

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 33.

Hereford, Deaf Smith County, Texas, Thursday, September 1, 1927.

Seth B. Holman, Publisher.

BRAND ANNOUNCES BIG \$5,000.00 OPPORTUNITY CLUB CAMPAIGN

SECOND BRICK BUILDING WITHIN TEN DAYS IS ANNOUNCED FOR MAIN STREET

A. H. ELLISTON WILL ERECT STRUCTURE ON PROPERTY NOW OCCUPIED BY GROCERY

Dimensions of New Building Announced As 31x90 Feet. L. W. Carlyle Store Forced to Move Until Operations Are Complete, But Will Reopen In Same Location; Work Begins in 30 Days.

Another new brick building for Main Street has been announced by A. H. Elliston, of the Elliston Land Company, who will erect a one-story structure on the site of his present building now occupied by the L. W. Carlyle Grocery.

Plans are completed, Mr. Elliston said, and the contract will be let some time within the next few days. Work is expected to commence in about two weeks.

According to Mr. Elliston, the building will be 31 x 90 feet. It will be furnished with the most up-to-date of fixtures. Mr. Carlyle announces that he will reopen as soon as the new building is completed. In the meantime, he has begun a huge removal sale to deplete his present stock in order that it may be moved more conveniently.

TAXES LEVIED

Rate of Seventy Cents on \$100.00 Valuation Fixed at Commissioners' Meeting as 1927 County Tax Rate. School District Rates.

County taxes for the year 1927 were fixed at a meeting of the County Commissioners held Monday, August 22, at a rate of 70 cents on the \$100 valuation. It was made known this week.

Distribution of this 70 cents will be made as follows: To the General Fund, 25c; to the Road and Bridge Fund, 15c; to the Court House fund, 12c; to the hospital fund, 12c; and to the jury fund, 6c.

Taxes on the schools, which are assessed separately from the regular taxes, were levied at the same meeting of the commissioners. An announced, taxes per \$100 valuation for the various districts will include:

Sumnerfield District, Number One, \$1.00; District No. Two, \$1.00; District No. Four, 50c; District No. Five, 50c; District No. Six, 50c; District No. Seven, 50c; District No. Eight, \$1.00.

THEY WILL OCCUR!

W. V. Hatley's Sale Date Stated Incorrectly in Last Issue. Editor Hutton to Apologize, Admitting, "Never Again!"

The exception is said to prove the rule. Likewise it often happens that an occasional error is necessary to show the vast proportion of accuracy in a newspaper's columns.

Because of a misunderstanding last week, The Brand announced that the Jersey sale to be held after tomorrow, Saturday, September 3, would be held last Saturday. W. V. Hatley is giving the sale which will be conducted by Ray Barber, auctioneer.

This falls automatically into the class commonly called "unforgivable mistakes." The Brand is sorry that it occurred, but is only too glad to learn from the comment that the newspaper is very thoroughly read, even including its mistakes.

Mr. Hatley's sale, then, will take place this Saturday.

New Cogdell Home Nearing Completion

The new brick duplex apartment owned by Mr. and Mrs. W. M. Cogdell of the Cordova Hotel, is nearing completion and will be ready for occupancy in the near future, Mrs. Cogdell said today.

The building, which is located at the corner of Sixth Street and Sampson Avenue, contains two separate apartments, each with four rooms and bath. Mr. and Mrs. Cogdell will occupy one of these apartments and the other will be occupied by Judge Kerr who will move here from Amarillo.

Mr. and Mrs. Cogdell announce that they retain the management of the hotel.

Dallas Concern Exhibits Pumps For Fire Engine

A number of Hereford people were present and many of them were liberally sprinkled with water at a demonstration of a new type of fire-engine pump which took place yesterday morning at the corner of Third and Main Streets.

The new pump, which was mounted on a specially built Reo truck, was being shown here by Dick Hedrick, representative of the Southern Fire Apparatus Company of Dallas. The demonstration was requested in order to determine the efficiency of such apparatus in the event of possible purchase of a similar pump for the fire-fighting equipment in this city.

According to Dow Mercer, fire chief, this type of pressure pump is very effective as its use does not depend upon the amount of pressure in the city water mains. Indeed, Mr. Mercer said, the pump is so arranged as to draw water from any receptacle, making it particularly valuable for use in rural districts where the city water mains do not reach.

"It should not be thought," Mr. Mercer said, "that the city is contemplating the purchase of the engine used in this demonstration. We were merely showing the city officials the merits of this system of water pump. In case a new fire engine is ever purchased here we shall expect to have it equipped with this apparatus."

Lengthy Illness Of R. F. Ferris Ends In Death

Anyone who has devoted himself to the service of his country to the extent that he has come to be recognized as an institution may be said to have filled his niche in the world very creditably. Such a man was R. F. Ferris, who died here Friday morning at the Hereford Sanitarium.

In a humble, but useful way, Mr. Ferris had served the people of this city in various capacities, and his loss will be keenly felt by his many friends.

Mr. Ferris was born May 8, 1904, in a rural community in Arkansas. From there he moved to Oklahoma, thence to New Mexico and finally to this city, about twelve years ago. He is survived by two daughters, Mrs. J. R. Higgins and Mrs. Leonard Davis; and two sons, Wayne and Albert, of Hereford, and W. A. Ferris, of Clovis, New Mexico.

