, of Evans Subdivision of Block 17, of Evans Addition to Hereford.

And he also seeks to sell for cash, at private sale for cash, each of said minors 1-8 undivided interest in the following tract of land, making 3-8 undivided interest in said land, sought to be sold, to wit: situated in said County and State, and being lots Nos. 1 and 2, in Block 15, of Whitehead Addition, to the town of Hereford.

That said application will be heard at the next term of said court, commencing on the First Monday in August, 1925, which is the 3rd day of August, 1925, at the Court House thereof, in the City of Hereford, at which time all persons interested in the welfare, or estates of said minors, may appear and contest said application, if they see proper to do so.

Herein fail not, but have you before said court on the said 1st day of next term thereof, this writ, with your return thereon, showing how you have executed the same.

In testimony whereof witness my hand and seal of said court, at office in the City of Hereford, on this the 6th day of July, 1925.

(seal) **BERRY ORR,**
Clerk of the County Court of Deaf Smith County, Texas.
A true copy I certify,
CLAUDE BENTON,
Sheriff of Deaf Smith County, Texas.
E. H. NORTON, Dep.

Rock has just sold 60 steers to a Kansas City buyer for more than \$100 per head. He received a total sum of \$6,040.77 for the steers.

Ballinger—The building committee of the Runnels County Fair Association have begun work on several new buildings, including a grand stand, stock sheds, etc., for the County Fair this fall. The dates are October 13-14-15-16.

Rising Star—The Texas Company has just purchased a 100 acre lease from the W. M. Armstrong tract. This lease is situated between the Pete Hoffman Well and Kilgore No. 1.

Amarillo—Plans are already under way for the Eighth Annual Convention of the West Texas Chamber of Commerce which is to be held in this city next year.

Canyon—The Panhandle-Plains Historical Society has had added to its membership roll fifty-one members during the last month. Several of those who have identified themselves

Crowell—Foard County will be represented at the State Fair of Texas this fall with a large agricultural exhibit. County Agent Fred Rennels is now gathering products to make up this exhibit.

San Angelo—S. C. Schultz of Paint

WEEKLY NEWS SUMMARY

Furnished by West Texas Chamber of Commerce

with this organization have taken out life memberships. Others have become annual members. The increased membership in this organization is due to the work being done by J. Evetts Haley, field representative of the Panhandle-Plains Historical Society. In addition to securing memberships, Haley is collecting relics of all kinds and materials which will be used by Professor L. F. Sherry in writing a history of the Panhandle district.



The Foes that Attack the Summer Milk Flow

Between flies and drying pasture it is no wonder the milk falls off. Every day the cow robs her own body tissues more and more for enough protein and minerals to make milk. She can't keep this up long. She needs a balanced concentrate.

Feed from the Checkerboard Bag

FEED COW CHOW NOW

Get 3 pounds more milk per day for every pound of Purina Cow Chow needed to balance grass. It will put your cows in good shape for fall and winter production. Try Cow Chow now and let your cows show you.



Order Today

Jones & McLean

COAL AND GRAIN

—The fellow who takes chances usually takes one too many

How About Your Fire Insurance

HEREFORD INSURANCE AGENCY
Ralph Barnett, Mgr. Phone 273



The Tourist Camps Invite You!

Thousands of them, hospitable and friendly, play a big part in the vacation joys of thousands of families every year.

working grind! All the family will enjoy the outing; everyone will be healthier, happier and better for a change of scene and life in the open.

Take advantage now of this interesting, economical way to travel! Get into your Ford and go—far away from the every-day haunts and the

No other car requires so small an investment as the Ford; none offers you such value for your money.



Runabout - \$260 Coupe - \$520
Touring Car - 290 Tudor Sedan - 580

On open cars demountable rims and spacers are 185 extra.
Full-size balloon tires \$25 extra. All prices f. o. b. Detroit.

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Fordor Sedan \$660
F. O. B. Detroit

Please tell me how I can secure a Ford Car on easy payments:

Name _____
Address _____
City _____ State _____

Mail this coupon to **Ford Motor Company**
Detroit, Mich.

Renew Your Health by Purification

Any physician will tell you that "Perfect Purification of the System is Nature's foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs—once or twice a week for several weeks—and see how Nature rewards you with health.

