

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

VOLUME 28—NUMBER 41.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 25, 1928.

SETH B. HOLMAN, Publisher.

## VOLUNTEERS SCOUR COUNTY MAKING DETAILED DAIRY COW CENSUS

### Pasteurization Plant Is Assured; Rutherford and Associates Are Busy

#### COUNTY DIVIDED INTO ELEVEN DISTRICTS AND GROUPS OF WORKERS GET DATA NEEDED

Cow Census Expected to Show That Deaf Smith County Has Enough Dairy Cows Right Now to Insure Success of a Creamery from the Start. Information Obtained Will Enable Plans to Be Laid for Future Developments Along This Line.

Twenty-two interested citizens of Deaf Smith county, including both rural and urban residents, began taking the Deaf Smith county and Hereford trade territory dairy cow census Tuesday morning, in answer to a call extended at the Chamber of Commerce luncheon Monday at which more than sixty-five citizens were present. These men reported to the Chamber of Commerce office early Tuesday morning. The entire county has been laid out in eleven districts and with a committee of two men assigned to each district. All farmers and dairymen who own cows will be interviewed and the number of cows owned, being milked, young cows, quantity of products sold, etc. will be obtained on an uniform questionnaire.

In every district visited an owner of milk cows in that district is helping secure this information and when completed Deaf Smith county should have as complete record on the dairy cow situation as any in the state. This census is taken to determine the size of the creamery or other dairy industrial plant which Hereford needs and which can best serve the trade territory. When completed immediate steps for the organization of a co-operative plant will be begun.

Letters of information received this week in answer to inquiries sent out by the local organization reveal that many parties in other sections of the United States might become interested in a creamery in Deaf Smith county. It is variously estimated that the county has from 3,000 to 4,000 milk cows and efforts will be made to interest every dairymen and farmer in the territory in the plant.

Displays made recently at fairs by Deaf Smith county dairy cattle show this county to have some of the finest dairy cattle in the Southwest and practically every dairymen is at this time building up his herd to where it will compare with those in the more highly developed sections of the country.

Reports from some of the early enumerators indicate that many farmers and dairymen living at a distance from Hereford would be glad to bring their cows to a creamery at Hereford provided the price is equal to that paid elsewhere. In practically every instance where information has been asked from centers where creameries are located the claim is that since the creamery has been placed at these prices the farmers receive from three to six cents more for their butter fat. It has been the contention of those interested in the creamery situation here that a much larger trade area may be developed by this, and the information received in taking this census would seem to bear out the statement.

Those reporting for census work and who are working include: District 1, S. O. Wilson, R. O. Dunkle, John Olson; District 2, N. C. Vogele, C. J. Padlock; District 3, N. E. Gass, A. B. Schultz; District 4, John H. Patton, Lester Galley; District 5, unassigned; District 6, J. M. Gilliland, R. M. Tankersley; District 7, J. E. Hill, O. L. Rutherford, E. H. Finch, Harold Hicks; District 8 and 9, unassigned; District 10, J. K. Gray, R. L. Thompson; District 11, C. C. Acker, Frank Barber, J. L. Lookingbill.

Robert McIntyre who has been employed at the City Drug Store, left Friday for Fort Worth where he will enter a school of pharmacy.

#### Knob Knockers Visit Santa Fe Freight Station

Knob knockers and, from surface indications, professional ones, broke into the local Santa Fe freight depot some time last Saturday night or early Sunday morning, and got away with \$17.93. Frank Lucas, freight agent, remarked ruefully that the robbers overlooked one lonesome one-cent piece.

The burglars used a sledge and punch. The safe knob was hammered completely off and the punch used to work the tumblers back into place and to open the door. An old pair of overalls belonging to Mr. Lucas were carefully placed on the floor to catch things and deaden the noise.

The cash drawer in the desk was unlocked, but the burglars did not notice this and proceeded to wreck the lock with the punch. They got nothing out of the drawer, however.

Mr. Lucas says Santa Fe detectives are working on the case and hope to nab the outlaws. The theory seems to be that the work was that of professional thieves, as there have been a number of such burglaries on the line at different points recently.

#### Charlie Davis Dies at Roswell; Clovis Burial

Charlie Davis, brother-in-law of Mrs. N. M. Patton of Hereford, died Thursday in Roswell, New Mexico, and was buried Saturday in Clovis, his former home. Death occurred from heart disease. He is survived by four children, one girl and three boys. He was in the wholesale grocery business at the time of his death.

Mrs. Patton left here last Thursday for Roswell to be with her sister. The funeral party was met at Clovis Saturday by Mrs. Leonard Ricketts, Mrs. J. O. Newell and Mrs. J. M. Gilliland. Mrs. Patton returned to Hereford with these ladies after the burial.

#### Oberthier Family Visits Dallas

Mr. and Mrs. F. H. Oberthier, Sr., and son, Fred Oberthier, Jr., drove through last week-end to Dallas where they attended the football game between Southern Methodist and Rice Institute. They were joined at Dallas by Judge Dewey Lawrence and wife, of Paris, Texas. Mrs. Lawrence is a daughter of Mr. and Mrs. Oberthier. Mr. and Mrs. Oberthier went to Paris with Mr. and Mrs. Lawrence for a visit. They will afterwards go to Comanche, Texas, and then come home. Fred Oberthier arrived home Monday morning.

#### J. E. Beyer Discharged From Hospital; Better

J. E. Beyer, local Santa Fe agent who, with Mrs. Beyer, went to Cherryvale, Kansas, about fifteen days ago to visit his son, has been in the Santa Fe hospital at Topeka for some time for observation. He writes that he is feeling much better and will be back home next Friday ready to go back on the job.

Mr. Beyer has been in a run down condition for several months, due, his friends believe, to hard work and need of recreation and rest.

#### Who Can Help This Man To Locate Family

Who can help Rex Harris, former high school student here, locate his family? Any information concerning any of the members of the Harris family will be gladly forwarded to Mr. Harris if sent through this office. Here's the letter received this week:

Roche Harbor, Wash. October 13, 1928.

"Publisher Newspaper, Hereford, Texas.

"Dear Sir:

"I am endeavoring to locate my parents and the other members of my family, of whom I have not heard for several years. If you will please let me know the price of an ad to run in your paper in the hope of some one there being able to give me some information about my father and mother I shall gladly forward you the necessary amount.

"I am a native son of Hereford but left there in 1920 for the Philippine Islands in the army. For several years I have not been able to locate any members of my family but there might be somebody in Hereford who possibly has had correspondence with some of them.

"The names are as follows:

"Father: Roscoe R. Harris.

"Mother: Ona A. Harris.

"Sister: Norma Ruth Harris.

"Brother: Rickmond R. Harris.

"This letter was sent in care of the postmaster as I do not remember the name of your newspaper. I believe it used to be 'The Hereford Brand' but I am not sure.

"As I attended high school in Hereford some of my former school mates may be able to help me.

"I shall forward the necessary amount to cover an ad of the nature mentioned as soon as I hear from you. Stamped envelope is enclosed for your convenience in replying.

"Respectfully,

"REX HARRIS."

#### Gas Line Is Drawing Near; Not Long Now

Wednesday the big ditch for the main gas line from Canyon to Hereford was at the city dump grounds. Just a few miles east of town, with prospects of being connected with the city mains within just a few days. Meanwhile the city mains are practically completed, the crews now being engaged in closing up gaps and attending to odds and ends. The weather has certainly been kind to the gas people and if it holds out for another week gas will be an assured fact in Hereford, and the town will be on its full blast.

#### MURPHY-JOHNSON.

Friends of Mr. and Mrs. Albert Murphy will be interested in the following clipped from the Canyon News of October 18:

On last Friday, October 12, Miss Lorena Murphy and Mr. Warren Johnson were married by Rev. Garrett, pastor of the Second Baptist Church of Amarillo at his home at 10:45 p. m. Mrs. Johnson has lived in Canyon for almost a year coming here from Hereford with her parents, Mr. and Mrs. Albert Murphy, who in connection with Mr. Hill have been operating the Canyon Inn.

Mrs. Johnson is the son of Mr. and Mrs. G. W. Johnson who are old residents of Canyon Mr. G. W. Johnson—having been in business here for the past ten years. Warren is now in business with his father in the Johnson Filling Station, who are also agents for the Oakland and Pontiac cars.

The newlyweds are making their home at 1104½ 4th Avenue in the Elliston Apartment.

Sam Hutson is back from a trip to the Dallas Fair and says the 1928 State Fair is absolutely the best one in the long history of this finest of all State Fairs.

#### TULIA PLAYS WHITEFACES HERE FRIDAY

Farwell Is Beaten By Score of 38-7. Canyon Game Scheduled at Canyon for November 7. Good Game Tomorrow.

Tulia Is Next!

The football eleven from the Swisher county school will meet the Whitefaces on the local gridiron next Friday afternoon at 3:30 o'clock, in their second argument of the season. It will be an official conference game, and both outfits are training hard for the battle. Earlier in the season Hereford went to Tulia for an unofficial practice game and won by the score of 13 to 0. Since that time, however the Hornets have had a lot of valuable experience, have also strengthened considerably, and the outcome Friday is a matter of grave doubt. Reserved automobile space may be obtained at the City Drug Store.

#### That Canyon Game.

The annual Battle of the Century between Hereford and Canyon occurs this year at Canyon. The date is November 2. Both teams have pointed for this grand affair all season and it is a cliché that the fur will fly when they get together.

Superintendent Dillehay has announced that the high school and grades housed in that building will be dismissed on November 2 at 1:45 p. m. in order to allow the rooters to accompany the team. Two periods will be missed in the afternoon, which will be made up from 8:15 till 9 a. m. on the following two Friday mornings. Mr. Dillehay is enthusiastically behind his football team but at the same time insists that maintenance of scholarship standards and fundamental school work always takes precedence over athletics or anything else. The high school band and a big delegation of Hereford citizens and rooters will accompany the team and its school supporters on the Canyon invasion.

#### Hereford 38, Farwell 7.

The Whitefaces defeated Farwell in the latter's own back yard last Friday afternoon by the score of 38 to 7, although the state-line boys marred Hereford's record of not having their goal line crossed. The score occurred on the very first kick-off when the ball was fumbled, recovered by a Farwell man and the latter was thrown across the line when tackled. After Hereford got "hot" and tore into the opposition with such fury that the big score resulted. J. O. Gregory, brilliant tackle of 1927, played his best game for Hereford and played havoc with the Farwell line and running attack. He is credited with the most tackles by any Hereford player thus winning the Orr Tackler Shop award of free pressing and cleaning service for the week following.

This game was the roughest of the season to date and both elevens had some men stove up. Claude Longbottom, end, was bruised up and may not play Friday unless needed, thus saving him for the Canyon contest. J. A. Tapp, reserve quarterback, broke his collar bone and may be out of the lineup for the rest of the season. Don't forget next Friday—at 3:30 p. m.

#### Game Warden Lays Down Rules For the Hunters

S. D. Turner, district state game warden paid The Brand a visit Wednesday and laid down certain regulations for hunters. He calls special attention to the necessity for hunters to obtain licenses when they shoot out of their own county. The law provides that one may shoot thirty minutes before sunrise and thirty minutes after. The sun rises officially at 7:01 a. m. and sets at 6:02 p. m.

All of this data is for the information of duck hunters, of course.



REV. J. W. BOULTINGHOUSE

New minister of the First Christian Church of Hereford, who has recently assumed his duties here, Rev. Boultinghouse has been in the ministry for about eleven years, holds three degrees, and for the past two years has been doing evangelistic work.

#### Cotton Gin Scene of Much Activity; Cotton Season On

Visitors at the Hereford cotton gin Wednesday morning were reminded of the typical gin scene of the South Texas cotton belt at this time of year. Smoke was pouring from the tall stack, high boarded wagons were waiting their turn under the suction pipe, seedy cotton was pouring through the stands, and everybody was happy and busy.

#### P.-T. A. Will Hold Meeting October 25

The Parent-Teacher Association will have a meeting at the high school building October 25 at 3:30 p. m. A highly interesting program has been prepared by the faculty. A social half hour will follow and refreshments will be served. An urgent invitation is extended to all interested parents to attend this meeting.

The P.-T. A. has outlined an extensive program for the year to make the city and school a united community in home and school partnership.

A business meeting was called by the president, Mrs. A. M. Jones, at Central school building Monday afternoon when committees were appointed and plans of the work in general outlined. Mrs. A. O. Thompson was named chairman of the social committee; Mrs. C. R. Smith, membership; Mrs. Edith Hughes, finance; Mrs. H. Hastings and H. G. Conkright, hospitality. A contest is to be staged between the grade rooms. The room having the most mothers at P.-T. A. meeting will be presented a beautiful banner. Possibility of securing a central library for the grades was discussed. A motion was carried that the "Room Mother" be initiated as an active officer of the club. Inasmuch as her interests centers on her child, the mother is interested in the room of her child. She co-operates with the teacher, she enlists other mothers, they see after the needs of their rooms, plan for the welfare of the children and sponsor parties and picnics.

#### REPORTER.

Cliff Acker left Wednesday for Brownfield, Texas, to bring his little daughter, Katherine Jane, home. She has been visiting her aunt, Mrs. Glen Webber.

#### First Frost of Season October 21, Aids Harvest

The first frost of the season fell last Sunday night and Monday morning, October 21, thus bearing out the average date of the first frost for this section since 1918. Weather Bureau data shows that the average first frost occurs on October 21, the average last frost on April 16, and the average growing days of the year to be 181.

The frost this year was killing and not what is termed a light frost, although some vegetation was bitten. Row crop and cotton farmers as a whole declare it was of benefit to them and will enable the harvesting to proceed in better fashion. Since Sunday the weather has been delightfully clear, cool and enjoyable, with just enough tang in the air to make one snap into it and just enough sunshine in the daytime to soothe down the goose pimples and make you sleepy.

#### SURPRISE BIRTHDAY DINNER.

Ladies of the Baptist church gave Mrs. E. F. Connell a surprise dinner honoring her birthday on Wednesday, October 24. At the noon hour these lovely friends came to Mrs. Connell's home, each bringing a part of the dinner.