Henderson Will Sell Poland China Hogs

J. M. Henderson will auction about thirty head of registered Poland China hogs and boars on Saturday, September 24th, at 1:00 p. m. at the Sales Pavilion in Hereford. This sale will come on the last day of the County Fair and it is expected a large crowd will attend, as a hog sale always brings a crowd. Col. W. S. Williams will be the auctioneer. Six head of these hogs will be shown in the Tri-State Fair at Amarillo the week before the auction.

ALL SCHOOLS CLASSIFIED AT MEETING

Board Groups County Rural Schools In Accordance With Act Passed by State Legislature.

Acting in accordance with new state legislation explained here some time ago by S. E. Clark, state supervisor of rural schools, the County Board of Education met in its annual session Saturday and classified the schools of the county.

The board, composed of R. H. Gough, G. P. Owen, J. K. Gray, S. G. Moore, V. T. Glenn and Judge Earl W. Wilson, was of the opinion that the schools should be classified in such a manner that no child under the tenth grade should be deprived of the privilege of attending any rural school on account of such classification.

According to Judge Wilson, secretary of the board: "Accredited schools do not recognize work done in the tenth and eleventh, and in some instances, ninth grades of the rural schools and for that reason the board classified each one of the schools of the county as elementary high schools with the privilege of teaching the eighth and ninth grades where the number of teachers will permit."

All pupils who will be in the tenth and eleventh grades will be transferred to some affiliated high school and the district from which they are transferred will pay their tuition, not to exceed \$5.00 per capita per month, Judge Wilson said.

"Parents of such pupils are asked to be sure and transfer their children to some suitable school teaching the tenth and eleventh grades," Judge Wilson stated. "I will be glad to give any additional information which parents may desire concerning the new classification."

Singing Meet Begins at Progressive Sept. 10th

The semi-annual session of the Deaf Smith County District of the Pleasant Singing Convention will be held at Progressive Saturday and Sunday, September 10 and 11. It was announced this morning by Mrs. C. C. Bowman. The program begins Saturday evening at 8:30 and will be followed by an all-day meeting Sunday, at which time luncheon will be served on the grounds.

According to Mrs. Bowman, quartets from Clovis and Lubbock will be present as well as many other well-known singers from Amarillo and other Panhandle cities.

Sunshine Bakery Moves To New Location Soon

Announcement that the Sunshine Bakery, located three doors south of the post office, will move to a new location in a short time was made this morning by C. G. Wall, manager.

According to Mr. Wall, the bakery will open in a new location in the Cardwell building in about two or three weeks. A new floor is being laid, walls are being repaired and repainted and other improvements are being made.

The capacity of the bakery will be materially increased in the new building, Mr. Wall said. He is planning to purchase a larger oven and more fixtures.

NEIGLER COMPLETES DEAL

More than 400 head of cattle were involved in a deal just completed this week between T. E. Seigler and T. L. Guseman of this city.

Mr. Seigler sold 115 yearlings at eight cents per pound and more than 300 cows with calves at \$80 the head. The yearlings will be delivered to the Meadows ranch near Amarillo.

County Club Boys Win Sixth Place In Contest

How three Deaf Smith county youths helped boost the reputation of this section of the Panhandle was made known recently when the winners of the boys' state livestock judging contest held at College Station was announced. The team for this county was composed of R. Purcell, R. Wolfe and G. Hartman.

The Deaf Smith county group took sixth place in competition with teams from nearly every county in Texas. Stock judged in this contest included fat steers, fat sheep, Hereford cows, Poland China pigs, Duroc Jersey barrows, Holstein and Jersey cows.

Post Office Is To Move Soon to Voge Bldg.

Removal of the Hereford post-office from its present location in the 200 block on Main Street to the Voge building in the block south will take place about the first of November, it was announced this morning by Postmaster J. A. Wear.

According to Mr. Wear, the new quarters will be outfitted with a complete set of new fixtures and equipment, giving this city a first class post office.

"We are not dissatisfied with the present location," Mr. Wear stated, "but we feel that in expanded quarters and with up-to-date equipment, we will be enabled to give even better service to the public."

A number of alterations are being made to accommodate the office in the Voge building. As soon as these are complete, which will probably be in about thirty days, the removal will be made.

JOIN LEAGUE

Chamber of Commerce Acts to Affiliate County With Anti-Theft Association at Amarillo.

Inclusion of Deaf Smith county in the five-county poultry Anti-Theft Association was discussed by County Agent R. O. Dunkle at the regular Chamber of Commerce luncheon meeting held Monday at the Cordova Hotel.

According to Mr. Dunkle, farmers in this region have lost more than a thousand chickens during the past three weeks. Other Panhandle counties have organized to fight this menace and Mr. Dunkle's opinion that it is high time Deaf Smith county began concerted action.

At present there is organized a five-county Anti-Theft group with headquarters at Amarillo. The organization has charge of marking the fowls in order that they may be recognized in case of theft, and it also offers a reward of \$100 for the arrest and conviction of the thief. A membership fee of only \$1.00 is charged, in addition to a small sum for marking materials and a tag.

Chamber of Commerce officers for the coming year were nominated by the nominating committee, composed of D. F. Ashbrook, T. E. Seigler, H. K. Fox, W. E. Dameron and C. G. Wall. The following were selected to serve on the board of directors: A. O. Thompson, G. A. F. Parker, George L. Muse, J. A. Pitman and G. W. Brumley. These names were accepted by the organization and the men will serve on the board of directors this year. Miles Robinson was elected financial secretary and E. W. Harrison was retained as chairman of the roads committee.