Calotabs are the greatest of all system purifiers. Get a family package, containing full directions; price 35 cts.; trial package, 10 cts. At any drug store. (Adv.)

FOR OVER 200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.

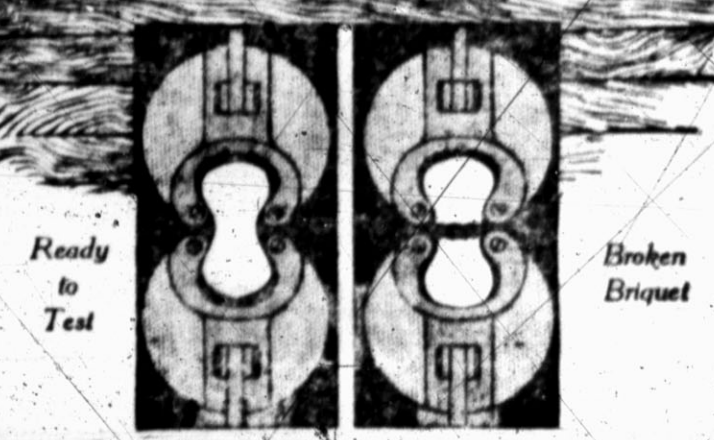


correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.

INTERNATIONAL SYSTEM

LONE STAR

PORTLAND CEMENT



50% Above Standard
—U. S. Government Tensile Strength Test

Standard specifications under which all cement is sold require, among other things, the making of tensile strength tests. The above illustration shows how the test is made.

Samples taken continuously at the mills of the Texas Portland Cement Company are combined and made into small briquettes, shaped like a figure "8", in preparation for this test. Some are allowed to harden for seven days before testing. Others are kept twenty-eight days for another strength test. The first test determines the rate of hardening and the second indicates permanent strength.

Before acceptance, cement must develop a tensile strength of 200 pounds per square inch after seven days and pass the other exacting tests of the Standard Specifications.

But LONE STAR Cement does more than just pass these tests. It exceeds standard quality by over 50%. This record has been continuously maintained at the Texas Company's mill.

With ordinary manufacturing methods, this test might be difficult. With the famous International Wet-Blending Process now used in the LONE STAR mills, uniform quality becomes a matter of habit. In fact, the chemist and the superintendent can always come within 1/10 of 1% of the quality at which they aim.

Result—A super-quality product that costs no more than other brands of cement.

It has our unqualified endorsement.



Rockwell Bros. & Co.
Hereford

LONE STAR Cement Lumber Plaster
Paint Lime Brick Roofing

Ask us for cost figures and other facts on repairs, improvements and construction of any kind. Valuable information supplied without obligation.

WYCHE ITEMS

Mr. and Mrs. Leo Wolfe and son, Ralph, and Jewell Applegate, Warren Hough, Ering Elliston, Mr. and Mrs. C. C. Cook and daughter, Montie, Mrs. W. D. McKinney and children took dinner Sunday with Mr. and Mrs. Ed Cox. We had 84 at our Sunday school last Sunday and the Thompson sisters and their cousin came out and preached to a large crowd.

Some from Jumbo visited our Sunday school.

Misses Naomi and Emma Jackson visited the Dugan girls last Sunday.

Mr. and Mrs. Ed Cox and children visited Mr. and Mrs. A. E. Edwards last Thursday evening.

Mrs. C. C. Cook and daughter, Montie, Misses Ruth, Ruby and Vera Dugan, Miss Jewell Applegate and Mrs. W. D. McKinney visited Mrs. Ed Cox last Friday afternoon.

Miss Alberta Dugan visited Mrs. Butch Elliston last Friday afternoon.

Mrs. Gordon Gold visited Miss Gladys Gold last Friday.

Miss Gladys Applegate went to Paducah last Monday for a visit with relatives and friends.

The picnic for the Wyche school contest will be next Wednesday, July 15, down at Doyle Rose.

Clem Dugan from Wildorado was in Hereford on business last Friday.

Mrs. J. C. Williams was at Sunday school last Sunday, and Sunday before last, the first she has been out since Christmas. We were all glad to see her.

Mr. and Mrs. Hatley visited Mr. and Mrs. W. D. McKinney last Sunday.