A delicious and bountiful meal was served and later on these ladies, with the honor guest, attended the Ladies Aid of the Baptist church.

#### Jack Mounts of Dallas Spent Several Days Here Last Week Attending to Business.

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#### Porcupine Is Captured By J. W. Vick

A porcupine on the Plains is a rarity, especially a husky twenty-pounder. But that is what J. W. Vick, who lives on the Channess farm east of town exhibited on the streets Monday.

Mr. Vick stated that he had little trouble in rounding up the bristling animal, although his brother-in-law got a few quills in his boot when he offered it to the animal. Outside of waving his tail to and fro continuously the little animal made no real fight and was boxed and brought in for exhibition. Later in the day the animal was carried to Canyon to be enrolled among the curios of the Normal school there.

This is the second porcupine that The Brand has had any knowledge of in these parts. About five years ago John Patton captured one on his farm near town. They are not native, and must have strayed far from home to reach this country.

#### CONTRACTS MADE WITH DAIRYMEN

Plant Will Be Located On the Rutherford Place Just North of Hereford's City Limits. Production to Be High Class.

Construction on the Pasteurization plant of the Quality Milk Company of Hereford is well under way, according to O. L. Rutherford, who is a partner in this enterprise with H. P. Sindt, formerly of Minnesota.

Contract has been let and the work is being done by C. M. Hicks of this city. Some of the equipment is already on hand, and according to the owners, delivery of pasteurized raw milk and sweet cream will be made by the company not later than November 1.

Contracts have also been entered into by this company with farmers and dairymen to purchase their products which after pasteurization will be served to the milk consumers of Hereford. Only grades A and B milk will be bought by the new organization, and, according to Mr. Rutherford, the milk-consuming public of Hereford will be served with as high grade milk as can be found in any of the large dairy centers.

Location of this pasteurization plant at Hereford places Deaf Smith county dairymen and Hereford in a class with the larger cities, this being the only plant in any of the smaller cities of the Panhandle.

The plant will be located on the O. L. Rutherford farm just at the edge of the city limits to the northeast and after completion the public will be invited to inspect this new industry.

H. P. Sindt who will have active management of the plant, has issued the following statement:

"There is an erroneous idea prevalent in Hereford that pasteurization of milk is a damaging process. Here are some of the claimed objections:

"Spoils the taste of cow's milk. 'Kill the vitamin C content.' 'Now here are some of the facts:

"Few but experts can tell the difference in taste between pasteurized and raw milk, according to Geo. Maggard, manager of Amarillo Mistletoe Creamery.

Dr. McCulloch of John Hopkins University, has published a book recently and states that the vitamin contents of milk are not affected by pasteurization.

"Pasteurization is not a cooking process. Milk is heated to 145 degrees only and held for thirty minutes and promptly cooled.

"This process kills most of the bacteria present in milk, making the milk much more safe for food for human use. It also improves the keeping qualities of the milk.

"We do not claim that pasteurization cleans milk. It cannot do that. It makes any milk, clean or dirty, more safe to drink. But it cannot make dirty milk clean. Therefore, we buy the cleanest milk produced and merely make it more safe for our patrons."

#### Mesdames Barnett and Guthrie Have Been Sick

Mmes Ralph Barnett and B. F. Guthrie have both been very sick the past week, but Wednesday both were reported to be improving, though Mrs. Barnett is not yet out of danger.

Mrs. Barnett underwent a serious operation at the Deaf Smith County Hospital last Monday, while Mrs. Guthrie developed serious complications following a minor operation at Amarillo last Saturday. The friends of both ladies are anxiously hoping for complete recovery in both instances.

Henry B. Gooch of Amarillo spent the week-end with Mr. and Mrs. Seth B. Holman.

# THE HEREFORD BRAND

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HEREFORD, DEAF SMITH COUNTY, TEXAS.

SETH B. HOLMAN Editor and Publisher  
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MRS. SETH B. HOLMAN Associate Editor

TELEPHONE 30

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### NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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## Texas & Texans

By WILL H. MAYES

### Railroad Incomes Increase.

The net income of railroads operating in Texas shows an increase of 7.55 percent during the first seven months of 1928 as compared with a like period of 1927. This amounts to the snug increase of \$1,467,927, despite the fact that both freight and passenger earnings fell off. The increase in net income was due, to a decrease in all major items of operation expenses. The decrease in passenger traffic was due to private automobile and motor bus travel and some of the decrease in freight receipts was attributable to competitive truck lines.

Both bus and truck lines are offering quicker service in most cases than the railroads and deliveries at destinations closer to business centers. Greater frequency of both bus and truck trips also tends to make them more popular.

### Cotton Goes by Truck.

Much of the cotton from interior points in Texas is now going by trucks to Houston, Corpus Christi and other coastal shipping points. Elgin reports that truck shipments from that point to Houston run from 150 to 200 bales a day, trucks being loaded with from 16 to 22 bales each and making a trip every 24 hours. Shippers say that the great advantage in truck shipments is that when the cotton is loaded it goes right through to the port without delay and is not left to stand around in railway yards for days or switched off at sidings. The railroads are going to have to give quicker and better service or they will eventually lose most of the local freight shipments. The public is looking always for better service and turns to the agencies supplying it.

### Corpus Christi Port.

Business at the port of Corpus Christi is increasing at a marvelous rate, proving that the development of that port was a great economic need. Foreign ships are loading and unloading there from all seaports. Cotton shipments are especially heavy, much cotton being loaded at Corpus Christi that otherwise would have to go by longer freight hauls to Houston or Galveston. Corpus Christi has become the popular port of a vast area of the richest part of Texas.

### Falls County Bond Issue.

Plans are being formulated for a \$2,000,000 bond issue for Falls County. A large part of this—nearly half—is to be used for retiring outstanding district road bonds and the rest for improving its state designated highways of which Falls county has six, 100% of them traversing the entire length of the county.

### West Cheese Factory.

West is to have a cheese factory, the first to be built in that part of the state. West and surrounding country is populated largely by thrifty farmers of Bohemian descent and it is a safe prediction that they will make a success of the enterprise and that it will make money for the owners and the farmers.

### Point Isabel Port Project.

If Government requirements are met by the people of the Lower Rio Grand Valley, Point Isabel will become another important Texas port. The requirements are \$600,000 in cash and title to some lands at Point Isabel, on securing which the Government will make \$1,000,000 appropriation for port development and budget of \$150,000 annually for maintenance as recommended by its engineers. This will provide convenient and quick outlet for the large citrus fruit and vegetable output of the Valley and result in complete development of that part of the state. It seems that all that is now needed is the co-operation of that section in meeting the requirements.

### Lockhart's Creamery.

Lockhart has a co-operative creamery which has been running only a short while. Because of the fact that it started right at cotton harvesting time it is not running yet to capacity. Citizens of Lockhart already see one great advantage from it. Dairymen now sell their milk to the creamery and instead of having a half dozen or more milk trucks rushing all over town and awakening the people at early morning hours, orderly delivery is made by the creamery at a great saving of noise and expense. The creamery products may also be bought from the grocery store and meat markets.

### Teaching by Contrast.

The Lulling Foundation Farm, which is the Edgar B. Davis enter-

prise conducted for the special benefit of farmers of Calwell, Gonzales and Comal county farmers, is making an unusual live stock exhibit at the county fairs of those counties this fall. The exhibits consist of good types of feeder steers, sheep and hogs shown side by side with poor and unprofitable types. Figures are given out to interested parties, comparative values, feeding costs, etc. It is a practical exhibit that can't be forgotten and that is sure to make one wonder why anybody ever raises any but the best stock.

### Stop Butter Fat Loss.

The dairymen of DeWitt county last year sustained losses of from 9 to 11 cents on butter fat because of unsanitary methods of handling cream on the farms. The county farm agent has been giving demonstrations on how to keep cream separators, milk cans and other vessels clean, the result being that the loss has been largely eliminated. Last year the total sweet creamery was receiving 125 gallons of sour daily, this year the amount of sour cream has dropped to 10 or 15 gallons daily. The change is due to more sanitary methods of handling the milk.

### Terrell's Cotton Estimate.

Geo. B. Terrell, Texas commissioner of agriculture, in his latest report estimates the Texas cotton crop at 4,775,000 bales and the total crop at 14,000,000. The heavy equinoctial rains will likely cause a further decrease in production estimates. Commissioner Terrell says the crop now justifies a price of 20 cents and there are good reasons for believing he is right.

**Texas Crate Factories.**  
There are several crate factories in Texas. Another, with capital stock of \$400,000 has recently been organized in San Antonio to manufacture vegetable and fruit crates and boxes from East Texas gum wood, which shows that increased production is expected in Texas, as that amount of money is not placed in factory equipment unless here is good reason to expect profitable returns.

### Texas Pecan Crop.

Buyers of Texas pecans are estimating the crop of native pecans at 14,000,000 pounds, for which prices ranging from 15 to 20 cents a pound should be expected. Only a small percentage of Texas pecans are of the paper shell variety and these usually bring from 50 cents to \$1.00 a pound.

## West-Way Items

Everyone is busy harvesting row crops.

Sunday school was well attended Sunday. Rev. Hicks, a young preacher from Hereford delivered an excellent message.

Miss Etha Short spent Sunday night with Miss Stella Mae Gore. J. H. Landers has been visiting in Oklahoma the past week.

A new baby girl, Bessie Francis, arrived in the home of Mr. and Mrs. Curtis Caraway October 12. Mrs. Charlie Elytt has been ill several days but is reported much better at this writing.

Everyone was glad to see Mrs. Orlien Carter, formerly Miss Gladys

Bryant, visiting in our Sunday school last Sunday.

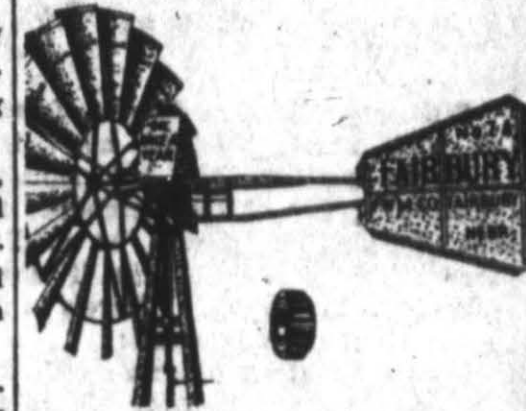
W. V. Hatley and family moved to Dimmitt last week.

Mr. and Mrs. Virgil Morton are the proud parents of a baby girl little Miss Loraine, born October fifth.

Mr. and Mrs. Aven who moved to Josephine in the summer, are back gathering their crops.

Professor Albert A. Michelson, of Chicago University, Nobel prize winner and greatest living physicist, has concluded experiments at Pasadena, confirming his findings as to the speed of light. The speed, inconceivable to our minds, is 186,284 miles a second. Some ask, "Why bother about a few miles in a speed like that?" The matter is very important to science.

## FAIRBURY OIL MILL



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Starts 88 per cent lighter than habbitt or cast bearing mills.

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—Runs lighter, pumps more water at less cost than any other mill. Direct stroke as well as geared.

A complete line of pipe, suckerrod, casings, etc.

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## FARM RELIEF FOR FARMERS AND INSURANCE HARVEST FOR LOVED ONES

Farm Relief is one of the big issues of the Presidential Campaign. Here is a relief plan to help out in a wonderful way:

- It will provide your widow with a sure income.
- It will educate your children whether you live or not.
- It will provide for you a competence in your old age.
- It will provide cash with which to pay for your last illness and burial.

It is life insurance that enables a man to live contentedly and to die in peace.

Protect your life and property now with adequate insurance.

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Hereford Insurance Agency  
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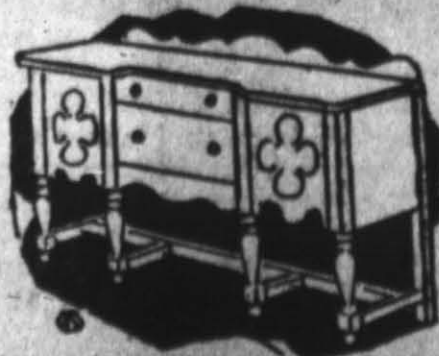
### The Idea Is To Scare the Daylights Out of Each Other — By Albert T. Reid



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MAKE YOUR HOME MORE ATTRACTIVE

# Anthony Furniture Store



## REAL ESTATE

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Phone 358

DEAR FRIENDS:

October 25, 1928.

Accidents will happen!

A lady in this community was at a party the other evening and a glass of fruit juice was spilled. You know how it happens sometimes.

It looked like her party dress was ruined. Even the boss thought so when he first saw it. But I never saw anything come out finer than that stain did. Dress looks just as good as ever and of course the lady is pleased.

When an accident like that happens, don't feel down hearted. Always remember that you've got the Orr Tailor Shop right here in your home town. They certainly can do wonders when it comes to cleaning clothes.

*Ben J. Orr*

Orr's Tailor Shop  
"That Better Service"

## Permit Me To Suggest

—That you book your Auction Sale at your earliest convenience in order to secure the date you prefer to sell on. I am booking sales over a large territory for this season. The splendid results obtained in recent sales of livestock, farm equipment and real estate has convinced the property owners to sell at auction, the well-known method by which you can convert your property into ready cash in a day and receive full value. My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best references.

YOURS FOR A REAL SALE,

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PHONE 241

HEREFORD, TEXAS

## SYSTEM

"Saves for the Nation"

## A Man In Chicago--

—LIVED WITH HIS WIFE, five years after divorcing her. Must have been afraid to leave the house. Fear of being shot. If she buys her foods at our store, he will NEVER LEAVE.

SPECIALS FOR FRIDAY AND SATURDAY

RAISINS, 15 Ounces	10c
RAISINS, 4 pounds	33c
PUFFED WHEAT	15c
Peanut Butter, Sherbet Stands	24c
Peanut Butter, Goblets	31c
Syrup, White Swan, 1-2 gallon	49c

BROOMS 49c 70c

Empty Vinegar Barrels \$1.50

WE DELIVER PHONE 249

Home Owned With



Chain Store Advantages

**Dimmitt News**

Mrs. Glenn Hickman of Sunny-side was a Dimmitt visitor Monday.