Mrs. Anna Mercer, formerly of Hereford and who came to this county in 1890, gave a short talk in which she expressed her approval of the many changes in Hereford since she left eight years ago. Mrs. Mercer is at present a resident of California.

A. M. Brownlee of Dimmitt was in Hereford on business Saturday.

CHRYSLER '62' SEDAN HEAD BIG LIST OF AWARDS GIVEN IN DRIVE FOR CIRCULATION

Race Begins At Once and Continues for Only Five Weeks; Ends October 15; Entry Lists Open Everyone Eligible. See Explanations in Advertisements in This Issue of The Brand. Get Busy.

COMPLETE PRIZE LIST

One Chrysler '62' Two-Door Sedan	\$1,310.00
One Diamond Ring	\$ 200.00
One Diamond Ring	\$ 50.00
One Ladies' Wrist Watch	\$ 25.00
Unlimited Cash Commissions.	

The Hereford Brand wants to double its circulation in Deaf Smith and adjoining counties.

And it's going to give away an automobile and several other handsome prizes to do it!

Presenting a glittering array of valuable awards, The Brand elsewhere in this issue announces the most stupendous automobile prize campaign ever inaugurated by any newspaper in this section of the State. The prizes—nearly \$5,000 worth—include a brand new and unused Chrysler '62' Two-Door Sedan, costing \$1,310.00, purchased from and on display at L. W. Hough's Hereford Chrysler agency; a \$200.00 diamond ring, at \$50.00 diamond ring and a \$25.00 ladies wrist watch, purchased from and on display at the Hereford Jewelry Company. The rings and the watch were personally selected by Mr. Ray, manager, and are guaranteed as absolutely full value.

Liberal Cash Commissions.

Word Received Here of W. R. Steckman Illness

W. R. Steckman, formerly part owner of The Brand, is lying critically ill in a Lubbock hospital, following an emergency operation for appendicitis, according to telephonic advices received here Wednesday night.

Mr. Steckman had been working at Station for the past month and was suddenly stricken Monday. An emergency operation was performed at Lubbock at ten o'clock Tuesday night. The appendix had burst and gangrene and peritonitis were well developed. Wednesday night physicians in charge said the patient was holding his own fairly well but that he was a very sick man.

Mr. and Mrs. Steckman's many local friends are greatly concerned about him and hoping for more cheering news every hour.

Local Church To Celebrate This Sunday

The spirit of good will, good fellowship and Christian unity, and of religious tolerance and progressiveness will hover over a gathering scheduled to be held next Sunday at noon at the lawn of the First Presbyterian church of Hereford. The occasion grows out of the second anniversary of the pastorate of the Rev. B. B. Ross, who began his local ministry just two years ago, coming here from Stephenville, Texas.

Rev. Ross has meant much to the church and to the community as a whole during these two years. The church has grown in numbers and in usefulness under his guidance. The city has been greatly benefited by the pastor's efforts in civic development work, through his staunch support of the better class of entertainment afforded by the Chautauqua, by his earnest work in behalf of the Boy Scout movement, and in all other endeavors intended for the development of better citizenship, community life and community happiness. His work in the rural churches has also been of noteworthy character.

Sunday's gathering is intended as a tribute to his flock to the sterling qualities of their leader. One of those bounteous meals which it seems good church women alone know how to plan, cook and serve, will be offered to those who attend. An anniversary sermon in keeping with the occasion will be delivered by Rev. Mr. Ross.

In addition to all these handsome awards, every non-prize winning participant will receive his share of the special fund—\$1,500 in cash which has been aside to pay cash commissions the rate of twenty per cent, that there can be no losers. Every body who takes part will receive something. It costs nothing to enter, nor will it cost anything late. Everything is free.

The Brand is not putting on a campaign as a money-making scheme in any sense, but is doing it solely for the purpose of bringing about a bigger and better newspaper, serving a bigger and better territory. Many more readers would now be subscribers. The Brand if they only had the opportunity to subscribe. No they are going to get it.

Instead of the old method of engaging an outside force of professional advertisers, The Brand is purchasing the wonderful prizes to be distributed among local people. It is believed, will accomplish more in building circulation in a few weeks time than a force of outsiders could do in a year. This is in no sense one of those time money grabbing contests full of technicalities and uncertainties, but rather a test of salesmanship ability, with rich rewards awaiting the most energetic a few weeks hence. It is a business proposition, worthy of the consideration of any man or woman in this county. Somebody is going to be \$1,310.00 richer—get busy now, and many others are too.

(Continued on Page Four)

Former Hereford Boy Visits Brother Here

Earl Gough, former Hereford boy and son of Judge L. Gough, arrived from Fort Worth Tuesday to visit his brother, Roy, at Rush Park, and his sister, Mrs. J. M. McConnell, of Dallas. M. Gough and Mrs. McConnell and her children left soon after his arrival here for a short vacation trip to New Mexico. Upon their return Mr. Gough will visit his brother and his father before the opening of John Tarleton College at Stephenville, where Mr. Gough teaches voice.

Earl was raised in Hereford and has many warm friends here. One time he was part owner of the Brand. For some time past he has maintained a studio in Ft. Worth where he teaches twice each week during the school terms, devoting the remainder of his time to work in John Tarleton College.

J. E. Brooks spent a few hours in Frisco Friday afternoon.



ENTER NOW TODAY!



Join the **OPPORTUNITY CLUB.** You'll Find It'll Pay!