Mrs. Gordon Gold and Misses Hazel, Iona and Curtis McKinney visited in the Dugan home last Thursday afternoon.

Several from this community attended the fire works at Hereford on Saturday night.

Mr. and Mrs. C. J. Paddock took dinner Sunday with Mr. and Mrs. H. H. Boardman last Sunday.

Mr. and Mrs. C. C. Cook and daughter, Montie, visited Mr. and Mrs. C. J. Paddock last Sunday evening.

Miss Ruth Wolfe visited her grandmother, Mrs. Wear, of Hereford last Sunday.

PROGRESSIVE

The revival meeting held at Progressive last week by Rev. Hill and

Rev. Lindley was a success, we believe, as there were several conversions and a pretty good attendance most every night.

The Singing Sunday afternoon, was (what we call) great, as we enjoyed having so many visitors from all the neighboring communities, come in and help us sing so many good songs.

Besides singing, part of the afternoon was spent in listening to talks on religious topics made by some of the gentlemen present. Come again, we always like to have you.

Miss Ornie Walker, who has been teaching school in Amarillo for the past term, is home for the summer vacation.

The program for our singing next Sunday evening reads as follows:

Opening song, led by Katherine Ricketts.

Girls' Chorus.

Song, Juniors.

Male quartette, Elmer Sharp, Bill Knox, Jess Caldwell and Elmer Peterson.

Bible story for little folks by Mildred Ricketts.

Song, led by Mrs. Jeff Roberson.

Song by the Progressive boys.

Song, led by Mr. Ricketts.

Reading, Bertha Walker.

Song, selected by Mr. Caldwell.

Duet, Lois and Lucille Parks.

Song, little folks, arranged by Mrs. Lewis.

Discussion by Volenteers.

Song, led by Clyde Sharp.

Reading, Orin Sharp.

Quartette, arranged by Mrs. Lewis.

Song, led by Marguerite Bowman.

Song, Gladys Lewis.

Song, led by Marie Meharg.

Song, led by Katherine Hershey.

Benediction, Mr. Hershey.

Fonsie Sharp and family from Post are spending a few days visiting in the home of his parents, Mr. and Mrs. O. L. Sharp, and attending singing at

Progressive Sunday afternoon.

Miss Edah Parks visited friends in Hereford last week.

Some of the farmers of this community have begun to chop their cotton so there's no joking when we say "real work" is going on at Progressive.

Mr. and Mrs. Wylie Roberson and son Wylie Hicks from the Ward community spent Saturday night and Sunday in the home of Mr. and Mrs. Jeff Roberson.

JOEL

We have had quite a long enforced vacation. We get items ready and then can't get them to the mail box, etc. etc.

Mr. and Mrs. N. H. Cabot and children of Wildorado were down a week ago at the C. P. Galley home. They came to take Mrs. Dixon Turner of Bryan home with them for a visit.

Lester Galley and family and Mrs. Galley's sister, Mrs. C. J. Nelson and daughter Marguerite of Herrin, Ill., left Sunday to visit their uncle, Grant Belus, near Bushland.

J. M. Roberson took Mr. and Mrs. C. P. Galley to church Sunday as they had no way to go and did not want to miss the Morton revival.

John Purcell and Cecil Walker vaccinated cattle the first of the week.

The W. T. Smith family has had a long siege of sickness. First Mr. Smith was sick with flu that ran into pneumonia, then Mrs. Smith overdone herself in trying to keep the work up and take care of Mr. Smith and she was in bed a couple of weeks or more. Now that they are both better the daughter, E. Dora, is down sick. We hope she will soon be around again as she was so much help to her mother—not being strong yet.

Mr. and Mrs. John Deckleman and

two children of Lubbock, also Mrs. Harry Haymes, spent the 4th of July with the Ed Botts family.

Mrs. Lester Galley entertained at dinner Monday the following people: Mrs. C. J. Nelson and daughter, Mrs. N. H. Cabot and Bruce and Madge, Mrs. Dixon L. Turner and daughter Shirley and Mr. and Mrs. C. P. Galley.

Mr. and Mrs. Lewis A. Smith are the proud parents of another daughter. Little daughter No. 4 was born July 1.