Mmes. Boren and Maynard were in Amarillo Wednesday.

Dimmitt was visited by a good rain Sunday night of last week which revived the depressed spirits of the farmers very much.

Mr. and Mrs. C. A. Cryer were dinner guests in the home of Mr. and Mrs. Chas. Dean Sunday.

Miss Christine Fuller visited in the John Robinson home in Hereford Saturday and Sunday.

Mr. and Mrs. Woodruff of Amarillo were business visitors in Dimmitt Monday.

Mr. and Mrs. Baxter and Mrs. Hunter and daughter returned from Brownwood Monday. Mrs. Hunter has had to give up her class in music because of bad health, but hopes to get a substitute.

Mr. and Mrs. Ester Noble motored to Canyon Sunday afternoon and spent the night with Mrs. Noble's sister, Mrs. Claude Johnson, then motored to Amarillo Monday to attend to business matters.

Mmes. Trimble, Woodlee and Wilson were Amarillo visitors on Tuesday.

The Priscilla Art Club met with Mrs. O. B. Trimble Wednesday afternoon with seventeen members present. The social committee, Mmes. White, Fuller and Woodlee, announced plans for a Halloween social to be given at the home of Mr. and Mrs. Bruce McLean Wednesday evening, October 31. All members are requested to come masked. Refreshments of sandwiches, banana salad, cookies and hot chocolate will be served.

Dr. Mayes Miller and Miss Ois Kimbal of Dimmitt and Miss Husman of Nazareth were Amarillo visitors Tuesday.

Mrs. Cooper Woodburn of Amarillo is visiting in the home of his parents, Mr. and Mrs. W. R. Woodburn this week.

Chas. Burns and daughter made a business trip to Gasoline Friday.

Judge M. R. Avery and the Baptist pastor had the misfortune to turn over their car on the highway between Hereford and Dimmitt on Tuesday afternoon, escaping serious injury. Rev. Gilbert received a cut on one of his hands that was rather painful.

Mrs. B. A. Fuller was on the sick list this week.

Mr. and Mrs. Milton Hardy are driving a new car.

One of the most enjoyable social events in Dimmitt for a long time was given Tuesday evening by Mr. and Mrs. Carlos Reynolds in honor of the birthday of her father, S. P. Crawford, and also the fortieth wedding anniversary of Mr. and Mrs. Crawford.

Mr. and Mrs. Chas. Dean are driving a new car.

Homer Norwood has sold his interest in the N. & W. truck line to A. O. Gregory.

Hez Wright spent Sunday in Levelland with his parents.

Mr. and Mrs. Mark Cowser are spending a few days in Ruidoso, New Mexico.

Mr. and Mrs. John Burgess of Happy, Mr. and Mrs. C. C. Reynolds of Hart and Rev. Griffin were dinner guests in the Carlos Reynolds home Sunday.

Mr. and Mrs. J. R. Gollehon of Canyon spent Sunday in Dimmitt with relatives.

Mr. and Mrs. Donald Duree and children motored to Tulsa Sunday afternoon to take Mrs. Duree's mother to be at the bedside of her aunt.

Mr. and Mrs. Blout of Lockney spent Saturday night and Sunday



"Pola," Los Angeles police dog, in her coupe equipped with an electric fan, electric lights, ventilators, soft cushions and pillows. Her coupe is built on the rear of a car driven by her owner, M. S. Kline. She is known as "The Talking and Singing Dog."

In the home of Mrs. Blount's brother, Erceel Umberson and family.

Mr. and Mrs. William Brally of Lubbock spent Sunday in the home of her brother, Chas. Dean.

Mrs. Tom Tate and son left for their home Tuesday at Moreland, Okla., after visiting relatives and friends here. Mrs. Cleve Tate accompanied them to Hereford.

Word was received Tuesday of the arrival of a baby girl in the home of Mr. and Mrs. Jewel Tate of Woodward, Okla. Jewel is a son of Mr. and Mrs. Tom Tate and was reared in Dimmitt.

A new five room brick veneer residence is being built for Mr. and Mrs. Workman in the west part of town north of the Wilson residence.

Robert Ramey and Jackie Boren were injured Monday while riding a bicycle, which overturned breaking Robert's collar bone and giving Jackie several scratches and bad bruises.

Train service on the new line of the Denver to Plainview will be inaugurated November 20, according to F. E. Clarity at a meeting in Fort Worth of representatives

of Plains cities, Dallas, Fort Worth, Wichita Falls and Childress. A special train November 20 bearing officials of the Burlington, will head a series of special trains from the cities named which will make stops at every point on the new line where individual celebrations will be held.

The W. M. U. is growing in interest. At the last meeting Monday we had seventeen present, two new members and one visitor.

Mr. Galloway of Silverton was prospecting here Friday.

Dr. Haral and son of Throckmorton were here Friday. The son is an attorney and was looking out a location.

Brooks Woodlee and Pat Hardy were Hereford visitors Wednesday afternoon.

Rev. and Mrs. Naugle and Mr. Hastings were Plainview visitors Thursday.

Mr. and Mrs. Edgar Ramey visited in Plainview Thursday. Several of Mrs. Ramey's relatives whose names we failed to get, returned with them for a short visit.

Rev. Naugle was on the streets Friday threatening to make complaint against some of Dimmitt's citizens. Said complaint being that he could not leave home without some one going onto his premises and bothering his property. But at last account he was going about thanking his friends for the "botheration." He went to his garage and found his car newly shod, and the old tires were occupying the seat.

Two interesting games of basketball were played between Hart and Dimmitt Friday afternoon. The score was 13 to 30 in favor of Dimmitt girls, 13 to 8 in favor of Dimmitt boys.

Mrs. C. F. Kerr was a Dimmitt visitor Friday afternoon.

Our new samples of CHRISTMAS CARDS are here. They are beautiful and we will be glad to show them. Do not buy until you have seen them. AT THE BRAND

**DR. J. W. HENDRIX**

CHIROPRACTIC MASSEUR

Residence Phone 46J Hereford, Texas  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

The new Buick is the new Style



Fleet, symmetrical, low to the ground, unique & unrivaled from an artistic standpoint and the most comfortable automobile motorists have ever known

Not only beautiful, but only symmetrical, not only luxurious but an entirely new style—an alluring new mode of car design—  
—a mode so true and sound and beautiful that it forecasts the trend of smart body-design for years to come—

The same artistry, the same craftsmanship which make this new Buick the most beautiful automobile of the day also make it the most comfortable

automobile motorists have ever known.

New adjustable front seats in the closed models—full width rear seats providing plenty of room for three adult passengers—deep, soft upholstery—the lounging spaciousness of the interior—all—combined—with Buick's famous cantilever springs and Lovejoy Hydraulic shock absorbers to produce the highest degree of riding luxury ever attained.

See this new Buick—drive it—prove to yourself it's the Buick of Buicks and the car of cars!

The Silver Anniversary BUICK With Masterpiece Bodies By Fisher

Norton Motor Co. Hereford, Texas

**AUCTION FARM SALE**

**Tuesday, October 30**

SALE BEGINS AT 1:30 P. M.

I will dispose of the following equipment at public auction, consisting of farm machinery, horses, hogs and milk cows, located three miles north of Hereford, on 25-Mile Avenue.

**Cattle**

- 2—Holstein heifers, two years old.
- 2—Holstein heifers, 1 year old.
- 2—Holstein heifer calves.

- 1—Jersey cow, age 5 years, giving four gallons milk.
- 1—Jersey heifer, coming 3, fresh soon.
- 1—Jersey cow, age 3, giving milk, fresh in February.

**Horses**

- 1—Brown mare, weight about 1500 pounds.
- 1—Black horse, weight about 1150 pounds.
- 1—Filley yearling, weight about 1100 pounds.
- 1—Black filley colt.
- 2—Black filleys, 1 year old, weight 2000 pounds.
- 1—Brown mare, weight 1350 pounds.
- 1—Brown horse colt, 1 year old, weight 1100 pounds.

**Farm Machinery**

- 2—P. & O. sod planters.
  - 1—P. & O. two-row stalk cutter.
  - 1—Emerson one-row disc cultivator.
  - 1—Deering mowing machine.
  - 3—P. & O. one-row cultivators.
  - 1—Oliver 14-inch mole board gang plow.
- The machinery offered is all in good condition.

**68 Pure Bred Poland China Hogs 68**

12—Head pure bred non-registered Poland China sows, age 2 years, bred to registered Poland China boar, will be sold in single lots.

1—Registered Poland China boar, two years old.

15—Head pure bred non-registered Poland China gilts, open, will be sold in single lots.

40—Head pure bred non-registered Poland China gilts and barrows, weight about 75 pounds.

Each hog offered in this sale is a high class individual, being direct descendents of pure-bred sires and dams. They are of the same quality and breeding as the hogs that were sold at auction in the Hereford Sales Pavilion two years ago and made the record average of \$64.00 per head. This great offering of hogs was started by one registered Poland China sow that was purchased eight years ago. She is a big, strong, thrifty sow, and still a heavy producer. Hogs of this type are very profitable to the owner. They are a safe investment.

A GOOD BROOD SOW INSURES PROFITS—ENDORSED BY EVERY BANK!

If you are interested in better live stock, it will be to your interest to attend this sale.

TERMS—Machinery, all sums of \$25.00 and under, cash; sums over \$25.00, six months' note at 8 percent interest with approved security will be accepted; five percent discount for cash on sums over \$25.00. Livestock will be sold for cash.

**D. L. McDONALD, Owner**

MILES ROBERSON, Clerk.

RAY BARBER, Auctioneer.

**THE FUMBLE FAMILY**

by Dunkel



PURE FRESH MEATS

—Meats that are healthful and will make your meals delightful.

—For the best cuts of meats, see

**Texas Meat Market**

# LIBBY'S CAN GOODS SALE

All Day Friday and Saturday. This merchandise is bought direct from the packer and sold to you. In this sale we will have on display twenty-six different varieties of Libby's Canned Products that we will have at a real special price.

## Hereford Wholesale Grocery L. W. CARLYLE

P. S.—Come and see our display whether you buy or not.

### Ford Doings

Rev. V. M. Cloyd of Hereford preached a very interesting sermon from the Book of Ruth Sunday afternoon.

The Community Welfare Club met with Mrs. J. L. Hight Wednesday the 17th and a pleasant day was spent quilting. Fifteen members and visitors were present. Mrs. Hight served dinner of chicken and all the trimmings, pies, cake, fruit salad, peaches and cream.

Needless to say we shall be glad when the time comes for Mrs. Hight to entertain again.

A large crowd attended the big birthday dinner at the Bob Orr home Sunday. This dinner was to celebrate Mr. Orr's birthday. The cake with its numerous candles was pretty and everyone present enjoyed the good dinner.

Those who went to choir practice Sunday night at the home of Mr. and Mrs. Howard Morel got rather cold going but warmed up learning to sing from the new books received Saturday. Lloyd Roberson of Hereford was among those present.

There will be a Halloween party and program at the school house Friday night November 2.

Miss Olive Davis spent the week end with Miss Nola Brunley at Hereford.

Mr. and Mrs. Sherm Garrett went to singing convention at Jumbo Sunday.

Mr. and Mrs. Burette Sowell, Jess and W. W. Sowell visited relatives at Claude Sunday.

Miss Marjorie Bell shopped in Amarillo Monday.

Mr. and Mrs. John Whitsett visit-

ed in the R. E. Dyer home Sunday afternoon.

Mr. and Mrs. Robert Bruce went to Hereford Saturday afternoon. Barney McCaskey spent part of last week at his San Jon ranch.

Mrs. Floyd Benson and Mrs. Andy Thomas made a business trip to Hereford Friday.

Mrs. Morel's class, the Lucky Lindy class, received their class pins Sunday and F. W. Brunson was given an honor student certificate. He missed only one Sunday the last six months.

Frost and ice were found Monday morning, but everyone was so well up with their work that there has been no complaint because of late maturing feeds.

### West-Way Items

P. C. Short and Ival Rudd were in Amarillo Wednesday night to meet Mr. Short's mother.

Mr. and Mrs. B. M. Keese and Miss Thelma Meyers visited in Canyon Saturday.

Progressive community has been invited to Westway Sunday night, October 28, to sing. All Westway citizens are urged to be here.

Rev. Hornbeak preached at the school house Sunday evening.

Mrs. A. W. Nicks prepared a birthday dinner for her mother, Mrs. Estes, Tuesday.

Mrs. Ellis Wilson visited Mrs. L. O. Gore, Tuesday evening.

Mrs. Chas. Ewert has been ill several days.

Mr. and Mrs. L. O. Gore took dinner with the teachers Sunday.

Misses Stella Mae Gore and Estelle Wilson spent Sunday with Misses Etha and Veda Short.

Mrs. C. W. Fallwell and children of Friona visited her mother Mrs. E. W. Short of Mena, Ark., who is visiting her son, P. C. Short, here.

was dangerously ill. They returned home Friday.

Mr. Dunn of Hereford was a visitor in the Leland Smith home Thursday.

Mark Williams of near Plainview is spending a week in the J. C. Williams home while he sows wheat.

Mr. and Mrs. J. G. Davis and family, Miss Fannie Manning and George and Iver Bagwell were dinner guests in the Kay Roberts home Sunday.

Mr. and Mrs. Earl Raper and children spent Saturday night in the J. C. Williams home. Both families attended singlog at Jumbo Sunday.

John Bagwell is spending several weeks with home folks in Floyd county and helping his father gather feed crops.

J. C. Benton and family spent the week end with Mrs. Benton's parents at Estelline.

Jim and Ira Bagwell were Amarillo visitors Saturday.

Earl Lutz and family were dinner guests in the Jim Bagwell home Sunday.

Jim Pennington had the misfortune to lose a number of cows the first of the week. It is thought they were poisoned by eating too much green sorghum.

E. R. Rothwell has sold his teams and tools and rented his farm to Mr. Roden. The Rothwells are moving to Dimmitt to a new house recently completed there. We regret to lose this family and they will be greatly missed in our Sunday school and other neighborhood affairs.