It is with mingled pleasure and pride that the Hereford Brand announces a great Opportunity Club, which for liberality eclipses anything of the kind ever attempted in this section. The list of awards is headed by a Chrysler "62" Coach, followed by many other highly valuable awards, all to be distributed to readers and friends of this paper without one cent of cost to the recipient. All of these awards are to be given by this paper in return for a little effort, and the only consideration as to eligibility is that you reside in the prescribed

territory as outlined. Here is your opportunity to realize the ambition of years—to have a big car of your own, and it won't cost you a penny to become a member of the Opportunity Club or to compete in this wonderful campaign—now or any other time. Any person, man or woman, boy or girl, residing in the territory outlined can become a member of The Brand Opportunity Club without cost whatsoever and share in the distribution of these wonderful awards. Then when you have entered the Opportunity Club you will find it real fun

to gather the credits that will make you the fortunate owner of the big awards. The campaign opens today and closes Saturday, October 15th. This is no long-drawn out affair. You are not going to be compelled to wade through a long, wearisome campaign or kept in suspense. Just a short, snappy campaign and in a few short weeks you can be the owner of that marvelous Chrysler Coach or one of the other big awards. The sooner you get started the better your chance of success. The time to enter is NOW!

The Most You Can Win Is— A BRAND NEW CHRYSLER "62" COACH

JUST A PLEASANT, PROFITABLE OPPORTUNITY TO
TURN YOUR SPARE TIME INTO A BRAND NEW

Chrysler "62" Coach

A BRAND DISTRIBUTION BUILT ON BRAND PROGRESSIVENESS. IN KEEPING WITH ITS MARCH FORWARD, THE HERFORD BRAND TAKES THIS METHOD OF INCREASING ITS CIRCULATION SO IT MAY SERVE AND BUILD A BIGGER, BETTER HERFORD.

The Least You Can Win Is



Everybody Wins!

EVERY ACTIVE PARTICIPANT IS GUARANTEED A
SUM IN CASH OR A BIG PRIZE!

THERE WILL BE
NO LOSERS!

NOW

IS THE

Time to Enter

\$1,500 IN CASH

A special fund of \$1,500 in cash has been set aside to be distributed in the form of salaries among active non-prize winners on a 20 percent basis. Any candidate who remains active through the campaign, making a regular report, but fails to win one of the big prizes offered, will participate in this commission feature! Think of it! One-fifth of every new subscription you collect goes into your pocket if you fail to win a prize. This arrangement assures compensation to all candidates, and means there will be no losers in this race! Could anything be fairer or more liberal than this?

NOW

IS THE

TIME TO WIN

WHAT TO DO FIRST

1—Fill out your Entry Blank. As you know of several subscriptions you can get from your friends simply for the asking—then—

2—Fill out your first subscription blank and bring or mail both of these blanks to the Club Manager, The Brand Opportunity Club.

3—Stop in at The Hereford Brand office and talk it over.

ADDRESS ALL COMMUNICATIONS TO
OPPORTUNITY CLUB MANAGER

THE HERFORD BRAND

Hereford

Telephone 30.

Texas

My First Subscription

Good for 10,000 Extra Credits

Accompanied by the nomination blank and your first subscription, this coupon will start you in the race for those magnificent prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber

Address

Member's Name

BONUS CREDITS

Cash must accompany this coupon. When sent in with the Nomination Blank it will start you off with 12,000 credits.

My Entry Blank

The Hereford Brand's Opportunity Club

Date

To Club Manager, The Brand: Please enter as a member of
"THE OPPORTUNITY CLUB"

Name

Address

Phone

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a member. If so requested, the nominator's name will not be divulged. You may nominate yourself or some friend, if you wish, by simply filling out the blank and sending same to the Club Manager.

The Hereford Brand

PUBLISHED EVERY THURSDAY

OWNED BY E. HOLMAN

Also Publisher of

THE PRIMA STAR, PRIMA, TEXAS.

MRS. SETH B. HOLMAN
Managing Editor.

ELBERT W. SMITH Local Editor

VAN E. CURTIS Foreman

W. C. NIX Operator-Mechanic

DRE MITCHELL Floorman

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Year One, Six Months \$1.00
Outside Year 1, per year \$2.50
Six Months \$1.25
Three Months \$0.75
All Subscriptions Strictly In Advance.**Three Concerns
Furnish Covers
For Text Books**Thanks to three Hereford mer-
chants, students in the Independent
and rural school districts will be
able to keep their school books
looking like new this year. A ship-
ment of 10,000 attractive book**CHOPS**of your choice make an ap-
petizing dish for luncheon
or dinner. Easy to prepare
in a number of ways.**Texas
Meat
Market**