J. E. HILL RANCH TO HOLD LAST BIG ROUND-UP SOON

The Hereford Chamber of Commerce has been invited to attend the last big round-up on the J. E. Hill ranch north of Hereford in Deaf Smith county which is scheduled to take place before the 15th of July, although a definite date has not been set. A big dinner will be served the cow hands and Chamber of Commerce at noon.

This will probably be the last big round-up on the Hill ranch as the 6,118 acres will immediately be placed on the market in 320 acre tracts and improved for cotton and grain farmers.

\$2,000 in Cash PRIZES First Prize is \$1,000. Open to

Everybody, Anywhere, FOR ANSWERS IN EDUCATIONAL CONTEST. Send stamp for Circular, Rules and Questions. SHEFFIELD LABORATORIES, Dept. 1, Aurora, Illinois.

Barbecue!

Don't heat your kitchen cooking—let us supply you with choice barbecue meats fresh daily.

Try our Wejniewurst, Bologna, Minced Ham, Cheese, Pickles, Sauerkraut, etc.

We Will Appreciate Your Patronage

TEXAS MEAT MARKET

Cloyd & Son

TIMELY FOOD SUGGESTIONS

When you call 81 on the phone, you will be in touch with a source of food supply that will give you quickly, dependable information of the best and freshest Foods for each season of the year.

GYLES GROCERY

Phones 81 and 271

Your Electrical Servants

The Texas Utility Company is an organization of SERVICE, composed of highly trained electrical specialists and efficient business personnel. We are here for the purpose of supplying your ELECTRICAL needs, and it is our intention to leave no stone unturned that will please and satisfy our customers.

The Texas Utility Company of Hereford invite the good will and constructive criticism of its friends and patrons at all times.

Texas Utilities Company of Hereford

WHEN COMPANY COMES

—Housewives know what sweltering over a hot stove on a hot day means.

—They know how it upsets one to have someone come in just about meal time when the family was prepared to "take pot luck."

—Your wife knows, and she will thank you if you will relieve her of this worry during the hot months.

COME IN AND LET US FIX YOU UP WITH AN "EMERGENCY KIT" FOR SUMMER COMPANY

L. W. CARLYLE
GROCERY MAN
Phone 164

I Own Lot 23, Block 20, Town of Hereford

What Will You Give Me for It?

T. A. CAPPS,
510 Thackmorton St.,
Fort Worth, Texas

Special

On Voiles and Broadcloths

Fancy Voiles, 75c to \$1.25, Now 39c and 59c yard.

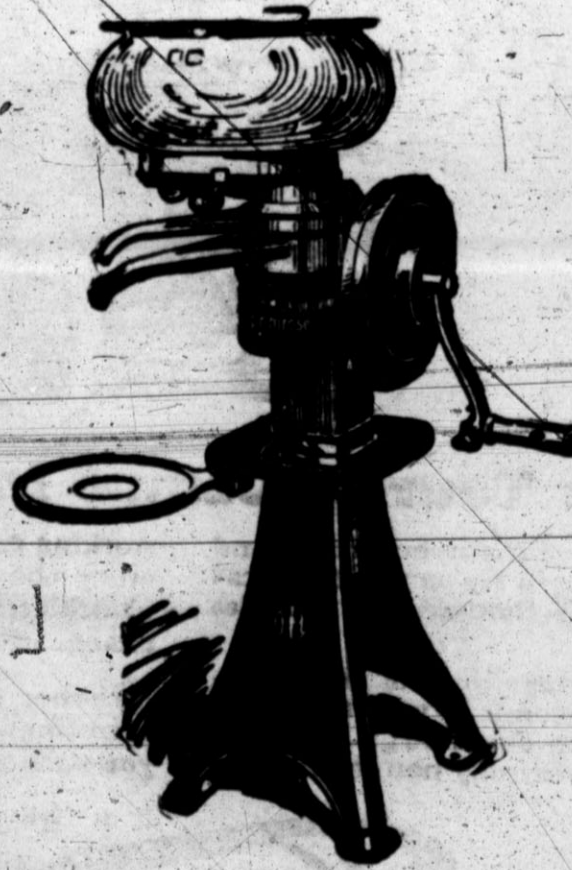
Fancy Broadcloths 85c yard, Now 59c

Just received New Voiles in floral designs at 65c yard.