A large number of neighbors met at the Rothwell home Tuesday night and surprised them with a farewell party. The evening was spent pleasantly with music, conversation and games. Refreshments of cocoa and cake were served to more than fifty.

### Ward News Notes

Mr. and Mrs. E. Rutter spent Sunday with Mr. and Mrs. John Higgins.

Mr. and Mrs. Ed Botts visited in the Saltzman home Sunday.

Miss Augustine Gregory visited Mrs. Brewster Friday.

Mrs. John Hutson visited school Friday afternoon.

Mrs. Bob Higgins taught school one day this week as Mrs. Daugherty, who was teaching during Mrs. Lipscomb's absence, was ill. It is a great help to have experienced teachers at home and Mrs. Higgins' kindness is greatly appreciated.

The Sunday school attendance continues to dwindle. Don't neglect the work of the Kingdom.

Mr. and Mrs. Clem Rule spent Saturday night and Sunday in the Carraway home. Their home is near Umbarger and Mrs. Rule is a niece of Mrs. Carraway.

The Lipscombs and Suggs returned Sunday from a weeks stay at the Dallas Fair and report a most enjoyable trip.

Tom Vaughn and family spent Sunday in the George Lewis home.

### CREAM WANTED

46c

We pay all transportation charges. Our price represents an honest market value for your cream. If we could pay more we would do it. Cream buying station prices are from 40 to 43c which is from 4 to 7c per pound less than our price. Don't carry the burden of cream stations on your shoulders. Ship to us direct. It means dollars to you in the end.

Reference: Richardson County Bank.  
FALLS CITY CREAMERY CO.  
Falls City, Nebr.

## NOTICE!

WE ARE IN THE MARKET FOR HEADS FARMERS—SEE US BEFORE SELLING.

## West Texas Feed & Seed Co.

## For Washing, Greasing, Crankcase Service See Us

—If not convenient to bring your car down, call us by phone and we will gladly come after and return your car at no additional cost to you.

—Remember we carry a full line of U. S. Tires and Good Gulf Gas and Oils

## Beavers Bros.

PHONE 383

Dodge Brothers Cars—Graham Brothers Trucks

### PLENTY OF 6% Money FOR FARM LOANS

See Me

### FRANK BARBER

Representative Southwestern Life Insurance Co. Hereford, Texas

## There Is No Question

ABOUT THE QUALITY WHEN WE FEED OURSELVES!

—Yet sometimes we pay little attention to the quality of what our livestock eats—even when they make our living for us.

MERIT FEEDS INSURE QUALITY and

take the question mark out of growing animals quickly and profitably. It's worth a trial!

COAL—CAKE—GRAIN—SALT

## West Texas Feed & Seed Co.

Phone 265

We Buy Produce.

## CASH SPECIALS

Friday and Saturday,

Crackers	2 pounds Salad Wafer	32c
OATS	Mother's China-ware, per box	33c
COFFEE	Fancy Peaberry Per Pound	35c
Blackberries	Extra Oregon Pack, Gallon	58c
SYRUP	Brer Rabbit, Gallon	85c

## MONT E. BAKER GROCERIES

We Give S. and H. Green Stamps

DON'T FORGET—WE BUY EGGS

### News from Bethel.

A party was given at the Pennington home Monday night, October 15, in honor of the birthdays of Mr. Pennington and Mrs. J. C. Benton.

The Embroidery Club spent a pleasant afternoon with Mrs. J. C. Benton last Thursday. Refreshments of sandwiches and punch were served. Mmes. Davis, Smith, Bagwell, Lutz, Williams, Smith, Rothwell, Lutz, Pennington, Bimbell, and Head.

George Shuen and family were called to Lawton, Okla., Wednesday by a message that his mother



### LET US FIX YOUR OLD SHOES

—Before throwing an old pair of shoes away let us examine them. We may be able to make them look like new!

—Why be wasteful!

—If the shoes are beyond repair, we will frankly tell you so. But bring them here before discarding them.

—We do expert shoe repairing of all kinds at reasonable rates. Our work is efficient and our service good. Just try us.

Harness and Saddle Repairing

COPELAND SHOE SHOP

## The Point of Deterioration In A Home

is most often the roof, where the weather hits it squarely in all its vicious moods. See that your roof is right, and your home will not suffer from undue depreciation.

—Let us quote you prices for new roofs of the modern types.

## Kemp Lumber Company

### GROCERY

## WOMACK

### SERVICE

FOLLOW OUR WEEKLY CHAIN OF ADS IN THE BRAND

WE HAVE HEARD PEOPLE SAY:

### This Eating Business Is Terribly Expensive

—But we sure would hate to miss our meals—wouldn't you! It's worth all it costs, especially if you have a carefully selected stock of tempting things to choose from, such as we offer. Phone us—put your problem of WHAT TO EAT up to us—you'll phone us again if you do!

WE BUY EGGS AND PAY THE MARKET PRICE.

AVOID DISAPPOINTMENT, SEE US FIRST OR PHONE 87. WE DELIVER

**THIS WEEK**

By ARTHUR BRISBANE

**HOW TO BE FAMOUS  
FASTER AIL MAIL  
WARNINGS TO MIDDLE AGED  
TRILLIONS COUNT.**

There are many ways to make the world talk about you. One philosopher jumped into the crater of Vesuvius. A slave, that his name might be remembered, burned the Temple of Diana at Ephesus. Dismal wore waistcoats of scarlet and gold and curled his hair in beautiful black ringlets in the House of Commons, and Miss Sophia Curtiss gave a dinner party for her favorite horse, named "Surprise."

The horse was brought to the table; many well known stage folk attended and ate while the horse ate. That happened twenty years ago, but now that Miss Curtiss dies, aged sixty-five, every newspaper will mention it.

Thank heaven, the President and

**STAR THEATRE**  
Monday and Tuesday  
OCTOBER 29 and 30

**BEBE DANIELS**



**She's a Sheik**

A PARAMOUNT PICTURE

Postmaster General New, the Post Office at least encourages flying in earnest.

In the Post Office, flying is treated as a separate important enterprise, not tacked on to post office trains and trucks as a "minor auxiliary."

Not satisfied with excellent air mail service, the post office plans to increase mail plane speed thirty-five miles an hour, making the trip between the Atlantic and the Pacific in twenty-four hours, cutting off one day.

That is progress.

A well known merchant, fifty-five years old, played a "hard, fast" game of tennis, beating players half his age, went home, told his wife about it, and was dead a little later.

Tennis or any other violent game is dangerous to every man past forty.

Howard M. Anderson, typesetter, seventy years old, very strong, says, "Take a cold bath every morning. I get up at 5, can do cartwheels and handstands."

Mr. Anderson might do double back somersaults and still it would be foolish for a man of seventy, or any age past thirty, to take a cold bath in the morning before exercising.

Your nervous system should not be shocked violently but saved to give warnings and information. A cold bath in the morning in many cases is a short cut to the grave.

One of the so-called "outside universes" is one "million light years away from our little earth, which revolves in a cosmic city called the Milky Way. One million light years is the distance that light can travel in one million years.

At that distance, a difference in speed of one mile to the second would mean a difference of thirty-one trillion, five hundred and thirty six billion miles, enough of a difference, even in astronomy.

Some day a more highly developed race, able to think in trillions and in the fourth dimension, may want to know just how far away that other universe is. We may all go there some day. "In my Father's house are many mansions."

**Dr. Frank Crane Says**



**THE PIANO.**

If you were limited to one book you might want the dictionary. Some people would want the Bible. If you were limited to one piece of furniture in the your house your choice should be the piano.

The piano is easily the most important instrument in the world. It is the greatest common denominator of all musical instruments.

Most music that is written for an orchestra or a banjo or a saxophone or the human voice is reducible to a piano score and usually is first composed on the piano.

There is no doubt about music being the most cultural of studies. It connotes rhythm and harmony, two things that are essential in all departments of human activity. Rhythm is necessary even in the

motion pictures and you must have a sense of harmony if you are going to be an orator, a painter or a sculptor.

The piano is the best door to the knowledge of music. Almost everybody enters into the field of music by that door.

The piano is the heart of the home. About it naturally groups all the family. A silent house is essentially a desolate one.

The piano is the life of every social gathering.

If anyone can play the piano even manage so-so with accompaniments, a group gathers around him and the house is enlivened by the voices of the young, or partners are chosen for dancing.

Almost every child can learn music if he is taught young enough. Modern methods of instruction are

so simple that even the dullest can understand.

It is a deprivation for any child not to know the piano.

It is the best form of self expression. As Thomas Moore's Anacreontic runs:

"Music! Oh how faint, how weak, Language fades before thy spell! Oh, why should passion ever speak, When thou canst breathe her soul so well?"

Our moments of greatest delight, perhaps, are our moments of self-expression. Nothing is better suited to fully set forth our phases of emotion than the piano.

No substitute will do. It is not enough to play the harp or the violin without a basic acquaintance with the piano.

Of course there is pleasure in attending concerts, or listening to band music, or singing, but no pleasure is so full and so profitable, withal, as the joy we get in making our own music. Again I say that if you are to buy only one piece of furniture for your home, let it be a piano.



**SHOES FOR FALL**

DRESS SHOES, having combination lasts, therefore are Good Fitting, In

- Navy Kid Pump, at ..... \$6.95
- Dark Brown Strap, at ..... \$5.95
- Both Patent and Satin, in pumps, straps and ties, with high Cuban and Baby Louis Heels, at \$4.95 to \$6.95
- "Mary Lee," "Snappir Arch" and "Enna Jettick arch shoes from 3As narrow to 3Es wide, for the foot that is hard to fit, in black and brown kid and black patent Oxfords and black patent pumps, with cut steel buckles, from \$5.00 to ..... \$7.95
- A big assortment of Misses' and Children's School and Dress Shoes at popular prices.

**SPECIALS FOR FRIDAY AND SATURDAY**

- Hope muslin, 20 yard limit, per yard ..... 10c
- Fox-Croft Bleached muslin, per yard ..... 10c
- Bleached Sheeting, 9-4, good quality ..... 35c
- Brown Sheeting, 9-4, good quality ..... 33c

**Sprolws-Cronin & Company**



**Rugs and Linoleum**

It's chilly business putting your bare tootsies out on the bare floor these chilly mornings! And it's not at all necessary. If you will let us show you our fine line of hard-wearing RUGS and attractive LINOLEUM your winter floor covering problem will be solved. Everything for the Home, including Gas Ranges and Heaters.

BOTH NEW AND USED FURNITURE!

**JONES FURNITURE CO.**

Phone 111

**PURINA**

FEED THAT DAIRY COW

**PURINA COW CHOW**

—AND WATCH THE MILK RECORD GROW AND GROW!

This is the time of year when the dairymen should begin to study the needs of the milk-maker—to keep up her production and contentment. Care in feeding the cow pays big dividends month in and month out. Try the COW-CHOW once—it will solve your problem.

POULTRY, DAIRY AND HOG FEEDS, SALT, HAY, GRAIN, CAKE

**WE BUY CREAM**

JUST PHONE NO. 1

**Jones & McLean**

**PIGGLY WIGGLY**

**Specials For Friday and Saturday**

- CELERY** Nice-Fresh Roswell Per Bunch **10c**
- Grape Fruit** New Crop Texas Nice Size **7c**
- SYRUP** Log Cabin Large Size Can **98c**
- CATSUP** Libby's, 14 Ounce Bottle **21c**
- PLUMS** Green Gage, So-Called Gallons **48c**
- SOAP** Crystal White, Ten Bars for **39c**
- COFFEE** Schillings Two Pound Can **\$1.05**
- Shredded Wheat** Kellogg's Per Package **12c**
- Macaroni** Seashell Style, Two for **12c**

We buy eggs and pay as much as the market will justify

**WE DELIVER ORDERS OF \$4.00 AND OVER FREE. ON LESS THAN \$4.00 A DELIVERY CHARGE WILL BE MADE**

The first 4-H club for boys and girls has been organized in Turkey for the school children. Miss Ruby Adams, county demonstration agent, organized the club and will meet with its members twice each month.

Machinery for a laundry being installed by E. H. Turner in Rotan is being set as it arrives. This is to be one of the most modern and best equipped small laundries in the country and capable of doing first class work.



**Westinghouse Automatic Iron**

For any woman — and every woman — this most practical of gifts. The iron that never gets too hot or cool; the iron that always stays at just the right heat for perfect ironing; the iron you can forget without worrying. It's a gift she'll appreciate — one she'll use and enjoy.

**Texas Utilities Company**

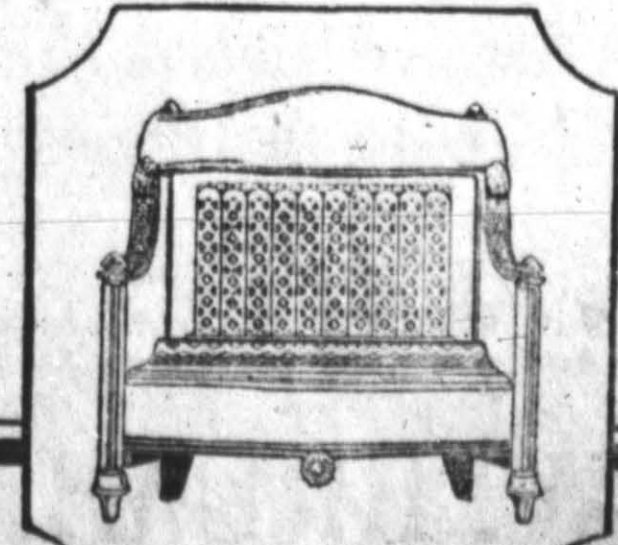
**The HUMPHREY Radiantfire IT BURNS GAS**



**Much Better Than the Old Wood Fireplace**

In the "good old days" . . . when wood and coal were cheap, and servants worked mostly for their board and keep . . . naturally you gave little thought to better heating equipment. Today, though, where gas service is available, The Radiantfire is rapidly replacing those unsightly piles of wood and scuttles of coal beside each fireplace. It heats by gas for a few cents per hour, pours 90% of its heat into your room instead of up the chimney, and is smokeless, dustless, ashless, odorless. Of course it is a great improvement in the appearance of your room, too, in addition to the saving. Many a Radiantfire has earned its price in fuel saved, the first season. Models range from \$15.00 up.