PHONE 333—WE DELIVER

covers has just been received and
every pupil will be given the nec-
essary number of covers for his
text books, with the compliments
of these concerns.The covers, which were manu-
factured by the Walraven Book
Cover Co., of Dallas, were pre-
sented to the school board through
the courtesy of the City Drug
Store, Streu's Hardware Company
and the Panhandle Lumber Com-
pany. Each cover carries the ad-
vertisement of one of these con-
cerns.There are two sizes of covers, one
about ten by sixteen inches for the
regular size texts and another
somewhat larger for use on the
geographies. The front side of
the cover is illustrated and carries
a number of health hints for the
students; the advertisement ap-
pears on the reverse side only.According to Judge Earl Wilson
secretary of the board of educa-
tion, school officials are most
grateful to the donors of these
covers, as they fill a very urgent
need in the schools.**Tulia Gas Line Ready
For Use In September**Another Plains city is enthusias-
tic over the installation of a new
system of gas lines. The laying
of mains is nearly finished in
Tulia and residents there expect
to be cooking with gas within two
weeks.Original plans called for the com-
pletion of the Tulia line by Octo-
ber, but rapid work has made the
new fuel available several weeks
earlier. At present the pipe line
itself is finished with the excep-
tion of a small stretch between
Happy and Tulia.**People of Tulia Form
Anti-Thief Association**Residents of Tulia have called
a general meeting of farmers and
others interested for September 10
at which time they plan to orga-
nize an Anti-Thief Association. Re-
ports of chicken stealing in Swish-
er county have become more fre-
quent lately and the citizens are
anxious to abate the evil.In addition to offering rewards
for the arrest and conviction of
suspected persons, the new orga-
nization will suggest that the farm-
ers mark their fowls and equip
their barns and buildings with
signs and warnings.**National Concern Builds
Creamery at Lubbock**One million, five hundred thou-
sand pounds of butter fat per year
will be the capacity of the new
creamery which Swift & Company,
of Chicago, are opening in Lub-
bock about the first of October,
according to an announcement inthe Southwestern Stockman-Farm-
er.E. W. Scott, who will have
charge of the new plant, expressed
himself as quite optimistic con-
cerning the future of the indus-
try in that vicinity. "We believe
that dairying is developing rapid-
ly around Lubbock," he said, "and
we hope that the location of a
creamery here will give it an even
greater impetus."**Several Fairs
Scheduled for
Texas Counties**Fair season is nearly here, and
beginning soon there will be a fair
some where in West Texas every
day in the month. Following is a
partial list of the more important
fairs scheduled for September and
early October in Western Texas:Deaf Smith County Free Fair,
Hereford, September 22-23-24.Tri-State Exposition, Amarillo,
September 11-17.West Texas Fair, Abilene, Sep-
tember 26 to October 1.Childress County Fair, Childress,
September 20-24.Crosby County Fair, Crosbyton,
September 15-17.Floyd County Fair, Floydada,
September 22-24.Panhandle-South Plains Fair,
Lubbock, September 27-October 1.All-West Texas Exposition, San
Angelo, September 16-24.Nolan County Fair, Sweetwater,
October 5-8.Hale County Fair, Plainview,
September 30, October 1.**Quitque Preparing
for Big Cotton Crop**Preparations are going forward
at a rapid rate for the handling
of a large cotton crop this year in
the vicinity of Quitque. Despite
the fact that the crop is about a
month late and that there is some
complaint of insects, a good yield
is expected.One of the three cotton gins in
that region has been destroyed by
fire since last year, so that the
burden of ginning more than 10,
000 bales will fall upon only two
gins this year.El Paso—Manager Homer D.
Wade has issued invitations to the
governor of two states and the
governor of Chihuahua, Mexico,
as well as other high officials of
Texas and New Mexico to at-
tend an international highway con-
ference in El Paso September 24,
the occasion of Col. Lindbergh's
visit to the Border City. The
prime purpose of the proposed
meeting is to co-ordinate better
the highways that lead from West
Texas to the Republic of Old Mex-
ico and to New Mexico.**Brand Announces
Opportunity Club**

(Continued from Page One.)

ing to be much richer, all in pro-
portion to the effort they have ex-
erted in gathering credits in the
Opportunity Club.**No Red Tape.**There is to be no red tape of
any kind connected with the Club.
Every prize is to be given free,
reward for honest effort in helping
to place The Brand in every worth-
while home and office in this and
the adjoining counties. Credits
and credits alone, will win. They
cannot be purchased, nor can they
be transferred. There is only one
way to get them, and that is
through new and renewal subscrip-
tions to The Brand among friends
and acquaintances. Subscriptions
win credits as per the schedule
published in the advertisements
elsewhere in this issue. For in-
stance, a year counts 5,000; two
years, 15,000, and three years 35,
000. In order that there can be no
"buying out," no subscriptions can
be taken for more than three
years. No life-time subscriptions
in The Brand's campaign.First highest number of credits
on October 15 wins the Chrysler.
Second highest wins the \$200 ring,
and so on down the line. A
straight-forward business proposi-
tion will bring splendid returns
for those who participate.Because of the splendid char-
acter of the prizes to be awarded,
together with The Brand's long-
standing reputation for fair and
honest dealing with the public, it
is expected that the campaign will
create considerable interest, not
only in Hereford, but in all the
surrounding towns and communi-
ties. It is believed that there will
be several entries right at the
start, as those who look at it from
a business standpoint will lose no
time in getting busy. The oppor-
tunity to earn as much as \$1,310
for only thirty-five days effort does
not come along very often. Hence,
those who want the big awards
should get in touch with the Op-
portunity Club Manager at the
Brand office immediately. Partici-
pants are expected everywhere,
as it makes no difference where
a club member lives so far as his
or her opportunities of winning are
concerned.**Official Judges.**The Brand positively guaran-
tees fair and equal treatment to
every club member who enters.
Every assistance will be given to
everyone. Full co-operation on the
part of The Brand and the Op-
portunity Club manager will be
forthcoming at all times. In the
end, the credits will be counted
by a committee of local business
and professional men who will
have no interest in the outcome
save to render a correct state-
ment of winners. Merit alone will
count.Club members may secure their
subscriptions ANYWHERE. There
is no limit to the territory what-
ever, nor are there any districts
or divisions. A Hereford club
member can go to Umlinger, and
an Umlinger participant may go
to Friona for credits. There are
no restrictions of any kind.For the convenience of Club
members, a supply of subscription
receipt books have been printed
and are now available at The
Brand office.All that is necessary to become
a full-fledged member of the club
is to fill out and mail or bring one
of the "Entry Blanks," good for
2,000 credits, to the Op-
portunity Club Manager at the Brand
office. There is no entry fee of
any kind charged. In order to as-
sist each and every energetic club
member to get a flying start, a
coupon good for 10,000 extra cred-
its, a copy of which also appears
elsewhere in this paper, may be
turned in with the FIRST sub-
scription a club member receives.
Thus, by bringing in the "Entry
Blank," "First Subscription Cou-
pon," and a year's subscription, a
club member can start right off
with a grand total of 17,000. It
figures up this way:Extra credits 2,000
First sub. credits 10,000
Regular credits, year sub. 5,000