Wednesday is Double J.N. Stamps Day

DOUBLE STAMPS GIVEN ON ALL CASH PURCHASES EACH WEDNESDAY. ASK FOR THEM

J. O. NEWELL



Twelve distinct features why you should use a Primrose Ball-Bearing machine.

- 1 Ball Bearing
- 2 Easy Turning
- 3 Slow crank speed
- 4 Greater capacity, less labor
- 5 Long life
- 6 Steady running
- 7 Visible oiling system
- 8 Improved oiling
- 9 Easy bowl adjustment
- 10 Supply can locked in position
- 11 Spun metal, anti-splash supply can
- 12 Improved tinware

Sold Under an Absolute Guarantee, Ten Days Free Trial, Expert Service is Available at All Times

R.B.R. Implement Co.

Hereford McCORMICK - DEERING DEALERS Dimmitt

CLEARANCE

LE

FRIDAY, JULY 10

SALE BEGINS FRIDAY, JULY 10. Everything we expect to reduce our stock during this Sale at the price right, stock is limited in some departments and the price we are selling it for, first come first served.

SPECIAL
 Mens' Athletic Union suits, 75c values,
 Clearance Sale Price **49c**
 \$1.00 values, Clearance Sale Price **85c**

SPECIAL
 Overalls, good heavy denims, supender
 back, blue only, worth \$1.75, our
 special for this Sale, only **\$1.25**

SPECIAL
 One lot of boys' Overalls your choice
 **95c**

SPECIAL
 One table 27 inch Gingham, 20c values
 special for this Sale 8 yards for **\$1.00**

GILBRAE GINGHAMS
 32 inches wide, standard price 50c
 yard, Sale Price **44c**

FOX

NO GOODS CHARGED DURING THIS SALE

Men's and Boy's Furnishings

Hart Schaffner & Marx and Style-Plus Clothing

Every Suit Positively Guaranteed to give Satisfaction or a New Suit

Price Range, \$25.00 to \$50.00

Clearance Sale Price Range From \$19.95 to \$42.50

Boys' Suits, 20% Discount

MEN'S DRESS and WORK PANTS

\$9.00 Values, Clearance Sale Price	\$7.45
8.50 Values, Clearance Sale Price	7.35
7.50 Values, Clearance Sale Price	6.45
7.00 Values, Clearance Sale Price	5.95
6.50 Values, Clearance Sale Price	5.35
6.00 Values, Clearance Sale Price	4.95
5.00 Values, Clearance Sale Price	4.25
4.50 Values, Clearance Sale Price	3.95
4.00 Values, Clearance Sale Price	3.45
3.50 Values, Clearance Sale Price	3.15
3.00 Values, Clearance Sale Price	2.75
2.50 Values, Clearance Sale Price	2.15
2.25 Values, Clearance Sale Price	1.90
2.00 Values, Clearance Sale Price	1.68
1.75 Values, Clearance Sale Price	1.45
1.50 Values, Clearance Sale Price	1.19

MEN'S DRESS SHIRTS

\$5.00 Values, Clearance Sale Price	\$4.25
4.50 Values, Clearance Sale Price	3.95
4.00 Values, Clearance Sale Price	3.45
3.50 Values, Clearance Sale Price	3.15
3.00 Values, Clearance Sale Price	2.65
2.75 Values, Clearance Sale Price	2.35
2.50 Values, Clearance Sale Price	2.19
2.25 Values, Clearance Sale Price	1.90
2.00 Values, Clearance Sale Price	1.68
1.75 Values, Clearance Sale Price	1.45
1.50 Values, Clearance Sale Price	1.19
1.25 Values, Clearance Sale Price	95c

MEN'S WORK SHIRTS

One of the best work shirts you can buy for the price, guaranteed fast color, large and roomy arm holes, Special for this Sale **95c**

One lot of work shirts odds and ends and broken sizes, Special **75c**

EXTRA SPECIAL

Outing Bal Shoes for Men and Boys; All Leather Shoes, Your Choice **\$1.95**

SHEETING AND DOMESTIC

10-4 Sheeting, values 75c yd., Sale Price	58c
9-4 Sheeting, values 70c yd., Sale Price	56c
36 inch Bleached Domestic, Sale Price	16c
Regular 25c Grade Domestic, Sale Price	19c
20c Brown Domestic, Sale Price	16c
36 inch Brown Domestic	12 1/2c