**West Texas Gas Co.**



No. 31 Radiantfire Price \$22.00

# THE TIGER TRAIL

By Edison Marshall



(Continued from Last Week)

I saw laughter in his eyes, but his face remained grave.

"You were doing so well without me, doc," he replied. "And the way you chased me through the mud—it was rich, my lad! Miss Southley, if ever this young man gets on your trail you'll never be able to shake him off."

"Miss Southley already knows that," I commented. "And look at my trouser legs—my best dinner clothes. You are a trifle wet yourself."

"These beautiful boots protected me." Then he grew serious. "Besides, Long, among your many talents I'm afraid you can't claim to be an actor. Just a look—a work—might have given me away. It was much better that you devote your attention to the excellent work Inspector Freeman had been doing. And as to the reason why I came in disguise—I don't believe the time is quite ripe to divulge it. I assure you that it served my ends very well."

"But it seems you trusted every one else." I glanced toward Southley and his daughter.

"Naturally Mr. Southley knew it. I came at his invitation—and your own, of course, too, Long. Miss Southley learned the truth just this evening and I consider it a distinct reflection on the ability of her father and myself to judge character that we waited so long in making her an ally. But I will say it's more her father's fault than mine."

"You must remember that my acquaintance with my daughter was somewhat slight," Southley explained. "She has been away to school so much—only here a few weeks. Besides—she did know a few things. I'm sorry I didn't tell her more."

Father and daughter exchanged

smiles. Josephine herself seemed changed. It was curious that I had not noticed it the moment I stepped into the room. There was a low light in her eyes, a rising of the delicious color that played over in her cheeks. Again I saw the smile that I had marveled at that night in the drawing room long ago. Evidently there had been developments in the mystery of which I was not aware.

"Remember, we will need your son too" Alexander told my host.

Alexander and I walked together into the drawing room and we had a minute's talk at the foot of the stairs.

"I'm going to my room now," he explained. "It's a maid's room on the third floor, but it fits my purpose perfectly. I have a few chemical experiments to make."

"Of course it was you who destroyed the evidence on the white stone?"

"Not destroyed it, merely gathered it up. I wanted to make some blood tests. And it pained me to cause you and the inspector so much disappointment."

"I imagined it would."

Then we had a little laugh together. It was all too plain that a deep professional jealousy existed between such free-lance experts as Alexander and staff detectives like Inspector Freeman.

Alexander laughed again—a loquacious, joyous sound that died quickly in the silence of the room.

"I'm afraid that is evidence of my quixotic nature," he said. "But I had to have a sample of the blood stains, and I knew it would break Freeman's heart if I took the whole shirt. So I just tore out the piece."

He sobered and became very business like. That was one of the marvels of the man. One minute he was the best of comrades—boyish, laughing, irresponsible. The

next he was the cool-headed, tireless sleuth with every nerve and muscle alert.

"There's work for tomorrow," he went off swiftly. "You'll have your part to do. So will Southley. Tomorrow I'm going to take the boat on a little expedition—over to the plateau. You are to meet me on the path at my return—just after nightfall. You can have the inspector with you if you like. Southley and his daughter will be close about and they will know their parts. The hour to strike is almost here."

"And Vilas? What about him? And Ahmad?"

"Ahmad is the suspected murderer. I'm afraid Vilas won't do."

"But Josephine Southley would think otherwise," I told him with some bitterness. "You must know—that they are allies. You couldn't have missed that point."

"Allies?" he echoed coldly.

"What do you mean?"

"She is going to marry him—that's what I mean. And she's bitterly against me. Thinking that her lover might be accused of the murder of his father, she told the detective things that implicated me and got him to hold me here."

He tried and stared up the stairs.

"Sometimes, Dr. Long," he told me slowly, "your mental grasp is quite astonishing—for its perfect and abounding aptitude to make a fool of yourself."

And he left me to ponder in the halls below.

Inspector Freeman, who had learned the truth at last, and I walked down to the shore with Pierce at eleven o'clock the next morning. The rowboat waited for my friend, and in it were two strong colored men to row. Alexander had put on hip boots and was armed with a heavy rifle. And it was plain to see that Freeman was entirely contemptuous of the whole proceedings.

"You're a funny one, Pierce," he spoke jokingly—and at the same time meant every word he said. "In the first place, coming with all that stage scenery on yourself. It takes one of you correspondence school detectives to do stunts like that. I suppose you thought that the murderer would recognize your determined face from your picture in the newspapers and make himself scarce before you could get out the handcuffs."

"Rather a different reason my dear inspector," Alexander answered him as he began to slip the great cartridges into the magazine of the heavy rifle. "It wasn't the murderer I was so frightened of. In the first place, I didn't want you to leave the scene in disgust, as you might have done upon recognizing me. You were doing too good work."

"You needn't have been afraid of that. The man was already in my hands. And I'm glad you appreciated the work I have done."

"Perfectly, Freeman, perfectly. It was particularly clever the way you found the shirt."

"Of course you were in the hall all the time."

"Of course. I wondered what you and my good friend Long were going to do."

"I suppose you know that the shirt is going to put the noose about Ahmad's neck?"

"One can never tell, inspector."

"It's a piece of evidence that cannot be questioned—although I

admit the final tests as to the authenticity of the stains has not yet been made."

"And, besides, Freeman—there are other reasons why I thought it best that certain occupants of this house didn't recognize me," Alexander went on seriously. "It would help in the end. I confess I don't care for disguises as a rule. And now I must bid you good day, and go search yonder jungle for the murderer of Hayward."

Freeman laughed uproariously.

"With a rifle, too," he exulted. "I'd think you were going elephant hunting. Of all the quixotic enterprises! You can't believe that the murderer is still at large, when I have him under my constant supervision in the house! Pierce, I have every admiration for your qualities, but I assure you you are making the mistake of your career."

"Every one has to make mistakes sometimes, inspector," Alexander returned quietly. "Besides—I don't suppose you remember about the breaking of the levee—how the murderer would have time to cross the isthmus to the plateau, but couldn't possibly go further."

"I remember that perfectly. But the real murderer didn't try to cross at all. He came back into the house."

"Then there's the matter of the scratches—and the legend, and the rest of it. None of these things must be overlooked, Freeman. And I'll meet you both soon after dark."

We watched the negroes row away swiftly across the swamp. He was gone all afternoon. Once

it seemed to me that I heard the far-off echo of two rifle shots, but I couldn't be sure. Freeman continued his investigations. Vilas walked about the green hillside like a hunted man. The long afternoon waxed hot, the shadows

lengthened, the sun cast its glamor over the waste of the marshes. Twilight dropped like a white mist and the stars began to crop out of the sky. The night life of the marsh awakened—insect and wind and birds had their chorus.



We should all be thankful that scientific evaporating makes it possible for us to have "dried" fruits which retain the excellent, matured flavors. In fact many dried fruits are better than the fresh fruits, because they are picked RIPE from the tree and shipped to us dried instead of being picked GREEN.

Drying fruits reduces the weight and freight and enables us to sell them reasonably. Come see the many kinds we have.

**Williams Grocery Company**  
Phone 128

You will look forward to a breakfast of

**SMAX**

SMAX is so rich in food value, also bran, nature's laxative, that it satisfies everyone, and is so delicious and healthful.

Best of all it cooks in 3 minutes, serve it for breakfast tomorrow.

Your Grocer has it.

THERE IS YET TIME TO BUILD YOUR

**GRANARY**

—an investment that will pay for itself in the increased price which you will receive for your grain when properly cared for—saving you from having to dump it on the market when the price is low.

MAY WE FIGURE IT OUT FOR YOU!

**ROCKWELL BROS. & COMPANY**  
Lumbermen—Phone 4

Bring Your Hogs TO HEREFORD On Fridays

And Receive Highest Market Price on the Plains!

HEADS AND CORN

I will be in the market for Heads and Ear Corn. Will pay according to market and quality each day.

**G. W. BRUMLEY**

**5% LAND LOANS**

Correct Abstracts

**THOMPSON & IRELAND**  
Hereford, Texas

**THE CHOCOLATE SHOP**

HOT PLATE LUNCHES

HOT AND COLD DRINKS PIES

SANDWICHES

"THE TOAST OF THE TOWN"

J. W. HENDRICKS, M. D.  
Diseases of Women, Obstetrics

J. R. LEMMON, M. D.  
Diseases of Children, Infant Feeding

210-11-12 Oliver-Eagle Bldg. Amarillo

**Deaf Smith County Is DEVELOPING**

Better farming methods are being used. More and better dairy herds and poultry flocks are to be found on every farm.

This is the sure road to prosperity. This bank stands ready and willing at all times to aid in the better development of the farms of Deaf Smith County.

**The First State Bank**  
Hereford, Texas

Get Your Hunting License

**FOR THE HUNTER**

—We suggest that you hurry—the Ducks are winging their way all over the country now—the season is open—and a license is absolutely necessary. We sell them.

—And you will need a good Gun, with plenty of hard-hitting, sure-fire ammunition—and that's the kind we carry.

EVERYTHING FOR THE HUNTER—CALL AND INSPECT OUR LINE—IT WILL PAY YOU!

**Streu Hardware**

**NOT A SALE!**

**ATWATER KENT RADIO**

MODEL 40 with 5 tubes and 1 A.C. tube

**\$77** without tubes

for a 1929 electric set puts so-called bargains to shame

WE wouldn't handle questionable goods. That's why we sell Atwater Kent Radio. And with the new Atwater Kent Radio and the new low prices—low because of the tremendous demand—you needn't wait for a sale to get a really good 1929 electric set at a reasonable price. You can't get more out of any radio. Come in today and let us prove it to you. And show you how we make it even easier to own with our

Convenient terms

**ORR'S TAILOR SHOP**

### Big Square

Mrs. Shelly Allen was ill last week but is improving. Rev. Naugle made several calls in this community this week. The presiding elder is thinking of sending a preacher to Big Square for one service each month and that was the mission of Rev. Naugle. There was good attendance at Sunday school Sunday evening. Rev. Naugle preach at night instead of us having the regular singing service. Mr. and Mrs. C. O. Beagg at-

ended at educational meeting at Dimmitt Saturday. We received a good rain Sunday night of last week which held up farm operations. Most of the harvest is done and threshing is now under way in earnest. Mrs. Andy Wyer of Kansas returned home after a visit with her relatives here. Mr. and Mrs. C. O. Beagg spent Sunday with Plainview relatives. The school is enthusiastic over Halloween and will give a program which has been prepared. Mrs. George Kellar returned Saturday from a stay of two weeks in a Plainview sanitarium where

she received treatment for an injured hand, which is now greatly improved, though yet in bad condition. Our school issues certificates to pupils who were neither tardy nor absent. The honor roll contains those pupils who have not made below 100 in spelling for a week. Following is the honor roll: Donald Layman, Elsie Dale Haberer, Maxine Scott, H. F. Lambert Jr., Mary Louise Kellar, Velma Allen, Beth Baker. Perfect attendance records went to Glenn Scott, Arlyne Layman, Donald Layman, Randall Bromley, Margaret Lambert, Clifford Layman, Roger Haberer, Jewel Haberer. Mr. and Mrs. C. O. Bragg spent the week end in Lubbock. Wirt Phillips and Ham Lambert are rounding up and delivering cattle. A nine pound boy was born to Mr. and Mrs. Sid Patterson last week. Messrs. Richardson and Connor of Wichita, Kas. were at the Lambert ranch Saturday receiving cattle. The Fifth Annual meeting of the Texas State Teachers Association will meet in San Antonio November 30, with a heavy bill of well known and interesting talkers on the program, including Dr. Rollo G. Reynolds of Teachers College, Columbia University.

order of sale issued out of the District Court of Oldham County, Texas, on a judgment rendered in said court on the 6th day of September, A. D. 1928, in favor of the First State Bank of Vega and against the defendant A. D. Glava, and a foreclosure judgment against said defendant and all other defendants in said cause, which is No. 309, on the docket of said Court, commanding me to levy upon and sell the hereinafter described land, I did on the 1st day of October, A. D. 1928, levy upon the following described tract or parcel of land, situated in the County of Deaf Smith, and State of Texas, to-wit:

All of Section Thirty-nine (39), in Block K-7, and the East one-half of Section Thirty-eight (38), in Block K-7, situated in Deaf Smith County, Texas;

and on the 6th day of November, A. D. 1928, being the first Tuesday of said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m. on said day at the court house door of Deaf Smith County, Texas, I will offer for sale and sell at public auction for cash, all of the right, title and interest of any and all of the defendants in and to said property.

Dated at Hereford, Texas, this 1st day of October, A. D. 1928. CLAUDE BENTON, Sheriff, 38-4tc Deaf Smith County, Texas.

### Flagg News.

Mrs. Joe Benswanger received a message Wednesday stating that her father, W. J. Simpson of Stanton had become suddenly ill and passed away. Mr. and Mrs. Benswanger attended the funeral services held at Stanton. The entire community extend sympathy to the bereaved.

Mrs. George Jones of Bovina visited her mother, Mrs. Teague, here last week.

Mr. and Mrs. Ernest Jones are owners of a new car.

Mr. and Mrs. McGee visited in Hereford Sunday.

W. T. Sumner and wife attended a singing convention at Jumbo Sunday.

Arch Johnson has sold four tracts of land recently to families who will move here soon, adding several pupils to our school.

Mr. and Mrs. Dodson visited home folks at Olton this weekend. Attendance at our Sunday school is real good.

Mrs. Ernest Jones and Miss Frankie Seuters were in Plainview Saturday.

Mrs. Cass Arms entertained the Ladies Aid at her home Thursday afternoon. Mrs. Adams will entertain them at the next meeting. Elmer Dickson of Cleo was in Flagg Wednesday.

### Arney News Items

Several from Arney attended the farm auction Tuesday eleven miles south of Hereford.

Mr. and Mrs. Ed Bailey entertained relatives and friends from Canyon Sunday.

The B. Y. P. U. program was well attended Sunday.