Total 17,000

After that, credits will be issued
only according to the published
schedule. Also, only one entry
blank and one first subscription
coupon will be credited to any
club member.The entire campaign, from start
to finish, will be operated on a
purely business basis, with an
auditing system the equal for ac-
curacy of any bank in the country.**See Club Manager.**Entrants should get in touch
with the Opportunity Club Mana-
ger at once. Beginning Thursday,
he will be at the Brand office each
day from 9:00 a. m. until 8:00
p. m., and will assist club mem-
bers in getting started, furnishing
free subscription receipt books,
supplies, information, etc. The
telephone number of The Brand is
30. You can get full details over
the telephone if you wish, but the
best way is to come right down
to the office and have a pow-wow
with the Manager. Get everything
started right at the beginning.Be sure to bring your entry
blank with you. There is one intoday's paper. Hunt it up, clip it
out and bring it in. Nobody has
any credits yet, and your oppor-
tunity to win is just as good as the
other fellow's right now.**Enter Now.**Those who start first naturally
have the advantage. Remember the
old one about the early bird and
the worm. Be an early bird!**Now then—**

The shears—

The entry blank—

Honk! Honk!

Let's Go!

It cost New York \$50,000 to wel-
come Lindbergh home. We'll bet
Lindy would have settled for 25
cents on the dollar—and called it
a good bargain.Adapting an old saw to modern
uses we might say that "Fools
rush in where wise men wait for
a green light."

FOR QUICK JOB SERVICE SEE THE BRAND.

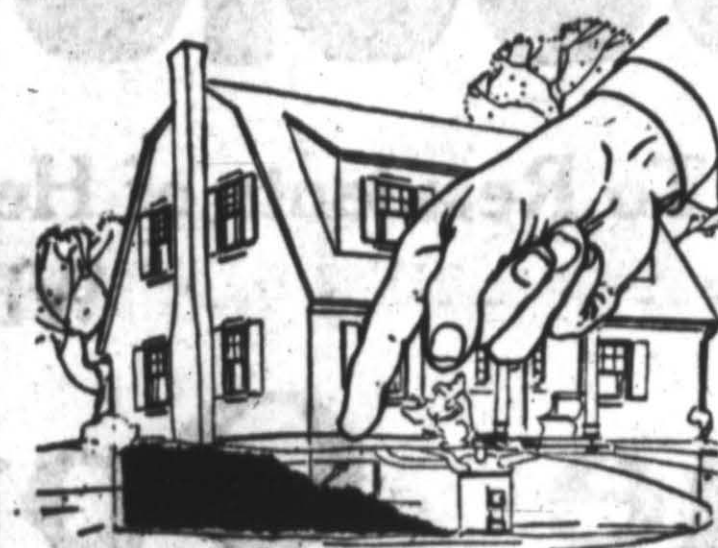
For Sale!

AT A BARGAIN

Frame building 22 x 60, now occupied by
Carlyle Grocery.

See Me At Once.

A. H. ELLISTON

A Satisfactory Heating CoalDiavolo Coal is one of the best
furnace Coals we have ever had.
It holds fire over-night, requiring
only a slight shaking in the morn-
ing to secure a good fire. We al-
so handle Nigger Head lump,
washed nut and Mutual lump coal.
Let Us Fill Your Bin NOW

PHONE 1

Jones & McLean

We Deliver

FARM AUCTION**Dispersion Sale**At my farm, located five miles due east of Ford school house, or six
miles west of Palo Duro church, on the George Combs farm, twelve
miles west of Wildorado, or twenty-five miles northeast of Hereford.**FRI., SEPT. 9th**SALE BEGINNING AT 10:20 A.M. LUNCH WILL BE SERVED
BY LADIES AID SOCIETY OF WILDORADO.**16 HEAD HORSES AND MARES**

- 1—Bay team, weight 2400.
- 1—Brown & gray team, wt. 2500.
- 1—Bay and gray team, wt. 2200.
- 1—Brown & gray team, wt. 2200.
- 1—Bay team, weight 2250.
- 1—Sorrel team, weight 2300.
- 6—Head good unmatched horses
and mares. These horses and
mares are all good ages, plenty
of size and well broke.

HOGS

- 3—Pure bred Duroc sows.
- 1—Poland China sow.
- 3—Duroc shoats, weight 160.
- 7—Poland China shoats, wt. 60.