SHOES—SHOES

\$12 Florsheims	\$10.50	\$4.50 Grades	\$3.95
\$11 Florsheims	\$ 9.50	\$4.00 Grades	\$3.45
\$10 Florsheims	\$ 8.75	\$3.75 Grades	\$3.35
\$8.50 Grades	\$7.35	\$3.50 Grades	\$3.15
\$7.50 Grades	\$6.35	\$3.00 Grades	\$2.65
\$7.00 Grades	\$5.90	\$2.50 Grades	\$2.15
\$6.50 Grades	\$5.65	\$2.25 Grades	\$1.90
\$6.00 Grades	\$4.95	\$2.00 Grades	\$1.68
\$5.50 Grades	\$4.75	\$1.75 Grades	\$1.45
\$5.00 Grades	\$4.25	\$1.50 Grades	\$1.21

NOTIONS

1 paper pins	5c	powder	19c
1 paper safety pins	5c	1 Colgates Dental Cream	19c
1 card 10c buttons	5c	1 Pebico Tooth Paste	44c
1 ball darning cotton	5c	1 Pepsodent Tooth Paste	44c
1 box 10c hair pins	5c	3 bars Palm Olive Soap	25c
1 box 15c hair pins	10c	3 large bars bath Soap	25c
1 10c-pencil	5c	1 35c-tooth brush	19c
4 Cedar pencils	5c		
1 large tablet	5c		
1 roll toilet paper	5c		
1 large roll toilet paper	10c		
1 can Colgates talcum			

MEN'S DRESS STRAW HATS
 Half Price

HOLEPROOF HOSIERY

680 pure thread silk, light colors only	95c
690 pure thread silk, Diamond heel, Special for this sale	\$1.21
680 pure thread silk over fine Mercerized yarn, Mercerized Lisle Heel and Toe, and extra stretch top, white, black and Cordovan only, Special for this sale	95c

ALL SILK LINGERIE

20% Discount

SPECIAL

Ladies Patent one strap low heel and Military heel, all sizes, Special Sale price **\$2.95**

SPECIAL

Table Ladies Slippers and Oxfords, Regular prices range from \$3.50 to \$7.00, broken sizes, good styles, Special Price **\$2.95**

CHILDREN'S HOSIERY

Net hose for Children, Guaranteed to give satisfaction in wear or a new pair. Standard price 50c pair, Sale Price	44c
Medium Weight Hose, Regular Price 35c, Sale Price	25c
Grade Misses' Hose, Black and Brown, Clearance Sale Price	15c

TURKISH BATH TOWELS

Large heavy bath towels, bleached, large size 22x43, Special for this sale, each	42c
One towel as above only a little lighter in weight, Special for this sale, each	27c

Fox Mercantile Co.
 Hereford, Texas

TOWN & COUNTY

Personalographs

A party consisting of Misses Densie Mae and Polly Steele, Nina Powelson, Mary McDonald, Elouise Pittman, Frances Wilson, Cathaline Hawkins and Messrs. Sam Garland, Tom Oates, John McDonald, Oden Weems, chaperoned by Mrs. Steele, spent the fourth of July at the Steele ranch and participated in the big picnic at Muleshoe. They report a lovely time.

Ripe PLUMS and CHERRIES for Sale.—The Hereford Nursery Co. 25-4t

Mrs. R. F. Barnes returned home Saturday night from Amarillo. Mrs. Barnes has been visiting in the home of her daughter, Mrs. Keith.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Buck Chiles returned to his home in Friona Saturday night. Mr. Chiles has been a patient in the local hospital for the past two weeks.

The Y. P. M. S. will hold a bake sale at Williams Bros. Grocery all day, Saturday, July 11.

Mrs. Frank Pickert and two children reached home Saturday night. The Pickerts have been visiting in their old home in Longview, Minn., for several weeks.

Home made cakes Hereford Produce every Saturday. 25-1t pd

Mr. and Mrs. M. L. Steele will visit Kansas City for a few days, leaving July 10.