Mr. and Mrs. Chas. Cox and daughter went to Amarillo Friday to visit relatives.

Some Arney people attended the educational meeting at Dimmitt on Saturday of last week.

A good shower fell Sunday night which helped general conditions, especially young wheat.

Ben Fortner spent the week-end with home folks at Crowell.

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

George Ward spent the week-end with his mother, Mrs. G. R. Ward at Hereford.

G. A. Wilson called in the John Hammond home Monday.

Miss Violet Brooks and Bob Gazzaway were married Sunday at the home of the bride's parents.

Mr. and Mrs. C. S. Brooks of Borger. The groom is the son of Mr. and Mrs. G. R. Gazzaway and lives east of Happy. The bride is a former resident of this community. It is understood the young couple will make their home Amarillo. Their friends wish them a long, happy, prosperous married life.

Claude Fox was in Canyon Thursday.

Mr. and Mrs. Chas. Cox were in Dimmitt Saturday.

Everyone is busy getting the ready for frost. Some row are too green for harvest, and farmers are sowing wheat.

Misses Pauline and Anna Webb visited Mrs. Ernest Mer Wednesday.

Emmitt Tipton has completed good cellar.

Mr. Taylor of Canyon visited daughter, Mrs. Edd Bailey Thursday.

Thomas Boyd is now combining in this vicinity.

Lots of new fences are being built and new land is going into cultivation.

Mr. and Mrs. Marion Davis children spent Sunday in the J. Davis home.

Several attended a program of pie supper at Joel Saturday night.

Miss Athlee Tipton of Plainview spent the week end with parents Mr. and Mrs. E. Tipton.

Cranes are doing some damage to crops here and the ducks also doing their part.

George Ward was in Dimmitt Tuesday afternoon.

# AUCTION SALE

## Household Goods

### Monday, 29 October

SALE BEGINS AT 2:30 P. M.

As we are moving to California, will sell the entire furniture of our home, located at 211 West Fourth Street, Hereford, Texas, consisting of the following:

- LIVING ROOM FURNITURE
- BED ROOM FURNITURE
- KITCHEN FURNITURE
- DINING ROOM FURNITURE

- 1-Perfection four-burner Oil Stove Range.
- 1-Heating Stove.
- 1-Barler Heater, No. 10.
- Several Framed Pictures.
- 2-9 x 12 Rugs.
- 1-8 x 10 rug.
- Several Small Rugs.
- 1-Baby Bed.
- Rocking Chairs.
- 1-Music Cabinet.
- 1-Seven-tube Radio.
- 1-Electric Washing Machine.
- 1-High Chair.
- Cooking Utensils, Dishes and Other Articles too numerous to mention.
- 70-Feet Good Garden Hose.
- Lawn Mower.
- Hoes, Shovels and Other Useful Garden Tools.
- 1-Child's Coaster Wagon.
- 1-Step Ladder.
- 1-Child's Black Board.
- 1-Fifty-gallon Oil Tank.
- Wash Tubs, Boiler, Bench, Etc.
- Several Potted Plants and Stands.
- Other useful articles too numerous to mention.

THIS OFFERING CONSISTS OF GOOD, CLEAN, DESIRABLE HOUSEHOLD GOODS.

Ralph Sutton, Owner

RAY BARBER AUCTIONEER

### Here and There.

Bro. Tannery filled his regular appointment at Frio Sunday. He expects to return once more before conference. He was accompanied by his daughter, Miss Lillia Mae.

Mr. and Mrs. J. C. Lance, Mr. and Mrs. C. H. Carl were Amarillo shoppers Wednesday.

Mr. and Mrs. Guy Smith and children, Mr. and Mrs. Box Axe and baby spent Sunday at the Frank Axe home.

Mrs. Henry Allman and children, Mmes. Sparkman, Andrews and Springer called on Mrs. C. E. Tice Tuesday.

Several from Here and There attended singing at Jumbo Sunday. The next convention goes to Cleo in November.

Mrs. Earl Springer and Miss Tina Lee attended the home coming of students and teachers at Canyon Saturday.

Mrs. Sarah Merrill of Carter, Oklahoma, is making an extended visit with her niece, Mrs. Nettie Green.

A light frost visited us Monday morning.

Mr. and Mrs. W. L. Tice visited relatives in Amarillo Sunday.

Work was started on the new Frio school building last week when workmen laid the foundation. Building material is being hauled and work will soon start in earnest and the building is expected to be completed early in December.

### NOTICE OF SALE.

The State of Texas, County of Deaf Smith, First State Bank of Vega vs A. D. Glava, et al. IN THE DISTRICT COURT OF OLDHAM COUNTY, TEXAS. WHEREAS, by virtue of an

# Values Plus Low Prices

are getting results in our BIG FALL SALE, now in full blast. There has been a steady buying volume from the first day to the present. There are several good explanations, but two of them are: (1) STANDARD MERCHANDISE THAT STANDS UP; (2) PRICES THAT ARE FAIR AND WITHIN REACH OF ANYONE NEEDING CLOTHING AND HOME FURNISHINGS. We are very grateful to you for your patronage and support so far during this Sale, and call your attention to the fact that our big stock insures a continued abundance of varieties from which to choose. Space limitations prohibit a detailed list every week, but here are some items to which we call your special attention:

### Misses' and Children's Coats

—Misses' and children's Coats—most all of them have heavy fur trimmings on both collar and cuffs. Sizes range from two years to Fourteen Years.

FALL SALE PRICES RANGE FROM \$1.95 to \$10.95

### Ladies' Coats

—Ladies' Coats in all the new cloths for Fall—Richly fur-trimmed on both collar and cuffs, Satin and Crepe de Chine lining. Prices range regular \$14.95 to \$125.00. FALL SALE PRICE RANGE

\$11.95 to \$98.95

### Indian Head

—36-inch Colored Indian Head; fast colors, tan, rose, blue, purple, lavender, brown, red and black

SPECIAL FOR ONLY 38c

### Challies

—Quilt Challies, 36-inch width; your choice

16c Yard

### Ladies' Unions

—Ladies' Union Suits, open gore, sizes 36 to 38, 44c. 40 to 46—

48c

### Children's Union Suits

—Children's Waist Union Suits, sizes 2 to 12 years. Your Choice—

69c

### Rayon Bloomers

—Ladies' Rayon Bloomers, extra heavy weight; assorted light shades. Ruffle and Plain knee. Your choice—

98c

### Boy's Union Suits

—Boy's ribbed Union Suits, sizes 20 to 34, special for

69c

### BOYS' BLUE OVERALLS

—Boys' suspender back and high back Blue Overalls, sizes 5 to 16.

Special, all sizes 95c

### MEN'S SHOES

\$11.00 Florshelm Shoes, Fall Sale Price	\$9.85
\$10.00 Florshelm Shoes, Fall Sale Price	\$8.85
\$ 7.50 Shoes, Fall Sale Price	\$6.35
\$ 7.00 Shoes, Fall Sale Price	\$5.90
\$ 6.50 Shoes, Fall Sale Price	\$5.65
\$ 6.00 Shoes, Fall Sale Price	\$4.90
\$ 5.50 Shoes, Fall Sale Price	\$4.75
\$ 5.00 Shoes, Fall Sale Price	\$4.25
\$ 4.50 Shoes, Fall Sale Price	\$3.95
\$ 4.00 Shoes, Fall Sale Price	\$3.45
\$ 3.50 Shoes, Fall Sale Price	\$3.15
\$ 3.00 Shoes, Fall Sale Price	\$2.68
\$ 2.75 Shoes, Fall Sale Price	\$2.35
\$ 2.50 Shoes, Fall Sale Price	\$2.19

### Wool Goods

—Wool Goods in Plain Serges, in both French and Storm Serges, Tweeds, Kasha Cloth, Wool Jerseys Flannels and Fancy Plaids—

\$5.00 Quality, Fall Sale Price	\$4.25
\$4.50 Quality, Fall Sale Price	\$3.90
\$4.00 Quality, Fall Sale Price	\$3.48
\$3.75 Quality, Fall Sale Price	\$3.35
\$3.50 Quality, Fall Sale Price	\$2.98
\$3.00 Quality, Fall Sale Price	\$2.58
\$2.75 Quality, Fall Sale Price	\$2.29
\$2.50 Quality, Fall Sale Price	\$2.19
\$2.25 Quality, Fall Sale Price	\$1.90
\$2.00 Quality, Fall Sale Price	\$1.65
\$1.75 Quality, Fall Sale Price	\$1.39
\$1.50 Quality, Fall Sale Price	\$1.19
\$1.25 Quality, Fall Sale Price	\$ .95

### Percales

—36-inch Percales in New Fall Printed Patterns, Your choice—

15c Yard

# FOX MERCANTILE CO.

HEREFORD, TEXAS

## We Sincerely Appreciate

The Privilege of Being of Service and and Thank You for Your Patronage

### Our Aim:

at all times is to be courteous, efficient, prompt in all our dealings with our customers.

### TO FURTHER SUBSTANTIATE THIS

- 1—We have factory-trained mechanics.
- 2—A complete equipment of correctly designed tools.
- 3—We use genuine Chevrolet parts.

## Brumley Chevrolet Co., INC.

Service With a Smile.

Phone 216

# CLASSIFIED ADS

## For Sale or Trade

FOR SALE—640 acres wheat land, located on Plains north of Tucumcari. Why rent when you can buy this piece of land cheaper than renting? Convenient to school, and also on mail route. If interested see J. T. CUNNINGHAM. 41-1tp

FOR SALE—Four Duroc Jersey sows and twenty-five pigs, \$225.00 for the bunch, or will sell separately. M. M. MORRIS. 41-1tp

FOR SALE—Nine room stucco home, completely modern; one block north of Central school, on the Avenue. Highly adaptable for rooming house. JOWELL MURKINSON. 40-1tc

FOR SALE—Round Oak range, Round Oak heater No. 10; an Acorn heater and a sixty gallon oil can. MRS. C. R. SMITH. 40-2tc

FOR SALE—Nice young Jersey cow, just fresh. MRS. E. W. HARRISON. 40-3tc

FOR SALE—A J. B. Colt acetylene lighting plant in good condition. See C. R. WALKER. 40-4tp

FOR SALE—Balloon tire, 33x6.00, in good condition. A. H. ELLISTON. 41-2t

FOR SALE OR TRADE—No. 3 International Combine, in good shape. Will trade for mules or Jersey cows. JOE MITCHELL. 33-1f

FOR SALE OR TRADE—Twenty acres of land one mile from town, with good crop of hygeria, also good house for rent, sale or trade. FRED MILLARD. 34tf

\$1,850.00 buys seven room house with big lot. Easy terms. Phone 138. 30-1f

80 Acres on crop payment plan. Address L. BASKIN, Hereford, Texas. 30-1f

Want to borrow 8 per cent money. Good real estate security. Address BOX 235. 30-1f

FOR SALE—Modern home, choice residence lots, good terms. Inquire at the Panhandle Lumber Company, Hereford. 14-1tc

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

FOR SALE—A twelve-hole wheat drill, also small row drill. T. E. BAKER. 35-1f

FOR SALE—John Deere row blinder, also 10-20 McCormick-Deering tractor and plow. T. E. BAKER, Box 503. 35-1f

## For Rent

FOR RENT—My house, five rooms and bath, garage and barn; close in on pavement; convenient for school. Phone 390-W. 34-1c

FOR RENT—My residence, \$15.00 per month. Place to keep cow and chickens. For further information see E. F. Connell. MRS. C. C. SLAUGHTER. 38-1tc

## Wanted

WANTED—A Kalamazoo or Loraine range. HENRY OREITS, Vega, Texas. 41-2tp

## FARM WANTED

Want to hear from owner having good Texas farm for sale. If bargain, send price and description. F. B. G., Box 495, Olney, Ill. 41-1c

FOR JOB WORK. TRY THE BRAND.

# Money

—put into a pair of good glasses is invested, not spent. The dividends you will receive from the proper glasses will continue for years to come, and besides you will be repaid many fold in eye comfort. A thorough examination can be had at

**F. M. Kester**

Registered Optometrist

Hereford, Texas

FOUR-PIECE, bran new living room suite at a real bargain. ALBERT ROSS. 41-1tp

## Lost and Found

LOST—An old knife, on vacant lot next to Mrs. Patton's boarding house. Handle broken on one side. "E. F. S." on handle. Reward one dollar if returned to this office. 41-1tc

## Easter Items

Mr and Mrs. Ike Morgan of Portales were guests in Britton home last week end.

Mrs. Joe Stagner attended a quilting in the Jack Robinson home Tuesday.

Miss Maggie Coconaugher had as her guests Sunday Misses Boyd,

Hughes, Olive Stagner and Eddie Lee Allen.

Mrs. M. Stemmmons has been called to the bedside of her mother who is ill at King City, Mo.

The E. H. I club met with Mrs. Terrell Thursday. The next meeting will be at the Walton home when a program on current events will be given.

Mrs. Coconaugher left Sunday to be with her sister who is in the hospital at Amarillo.

Bro. Naugle filled his regular appointment here Sunday afternoon. The community gave him a pounding of fruits, vegetables and chickens to show their appreciation of his services and help in this community.

## TURNING FEED INTO DOLLARS

A profitable winter may be spent by thousands of farmers in converting their beef calves of the last crop into baby heaves to sell next

spring, points out G. W. Barnes, beef cattle specialist in the A. & M. College extension service. "It is true that good feeder calves are hard to buy, and it is also true that many farmers have a few head on hand and these animals will provide an excellent market for the farm feed crop.

"Weaned calves weighing around 350 pounds may well be fed for

thirty days on a ration of four pounds ground maize heads or corn and cob meal, seven pounds of hay and three-fourths pound of cottonseed meal daily. At the end of that time the feed should be increased to give six pounds of the ground maize heads or corn and cob meal, eight pounds of hay and one pound of cottonseed meal. As the winter advances the daily ra-

tion should be increased so that calves will receive all they can clean up. A finished baby heave should command highest prices in the spring and feeders may make a profit both on the animal and on the feed consumed."

Mrs. Virginia Elliston spent the week-end in Amarillo, the guest of Miss Mary McDonald.