MILK COWS.

- 2—Jersey cows, giving milk.
 - 1—Jersey cow, fresh soon.
 - 1—Jersey and Holstein cow, fresh
soon.
 - 1—Red cow, giving milk.
 - 1—Jersey and Hereford cow, fresh
soon.
 - 2—Coming 2-year-old heifers.
- These cows are all good milkers
and young.
- 2—Pure bred, non-registered bull
calves.

MACHINERY

- 1—Van Brunt wheat drill.
 - 1—P. & O. two-row go-devil.
 - 2—Slide go-devils.
 - 1—Two-row Emerson lister.
 - 1—P. & O. single row lister.
 - 1—John Deere triple disc plow.
 - 1—Single mole board plow.
 - 1—John Deere disc.
 - 1—Three-section harrow.
 - 1—McCormick row binder.
 - 2—Good wagons.
 - 1—Automobile trailer.
 - 1—1921 Ford touring car.
 - 1—No. 10 DeLaval separator.
 - 5—Gallons red paint.
 - 40—Pounds binding twine.
- Steel barrels, shovels, post hole
diggers, double tree forks, a lot of
smooth wire, and many other use-
ful articles too numerous to men-
tion.

HARNESS

- 4—Sets good leather harness.
- 2—Sets chain harness.
- Several sets of light harness.
- 10—Good work bridles.
- 3—Sets lines.
- 12—Leather collars.
- 1—Stock saddle.

MISCELLANEOUSoil stoves, 1 range cook stove,
Household goods, heating stove, 2 bachelor stove.PLEASE MAKE ARRANGEMENTS WITH YOUR BANKER, AS I
AM SELLING EVERYTHING FOR CASH.**W. B. BOWEN, Owner**

MR. O'NEIL, of Wildorado, Clerk. COL. RAY BARBER, Auctioneer.

**We Excel
Because We
Undersell**Summer or Winter, every day—six days a week you will always
find "M" System prices lowest on Quality Foods.**SPECIALS FOR THIS SATURDAY****DATES, 25c size 19c****COCOANUT**