"His Last Legs." 25-4t

E. W. Harrison returned Monday from a combined business and pleasure trip of several days duration which he visited his brother at Seymour and went on to Fort Worth.

Plenty of bathing suits at J. O. Newell's.

Mrs. M. L. Steele and mother, Mrs. J. J. Hines, and Miss Pollie Steele visited Amberst, Texas, for a few days the first of last week.

Have you tried Jack Spratt's Santos Peaberry Coffee.—Hereford Produce.

A. O. Thompson left last Friday for Paris, Texas, where he will join his family and return with them later on. Mrs. Thompson and daughters have been in Central Texas for several weeks.

"His Last Legs." 25-4t

A. Herbst, Geo. L. Muse, C. C. Rockwell and George Beams made a Fourth of July trip to El Paso and Jaurez, returning Tuesday.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Gaylord Newell returned Sunday from Canadian where he had been visiting his aunt, Mrs. W. J. Todd, for the past few weeks.

"His Last Legs." 25-4t

Dr. Florence E. Tinsley and Mrs. Bessie Smith were in Amarillo Wednesday evening.

STAR

Friday, July 10
"Man Who Played Square"
Matinee and Night

Saturday, July 11
Harry Carey in
"Roaring Rails"
Matinee and Night

Monday and Tuesday
July 13-14
"Circe the Enchantress"

Wednesday and Thursday,
July 15-16
"Marry Me"

Friday, July 17
Matinee and Night
"Little French Girl"

Saturday, July 18
"Great Diamond Mystery"

Mrs. H. M. Benson's mother, Mrs. M. J. Parks, and niece and nephew Lois and Eldie Ellison, of Cisco, are here this week visiting in the Benson home near Hereford.

"His Last Legs." 25-4t

Mrs. Beulah Cave was in Amarillo Tuesday shopping.

Come in and inspect our Frigidaire Cream Cabinet. CITY DRUG STORE.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. R. N. Roberson of Clovis spent the week end in Hereford with her daughter, Mrs. O. S. Sasser. Mrs. Sasser and her mother spent Monday in Amarillo shopping.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Brick Ice Cream carried in stock at all times. CITY DRUG STORE.

Miss Mattie Mounts left Sunday for San Angelo, Texas, where she will visit her sister, Mrs. John Williams, for several weeks. Mrs. Williams and her husband expect to spend their vacation in Hereford sometime in the fall.

SULPHUR PARK
Fishing Privilege Fifty Cents Per Day Each Person

Rates for Picnics. Apply to N. J. Lenox at the Park. Phone 75-F11. 4t

Use Flavo Flour, \$2.50 per sack.

E. B. Black left Monday for market in Chicago.

Pay Cash and Pay Less, at Reed's Grocery.

BABY BEEF—Try our tender steak and roast.—Hereford Produce, I. H. Spratt.

Mr. and Mrs. Fred Spaeth and son of Dallas are here this week, visiting Mrs. Spaeth's sister, Mrs. J. B. Elliston, and family.

Send your cleaning and pressing to Orr's Tailor Shop and get Double Green Stamps.

Plenty of bathing suits at J. O. Newell's.

Miss Bettie Rose Curr of Canyon returned home Tuesday after a short visit in Hereford with relatives and friends.

Tangle Foot Liquid Fly Spray will quickly rid your house of flies. CITY DRUG STORE.

Use Flavo Flour, \$2.50 per sack.

L. H. Lash of Dimmitt was in Hereford Tuesday on business.

Remember you can get Double Green Stamps at Orr's Tailor Shop.

See Mrs. J. E. Turner for plain and fancy sewing. 22-4t

Mrs. Jessie Groner, formerly located with the County Clerk's office here, is now in Plainview attending business college.

Try Our Frozen Suckers. CITY DRUG STORE.

Bring your chickens, eggs and cream to Hereford Produce if you want the best price.—I. H. Spratt.

Marriage Licenses

Marriage licenses have recently been issued to:

Lee J. Ott and Miss Esther Schuette, on July 3.

J. L. Parker and Miss Kate Metter, on July 3.

Artie Norton and Miss Katherine Lawrence on June 30.

Try our Lice Killer. You will get more eggs. It's a sure shot. GOLDEN RULE PRODUCE.