## Notice

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

NOTICE OF POSTING—The public is hereby notified that Czermer's premises, Section 155, Block M-7, 4 miles west of Hereford, is posted and trespassing forbidden. 40-4tp

NOTICE OF POSTING—The public is hereby notified that the R. J. Kibbe pasture is posted and trespassing is forbidden. 39-2tp

THE JOHN W. MOORE CONSTRUCTION COMPANY does not guarantee any of its employees' accounts and will not pay any account unless the original purchase is accompanied by a company requisition properly signed. JNO. W. MOORE CONSTRUCTION COMPANY. 40-3tp

## Lodge Directory

HEREFORD LODGE No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome. Sam Hutson, NG. L. H. Foster, Sec.

THROTTLE HER DOWN!



That Phillip's 66 Gas

IS THE PEPPY STUFF!

—It will make the old boat eat up the miles. EVER TRY IT?

MARLAND, QUAKER STATE and PHILLIPS OILS SERVICE—AND APPRECIATION

L. I. West Filling Station

We have been telling you about the various departments for service into which we have divided our business, but have you heard about

# OUR TIRE AND TUBE VULCANIZING SHOP

AND OUR

# ROAD SERVICE DEPARTMENT

—Like all other divisions of our big shop, these two departments are efficient, up to date in personnel and equipment, and always ready for your instant Service—in good weather or bad.

## If You Have a Blowout On the Road

—Just telephone No. 177, presto!—our road crew will reach you quickly. The damage will be repaired at once—and the charge is nominal. Our line of tires and tubes and the men who handle them, insure you smooth, satisfactory service at all times.

## We Have Beaten the Weather Man To It

—and have in the house a complete list of all winter necessities for our customers, such as:

QUAKER STATE COLD TEST OILS—MOD-A-OIL—GLYCERINE ALCOHOL. The Mod-A-Oil is a strictly Ford special product, guaranteed exclusively for Fords, and sells at thirty cents per quart. Try it, Ford owners.

## And Don't Forget That \$8.50 Ford Battery!

—We are selling them like hot cakes now, but we want to place them in the hands of every Ford owner in this territory, because they are GOOD as well as ECONOMICAL.

Let us overhaul that car NOW before freezing weather catches you unaware. Unexcelled Shop Service, Top and Curtain, Fender and Body Service, Painting, Standard gas and oils, storage, road service—ANYTHING for the motorist. Why visit a half dozen places when you can bring the bus here and forget it?

**THE HEREFORD MOTOR CO.**  
HOME OF THE FORD

As Economical Transportation



# USED CARS

"with an OK that counts"

Never Before Have We Offered Such Values on Reconditioned Cars —Small Down Payment—Easy Terms!



**This Car** has been carefully checked as shown by ✓ marks below

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK

Never before in our history have we delivered as many new Chevrolets as we have this year. Naturally a large part of this increased business involved the trade-in of the Chevrolet owner's previous car. This enables us to offer some exceptionally fine used cars that have been thoroughly inspected and reconditioned and carry the official red "O. K. That Counts" tag. This tag shows you exactly what has been done

to put the car in mechanical condition for thousands of miles of satisfactory service. In buying these reconditioned cars from us you get definite assurance of quality and value—and this week you can buy them at very low prices that make them the greatest values we have ever offered. Make a small down payment and drive away the car of your choice—easy terms for the balance. See these cars today!

A few of our exceptional Used Car values "with an OK that counts"

1—1926 Hudson sedan, equipped with six good tires, trunk, paint is good, motor has been reconditioned in our shop. Price ..... \$650.00	1—1926 Essex Coach. \$110.00	1—1928 Chevrolet Truck. Run six thousand miles, equipped with cab, grain body, four speed transmission. Price \$625
1—1927 Chevrolet Cabriolet, a real car ..... \$430.00	1—1926 Chevrolet Roadster. Price ..... \$145.00	1—1926 Chevrolet truck, has been reconditioned in our shop. Price ..... \$250.00

WE LIKE TO TRADE!

Brumley Chevrolet Co., Inc.

Hereford, Texas

These are cars you will be proud to own, and, if after driving either of these cars three days, you are dissatisfied, you may apply your purchase price on either a new car or another used car that will carry the same guarantee.

Dependability, Satisfaction and Honest Value



# Sunday School Lesson

International Sunday School Lesson for October 21.

## PAUL'S LAST JOURNEY TO JERUSALEM

Acts 20:17-21, 28-30; II Cor. 11:28.

BY REV. SAMUEL D. PRICE, World's Sunday School Association

A lively time is one way of describing the experiences of Paul as he was busy with his third missionary journey. Romance in real life can often outdo anything in fiction. Read Acts 20:21 for a thrilling record.

Three months were spent in Corinth which had been visited on the previous journey. This time "Galatians" and "Romans" were written while in that city, which with I and II Corinthians make a record of four epistles while on this third missionary trip. The Corinthians responded to Paul's request for an offering for the poor Jerusalem Jews fund the amount was so large that a plot was laid to seize it while Paul was enroute by water to Syria. Then the itinerary was changed and a party of at least nine made the return journey by way of Macedonia and Philippi. At the latter city Dr. Luke, the writer of Acts, joined the company, as is indicated by a return to the "we" passages, in verses 20:21.

At Troas the meeting with the brethren continued till after midnight and was interrupted as Eutychus went to sleep in an upper window and fell out to his death on the pavement below. The power of God was present through Paul, to restore to life and the lad lived again in their midst. The sacrament of "breaking bread" was observed and the Apostle continued his journey along the coast of Asia Minor. He was eager to reach Jerusalem in time for the Feast of the Passover and avoided a stop at Pheesus where he labored for three years at the beginning of this very tour.

There was need for a conference with the leaders of the Church in Ephesus, so a break in the journey was made at Miletus and a runner sent to Ephesus, a distance of thirty miles. Soon the elders were with Paul for a conference so greatly desired by their former preacher and pastor. Every minister and teacher is concerned for the continued well being of those with whom he has worked. There is always a value in a follow-up to learn how things are progressing.

With heart reviewing frankness Paul reminds these leaders that he had sought in every possible way to be their helpful friends during those years of recent service. It

was quite like an audit of accounts. Though Paul had been their teacher he tells them that he had maintained lowliness of mind and had suffered severely as he did not spare himself in any way. Since the elders would now take Paul's place as bishop they must be both particular and zealous in their own ministry. Theirs was a great responsibility. They might be spiritually equipped for the service in hand Paul commended them to God who was able to build them up so they would be sufficient. Though Paul had been reviewing his own life by way of example he places a higher authority before them as he reminds them of the words of Lord Jesus: "It is more blessed to give than to receive."

Before separating there was a service of prayer in which the presence was recognized in their midst. Tears flowed freely because of the sorrow in separation, especially as all were conscious that they would never meet again, for arrest at Jerusalem was impending. Thus upborne in prayer and human friendships, Paul was "brought on his way unto the ship."

### First Presbyterian Church

JAS. T. ROSS, Pastor

Rev. W. C. Kuntz, pastor of the First Presbyterian church of Canyon, will be the minister at both hours next Sunday. The pastor of this church wishes hereby to extend a most cordial welcome to the public services of the day.

Special music will characterize both services. Hours of preaching services will be 10:30 a. m. and 7:30 p. m. Christian Endeavors 7:00 p. m. and Westminster prayer period, directed by Judge C. F. Kerr. Sunday school will convene at 9:45.

Woman's Missionary Society on Wednesday at 2:30 p. m. and choir rehearsal at 7:00.

### Ford Doings

Rev. Jas. T. Ross of Hereford was unable to be here last Sunday afternoon.

Dr. W. S. Fly went to Hereford Sunday morning and taught the Men's Bible Class of the Baptist church.

Mr. and Mrs. Earl Dunlap of Canadian were visitors here in the W. W. Small home Sunday.

The Community Welfare Club met with Mrs. J. L. Height Wednesday.

Mr. and Mrs. Lynn Powelson spent Sunday with Mr. and Mrs. Ben Faulkerson in the Ward community.

Messrs. and Mmes. J. L. Height

### Meet Miss Edna of Louisiana



Here are three poses of Miss Dorcae Edna of Port Allen, La., entry in the Nationwide Beauty Contest for the title of "Miss Small Town America," who is well known locally as a dancer and physical culturist. She has dark olive green eyes and dark golden brown hair is eighteen years of age and 5 feet 6 1/2 inches tall

and Fielding Johnson and children ate Sunday dinner with Mr. and Mrs. Howard Morel.

Mmes. J. E. Hill and Emma Jones of Hereford spent Tuesday afternoon with Mrs. Hardy Benson.

Mrs. M. J. Parks spent part of last week with Mrs. Barney McCaskey.

Mr. and Mrs. Howard Bell spent Sunday evening with Mr. and Mrs. Fielding Johnson.

Mr. and Mrs. Murphy and sons of Vega were dinner-guests Sunday of Mr. and Mrs. Hardy Benson.

B. A. Atchley and children of Summerfield called on Mr. and Mrs. Denson Hill Sunday. The truth is that they arrived before breakfast, or in other words at 5 o'clock a. m.

Mrs. J. L. Hight and Mrs. Hershel Cline attended the Presbyterian Missionary Society meeting at Vega Wednesday afternoon.

Mrs. Walter Easter and Mrs. Harry Thomas spent Tuesday with Mrs. Wylie Robinson.

Mrs. Lusk's brother of Amarillo spent the week end with her.

Four new pupils, children of Mr. Massey, entered school this week.

The Community Club met with Mrs. C. C. Lisenbe Wednesday and the afternoon was spent quilting, and as the work was not finished,

they will quilt again Tuesday of next week. Twelve members were present and were served refreshments of sandwiches, cake and lemonade. It will be decided Tuesday where the next meeting will be held.

Mrs. Bob Higgins entertained a club from town one afternoon last week.

Mrs. Suggs and son, Mr. and Mrs. Jim Lipscomb and Mr. Lipscomb's father left Saturday for Dallas to attend the fair a few days. The elder Mr. Lipscomb who had been visiting here some time will stop at Mineral Wells and spend the winter.

Mrs. Archie Daugherty is teaching in Mrs. Lipscomb's place.

The Harrison family motored to Amarillo Friday.

Mrs. D. O. Williams has been ill with influenza.

John Hutson and family took dinner in the Harbold home Sunday.

Rev. Mr. Hornbeak filled his appointment here Sunday.

Two sisters from Vernon are visiting Mrs. Bob Allison. One of them, Mrs. Wright, formerly lived in this community.

Beauford Hutson spent Sunday with Leroy and T. J. Vance.

T. J. Vance left Monday for Seymour where he will live with his aunt and attend school.

Ernest Selgler was bitten by a rattlesnake Sunday afternoon. We hope for him a speedy recovery.

Mrs. Bob Harbold visited Mrs. John Hutson Monday afternoon. Miss Allene Hughes of Hereford spent Saturday night with Gladys Lewis.

Mr. and Mrs. W. A. Daugherty and daughter, Katherine, spent last Sunday in the home of their daughter, Mrs. Clyde Kibbe.

With the return to indoor-life in fall comes the desire to add something new to home furnishings. And in choosing them it is well to remember that individual pieces are always in better taste than "sets" of furniture—whether for the living room, dining room or bed room.

In some of the most charming interiors we find no attempt is made to "match" things. There is merely a fine sense of harmony between the pieces which, while they differ from each other in details of design and color, are in sufficient sympathy to make them live together happily.

These are the rooms that remain interesting year after year because they never bore us with too much sameness.



The Time to Insure is Before Tragedy Strikes In!

—Don't be like the man who locked the barn door after his horse escaped!  
—Consult with us and see how you can be fully protected against fire, accidents, theft and liability.

PLAINS INSURANCE AGENCY  
John Patton - Manager  
Hereford, Texas.

## Brand Want Ads Pay Good Dividends!

### BUICK SERVICE STATION

E. L. Mathies Phone 392.

Car Washing a Specialty.

Marland Gas and Oils Cooper Armored Tires

Storage, Greasing, Tow-In Service

## BRING US YOUR COTTON

—you are offered the Best Gin Service ever before given the farmers of this territory. The plant has been completely overhauled, and is modern and up-to-date in every particular.

—We guarantee you good service, the most possible out of your cotton, and fair dealing.

WE ARE READY TO GO!

# The Hereford Gin Company

E. E. IRELAND, Manager

### LAUNDRY WANTED!

ALL WORK CALLED FOR AND DELIVERED

J. M. ASHLOCK Phone 26

### DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST

628 Polk Street Amarillo, Texas

—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.

OFFICE RAY'S JEWELRY STORE.

## To Reap Profits Own A Bank Account

If you sow the seeds of solvency from a bank deposit book, you'll be sure to reap a harvest of profit.

The savers are the people who get credit when they need it—and, usually, don't need it.

Many men and women, having savings accounts with us, are daily strengthening their financial footing.

### The First National Bank OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

## W. E. Dunlap

### HARDWARE

Phone 256

## The finest, fastest car under \$1000

# Studebaker's ERSKINE SIX

## \$860

f. o. b. factory

STUDEBAKER'S Erskine Six has out-performed all stock cars under \$1000 by traveling 1000 miles in 984 consecutive minutes. This lowest priced of all Studebaker cars now holds 11 official speed and endurance records in its class! Could there be any better evidence of unmatched performance?

A nimble, brilliant car in traffic. Smart as a whip. Roomy. Easy to ride in—easy to steer, and stop, and park. The Erskine Six is just what Studebaker deliberately planned it to be—the finest, fastest car under \$1000—and an hour behind the wheel will prove it.

Come, drive an Erskine today! Studebaker's 76 years of manufacturing experience stand back of it.

## H. N. Bishop

## Detroit Jewell Gas Ranges

"THEY BAKE BETTER"

Patent Oven—Keeps Heat Inside of the Oven Thermos-Like!

Porcelain Enamel—INSIDE AND OUT!

- PATENT OVEN BOTTLES UP THE HEAT.
- OVEN HEAT CONTROL.
- OVEN HAS 5 SIDE AIR CIRCULATING AIR CHAMBER ALL AROUND! CUTS DOWN GAS BILLS! NO WASTE: A L L THE HEAT HELD ON THE INSIDE!