Double Green Stamps will only be given on cleaning that is paid for at time of delivery.—Orr's Tailor Shop.

Use Flavo Flour, \$2.50 per sack.

Miss Hazel Rambo returned Tuesday from Mineral Wells, where she had been for her health. Mr. and Mrs. Kye Higgins and family returned with Miss Rambo and are to make their home in Hereford again. They are now located in the old Christian parsonage.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. Hall Beavers had as her guests over the week end her brother and sister, Neal Hutton and Miss Helen Hutton, and Gilbert Nelson, of Dalhart. Miss Hutton remained over for a few days.

Mr. and Mrs. Frank Marrs and children left in their car Thursday morning for Missouri, where they will visit relatives and friends for a week or two.

Use Flavo Flour, \$2.50 per sack.

Mr. and Mrs. Harry Johnson and two children of Amarillo, spent the fourth in Hereford with Mrs. Johnson's mother, Mrs. T. G. Nance, and sister, Mrs. C. H. Dyar, and husband. The two families motored to Clovis Sunday and spent the day with Walter Nance and wife.

Miss Jimmie Parks of Dallas arrived Saturday and is visiting relatives and friends in Hereford.

Miss Eunice Branch returned Monday to her home in Miami, Texas, after a short visit in Hereford with Rev. and Mrs. J. O. Haymes. Mrs. N. S. Locke, also of Miami, is visiting in the Rev. Haymes home this week.

Merchants Campaign

We are heartily in accord with the publicity campaign now being carried on through The Brand by our merchants, and we realize that as our merchants and farmers prosper so will we prosper.

As merchants endeavor to give you service for your money, it is the policy of this Bank to give an extra measure of service to its depositors.

We thank you if you are now one of our patrons and if you are not, we assure you we shall appreciate and endeavor to merit your business.

THE WESTERN NATIONAL BANK of Hereford

Paint Headquarters

Paint Up, Clean Up, and Keep it Up!

PAINT—by all means. There is no economy greater than paint in the preservation of property.

These are painting days—and you should be busy. We have the paint for every purpose—and will gladly inform you of the kind to use—no matter what your job may be.

PANHANDLE LUMBER CO.

Phone 65

Buy Your Furniture in Hereford

SAVE

SAVE

We have a very large stock of furniture on hand at this time as well as a complete line of everything else usually carried in a first class Furniture Store.

We are making some very attractive prices at this time in order to induce ready buying. It will pay you to inspect our stock.

Livingroom Furniture

We are showing a most attractive display of Livingroom Furniture in all the new styles in over stuffed and cane back suits in Mohair and Baker cup Velour in various shades. All priced for the summer \$25.00 to \$50.00 cheaper than any one.

Diningroom Furniture

We take you into this department of our store with no little pride. We have the latest to offer you in French walnut, American walnut, fumed oak, Jacobean oak and Italian grey.

For the summer trade we offer these goods about 25% under real value.

Bedroom Furniture

It will surprise you to see what excellent values we are offering as well as such an extensive showing in the new period furniture in French walnut, American walnut, Ivory, Belgium Grey, Birds Eye and Oak. These things we are offering 20% under all competition.

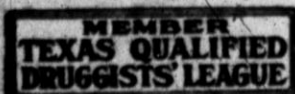
Hoosier Kitchen Cabinets, Refrigerators, White Sewing Machines, Wall Paper, Art Rugs, Iron Beds, Mattresses, sold at "bedrock prices."

"We Are Satisfied With Small Profits"

This Emblem

Is a sign of service. Back of this emblem is the Texas Qualified Druggists' League, of which this store is a member. The League is a non-profit corporation, chartered by the State of Texas, composed of druggists who have contributed to a fund to carry on a campaign for your protection. Only drug stores where there is a legally registered pharmacist and that are members of the League are permitted to use this emblem.

Corner Drug Store



MEMBERS TEXAS QUALIFIED DRUGGISTS' LEAGUE



"This sign is an emblem of service. It signifies that the druggist displaying it is a legitimate druggist. It guarantees to you that in this store is a man duly qualified by law to fill doctor's prescriptions."

Read the League's Messages in Farm and Ranch and Holland's Magazines.

E. B. Black & Company

"Everything to our store by way of the Santa Fe"