—DETROIT JEWELL RANGES represent the culmination of sixty-four years of stove building experience! Greatest improvements known to the science are built into them—POWER—ECONOMY—BEAUTY.

COME IN AND SEE ITS IMPROVED FEATURES!

## J. C. CUMMINS

## J. C. Cummins

QUICK Phone 340 SERVICE

### Plumbing

Delco-Light Frigidaire

Electric Wiring, Light Fixtures, Gas Installations

GAS STOVES AND APPLIANCES

Don't Forget Hereford's Trades Day—MONDAY, OCTOBER 15!

# LOCAL HAPPENINGS

Mr. and Mrs. E. B. Black arrived home Monday night from a visit in Dallas and Cleburne.

### SPECIAL SALE

Silk Crepe Dresses at \$8.75, two for \$13.00. Hats, Felts and Dress Hats at \$1.98 and up.  
MRS. SHORE'S MILLINERY SHOPPE

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

Current history is moving fast and the Atwater Kent Radio gets it all! Powerful, far-reaching, pleasing tone, simplicity itself in operation. Let us demonstrate it to you. ORR'S TAILOR SHOP.

Mr. and Mrs. Harry Weldon of LaJunta, Colorado, are visiting Mr. and Mrs. John Whitsett. Mrs. Weldon and Mrs. Whitsett are sisters.

Dave McDonald spent Sunday in Amarillo with his parents.

### LAGOA!

Free Vaudeville at 8:00 p. m. Other Attractions  
JUMBO SCHOOL CARNIVAL  
Friday Night, November 2

The ladies of the First Christian Church will serve Chili, sandwiches and coffee election day in the Ellis-ton building, 220 Main Street.

Mr. and Mrs. Buford Farmer and baby of Plainview arrived Tuesday night to visit Mrs. E. F. Connell and other friends. Mr. Farmer returned home Wednesday, Mrs. Farmer remaining for a longer stay.

Mrs. A. D. Godwin returned Saturday from Amarillo where she had been for several weeks taking care of Mrs. Jack Lester and her son, Jack Edward.

Now they are whispering denials of the whispering campaign.

# STAR THEATRE

HEREFORD, TEXAS

### FRIDAY ONLY

OCTOBER 26

BILLIE DOVE

in

"THE NIGHT WATCH"

ALSO

"BUFFALO BILL'S LAST FIGHT"

Filmed in Technicolor

### Saturday Afternoon and Night

OCTOBER 27

HOOT GIBSON

in

"RIDIN' FOR FAME"

### Monday and Tuesday

OCTOBER 29-30

BEBE DANIELS

in

"SHE'S A SHEIK"

### MIDNIGHT MATINEE

OCTOBER 31

"RUNNING WILD"

with

W. C. FIELDS and MARY HEGAN

### Wednesday - Thursday

OCTOBER 31, NOVEMBER 1

"SHOWPEOPLE"

with

WILLIAM HAINES and MARION DAVIES

### Friday and Saturday

NOVEMBER 2-3

RICHARD BARTHELMESS

in

"THE PATENT LEATHER KID"

COMING:

MILTON SILLS

in

"THE CRASH"

ZANE GREY'S

"UNDER THE TONTO RIM"

TIME OF SHOWS:

Evenings ..... 7:00-8:45

Saturday Matinee ..... 2:00-3:30

Mr. and Mrs. Allen Powelson and daughter, Miss Norma, returned Sunday night from a trip to Taos and Thermo, New Mexico.

Follow Al Smith and Herb Hoover over the Atwater Kent Radio Mr. route! The most faithful reproduction of the human voice in existence. ORR'S TAILOR SHOP. 31-4f

Paul Guthrie left Sunday night for Chicago after a visit with his mother, Mrs. Grace Guthrie.

Don't forget the home made cookies at M System and Baker's Grocery. MRS. J. A. SPEER.

Jack Rogers, son of Mr. and Mrs. Fletcher Rogers, left Saturday for Fort Worth where he will enter a school of pharmacy.

### Have you seen the telebinocular?

Mrs. C. E. Spath, of Ende, New Mexico, and her daughter, Mrs. Carroll Compton of Memphis, Texas, arrived Sunday to be with Mrs. Spath's sister, Mrs. Ralph Barnett, who is very ill.

Coty's and Houbigant's perfumes and toilet waters for sale at the CLARK DRUG STORE.

### SPECIAL SALE

Silk Crepe Dresses at \$8.75, two for \$13.00. Hats, Felts and Dress Hats at \$1.98 and up.  
MRS. SHORE'S MILLINERY SHOPPE

The ladies of the First Christian Church will serve Chili, sandwiches and coffee election day in the Ellis-ton building, 220 Main Street.

Mrs. Barnard Hicks and baby returned Sunday from Arlington, Texas, where Mrs. Hicks was called by the illness of her mother. She reports her mother is much improved.

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

Mrs. Ollie McMinn of Abilene, Texas, arrived Monday to visit her sister, Mrs. Roger Johnson.

### ROLLS

Home-made, with potatoes and milk, by MRS. CARL COCKRELL. At the Groceteria.

Mr. and Mrs. W. E. Ball, who have been visiting their son, W. Frank Ball and family, left Tuesday for Silverton where they will visit before returning to their home in Missouri.

Ed Botts of Hereford was on the Kansas City market the past week with twenty-one calves, averaging 400 pounds, at \$13.50. Mr. Botts is one of the leading cattlemen of this community and always makes his cattle good. The sale was made by Martin Bros. & Lee, L. S. Commission Company.

We will sell you a Model 20 Atwater Kent Radio and Speaker for \$25.00. This is the biggest bargain ever offered in Hereford. Don't let some one beat you to it. ORR'S TAILOR SHOP.

# STAR THEATRE

Friday and Saturday

NOVEMBER 2 and 3



Richard Barthelmess in "The Patent Leather Kid"

let some one beat you to it. ORR'S TAILOR SHOP.

### MEETING OF MOTHERS CLUB.

The Mothers Club motored to the home of Mrs. Bob Higgins, Friday, October 9, where they held their regular meeting.

Interesting talks were given by Mrs. J. W. Spradley, leader, and Misses J. M. Gilliland and A. G. Bell. Delicious refreshments were served by Mrs. Higgins, assisted by Mrs. Rex Tynes.

It's time for Radio now. Put in new tubes and batteries and tune in. CLARK'S DRUG STORE has the tubes and batteries for sale.

Coty's and Houbigant's perfumes and toilet water for sale at the CLARK DRUG STORE.

### See the World Through the Telebinocular!

Mr. and Mrs. B. R. Anderson of Borger spent the week end in Hereford with Mrs. Anderson's parents, Mr. and Mrs. W. A. Ricketts.

A new shipment of Elizabeth Arden Toilet Goods at CLARK'S DRUG STORE.

Don't forget the home made cookies at M System and Baker's Grocery. MRS. J. A. SPEER.

Judge and Mrs. Owen Tipps and baby of Silverton spent several days here last week visiting relatives.

Mr. and Mrs. Joe Bowman and children spent the week end here with Mrs. Bowman's mother, Mrs. M. A. Fox.

Handtooled Cordovan Leather Goods at CLARK'S DRUG STORE.

Mr. and Mrs. Frank L. Daniels of Plainview spent Sunday with Mrs. Daniel's parents, Mr. and Mrs. I. O. Crosthwaite.

We will sell you a Model 20 Atwater Kent Radio and Speaker for \$25.00. This is the biggest bargain ever offered in Hereford. Don't let some one beat you to it. ORR'S TAILOR SHOP.

Mrs. Oscar Easley, Misses Dessie Mae Steele and Jeanette Rogers were Amarillo visitors Tuesday evening.

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

K. B. Mercer of Amarillo, district representative of the Chevrolet Company, spent Sunday and Monday here with the local Chevrolet dealers. While here he enjoyed a duck hunt with E. C. Everett.

We will sell you a Model 20 Atwater Kent Radio and Speaker for \$25.00. This is the biggest bargain ever offered in Hereford. Don't let some one beat you to it. ORR'S TAILOR SHOP.

### USE YOUR HEAD TO GET ON YOUR FEET

U.S. Thrifty



### COD Is Not A Fish

Certificates of Deposit are great institutions, and help one put his dough to work for short or irregular periods.

They are safe and draw a good percent of interest and are as good or better than the "long green" or the "hard round" in the pocket.

Certificates of Deposit help to build up your saving fund. Try 'em out.

### Western National Bank

"There Is No Substitute for Safety"

# Progressive News

Mrs. Howard Hershey and Mary Ella Hershey spent Saturday visiting Katherine Hershey who is attending college at Canyon.

Jim Brunley and family visited the McKinzie home Sunday.

Winona Blagg spent Saturday night with Ruth Parks.

Mr. Caldwell and family visited Mr. and Mrs. Cecil Hodges Sunday.

Oleta Reeves spent Sunday with Uva Vernon.

Mrs. W. C. Russell, Orin Russell and Clarence Perkins of Shenandoah, Iowa, and Miss Olive Perkins spent Thursday afternoon with Mrs. Henry Tiefel of Hereford.

Angie Jacobs visited Eunice Caldwell Saturday.

Mrs. Kate Carroll is visiting her daughter, Mrs. Sawyer.

The Literary Society will hold its first meeting at 8 o'clock Friday evening, October 26.

Burk Michael of Fort Worth spent a few days last week looking after his property in this neighborhood.

Singing program for October 28: Opening song, Mr. Ramsey. Song, Eunice Caldwell. Song, Howard Hershey. Duet, Misses Samuelson. Song, Mr. Garrett. Male quartet, arr Orin Russell. Song, Fred Caldwell. Song, Mary Ella Hershey. Gregory quartet. Ladies chorus, arr Mrs. Ramsey. Song, Lucile Parks. Men's chorus, arr Mr. Reeves. Benediction, Mr. Cockrell.

The World Congress of Cooks is now meeting in Paris. Evidently selected the city because of the rumor that many things over there were raw.

Born to Mr. and Mrs. Ben Sawyer, Thursday, October 18, a son.

Handtooled Cordovan Leather Goods at CLARK'S DRUG STORE. You will find any nationally advertised line of toilet articles at the CITY DRUG STORE.

Superintendent Dillehay advises The Brand that the name of Keith Guthrie was not among those on the honor roll published last week, although he was a distinguished student Keith was unable to take the examinations at the time, owing to the death of his father and but for this sad occurrence would have been among those on the roll.

Handtooled Cordovan Leather Goods at CLARK'S DRUG STORE.

It's time for Radio now. Put in new tubes and batteries and tune in. CLARK'S DRUG STORE has the tubes and batteries for sale.

# Too Late to Classify

BED ROOMS FOR RENT—Apply 204 Clement Avenue, phone 114-J. MRS. J. C. BURTON. 41-ttc

LOST—Pair shell-rim glasses Return to Ray's Jewelry Store and receive reward. MRS. A. O. THOMPSON. 41-1tp

FOR SALE—Majestic range, water tank and large heater, all in good condition. MRS. J. H. PITMAN. 41-4f

FOR SALE—A practically new Weber wagon; will hold 100 bushels of grain. See G. O. HUCKERT. 41-2tp

FOR SALE—One 50-foot lot, on pavement just east of Presbyterian church. MRS. J. A. SPEER. 41-1tc

FOR RENT—November 1st, two furnished housekeeping rooms. MRS. D. P. VAUGHN, Telephone 304. 41-1tp

FOR SALE—Number 12 Round Oak heater; good condition. See RAY BARBER, Hereford, Texas. 40-1tc

FOR SALE—Practically new Round Oak Range, No. 16. RAY BARBER. 40-1tp

FOR SALE—640 acres wheat land, located on Plains south of Tucumcari. Why rent when you can buy this piece of land cheaper than renting? Convenient to school, and also on mail route. If interested see J. T. CUNNINGHAM. 41-3tp

### SPECIAL SALE

Silk Crepe Dresses at \$8.75, two for \$13.00. Hats, Felts and Dress Hats at \$1.98 and up.  
MRS. SHORE'S MILLINERY SHOPPE

# Specials for Friday and Saturday

COFFEE, White Swan, cup and saucer, 3 lb ..... \$1.85  
COFFEE, White Swan, 1 lb ..... \$ .50  
COFFEE, Schillings, 2 lb ..... \$1.05  
OATS, Mothers, China box ..... \$ .34  
PEACHES, Dried, per lb ..... \$ 1.16

# THE GROCETERIA

# MARCELLING

PHONE 457  
YOUR WORK APPRECIATED

# MRS. SAM HUTSON

405 Roosevelt Avenue

# EAT MORE BREAD

- It is full of life-giving, tissue-building elements.
- Just try a loaf.
- For dessert, try some of our excellent pies cakes baked by Mrs. L. B. Broadus.
- Special orders carefully filled.

Save Your Bread Wrappers and Ask Us About Our Beautiful Premium Dolls.

# HEREFORD BAKERY

L. B. BROADUS, Proprietor

REAL, SURE ENOUGH

# CHICKEN SALAD SANDWICHES

JUST THE KIND YOU HAVE BEEN WAITING FOR

HOT CHOCOLATE, TOO!

# Corner Drug Store

## Two Big Cars New Furniture—

Unprecedented values in quality Furniture. Let us furnish your home and you will be happy.

## "Make Your Home Lovely—You'll Be Happier"

—Walnut Bedroom Suites at \$57.50, \$65.00, \$75.00, \$85.00 and \$95.00 for four pieces. Junior and Dining Room Suites in Walnut, priced at \$50.00, \$65.00, \$75.00, \$85.00 and \$95.00, six and eight pieces. All odd pieces at Special prices.



—The prettiest living room, bedroom and dining room suites and odd pieces we've ever displayed—and prices are really low.

—Home life certainly is satisfying amidst charming furniture.

See Your Home As Others Do

—Aval yourself of the unusual advantages for economy and selection offered by our store.

# E. B. Black Company

We Are Satisfied With Small Profits

# PANHANDLE LUMBER CO.

Our Aim—To Help Improve the Panhandle

Quality - Service - Courtesy