1-4 pound 10c 1-2 pound 18c 1 pound 35c

TEA

Schillings 1-4 lb. 22c, 1-2 lb. 43c, 1 lb. 84c

3 lbs. COFFEE in Aluminum Stewer or Roaster \$1.39

3 lbs. COFFEE with cup and saucer \$1.39

2½ lbs. GRAHAM CRACKERS 43c

BANANAS, lb. 9c

REED'S M STORE

SAVES FOR THE NATION

PHONE 249

The Hereford Brand

Announces

\$5,000.00 IN AWARDS

To Residents of Hereford and the Surrounding Territory
Who Become Members of

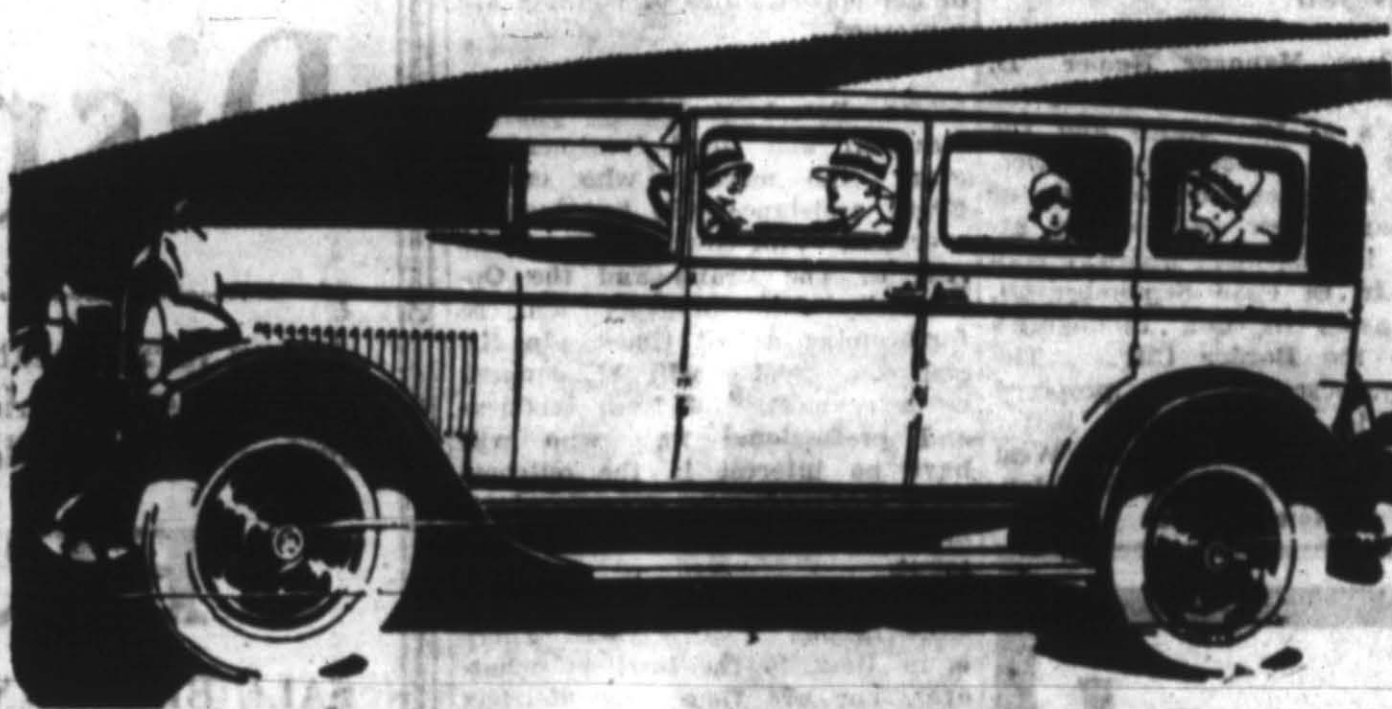
The Opportunity Club

Rules and Regulations

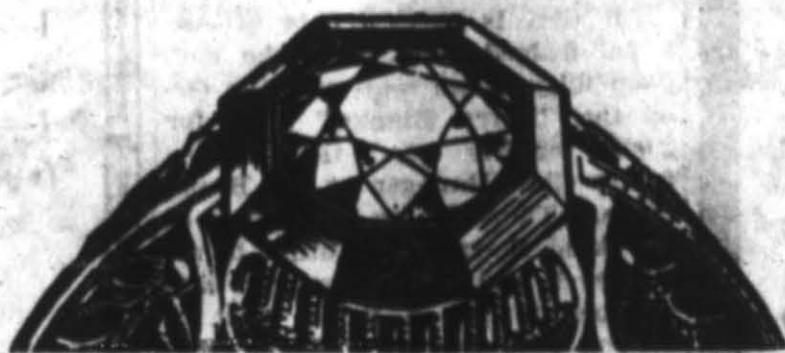
1. Any reputable man, woman or child residing in Hereford or surrounding territory is eligible to enter the Opportunity Club and compete for an award. Nominations may be made any time during the first three periods of the campaign.
2. No employee or blood relative of any employee of this paper is eligible to enter the Opportunity Club. The manager reserves the right to reject any nomination.
3. The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the paper.
4. Club members are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.
5. Cash must accompany all orders where credits are issued. There will be no exception to this rule. Club members are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued on both.
6. Credits are issued on subscriptions. They cost the subscriber nothing extra. Subscribers should ask for credits when paying their subscriptions.
7. Credits cannot be purchased. Every cent accepted through the Opportunity Club must represent subscriptions.
8. Credits are not transferable. Club members cannot withdraw in favor of others. Should a club member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the Club manager.
9. Any collusion on the part of club members to nullify competition, or any other combination, arrangement or effort, to the detriment of club members or this newspaper will not be tolerated. Any club member entering into, or taking part in such an agreement, arrangement, or effort, will forfeit all right to an award or commission.
10. Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the club member. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the date printed thereon.
11. In the event of a tie for any of the awards, awards identically alike will be made to members.
12. In case of typographical or other errors, it is understood that neither the publisher nor Club managers shall be held responsible, except for the necessary correction of same.
13. No statement, assertion, or promise, either written or verbal, made by any solicitor, agent or club member will be recognized by the publishers or the Club manager.
14. Every Club member is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.
15. Extensions of subscriptions will receive credits according to the schedule in effect when the first subscription was paid, except that no extension credit will be given in the final period.
16. It is distinctly understood and agreed that club members will be responsible for all money collected, and that they will remit such amount in full at frequent intervals or on demand of the club manager.
17. There will be several prizes awarded, besides a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY candidate becomes INACTIVE, failing to make a weekly cash report, he or she will, at the discretion of the management become disqualified and thereby forfeit all right to an award or commission.
18. The publishers guarantee fair and impartial treatment of all club members, but should any question arise the decision of the club manager will be absolute and final.
19. Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement.
20. The campaign opens today—Closing October 15.
21. All extra ballots will be issued at the close of each period.
22. All matter contained in this issue pertaining to the contest hereby becomes a part of the rules and regulations. The right is herewith reserved by the management and the publishers to amend, revise or add to these rules and regulations and also to offer extra or additional awards to club members for their efforts and to add advertising and job printing sales.

IN ACCEPTING NOMINATIONS CLUB MEMBERS AGREE TO ABIDE BY THE ABOVE RULES.

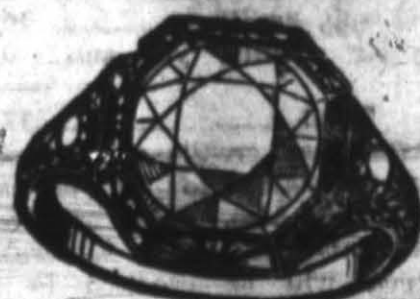
Grand Capital Award



1928 CHRYSLER "62" TWO-DOOR SEDAN
Purchased from and on display at
L. W. HOUGH, Dealer
Hereford, Texas



SECOND GRAND AWARD
\$200.00 DIAMOND RING
Purchased from and on display at
HEREFORD JEWELRY COMPANY
W. H. RAY, Manager



THIRD GRAND AWARD—\$85.00 DIAMOND RING
Purchased from and on display at
HEREFORD JEWELRY COMPANY
W. H. RAY, Manager



FOURTH GRAND AWARD
\$25.00 LADIES' WRIST WATCH
Purchased from and on display at
HEREFORD JEWELRY COMPANY

How Awards Will be Made

The grand capital award, a 1928 Chrysler "62" Coach, will be awarded to the Opportunity Club member who totals the greatest number of credits for the entire campaign.

After the winner of the Chrysler has been decided, a \$200.00 Diamond Ring will be awarded to the club member having the second highest total of credits.

An \$85.00 Diamond Ring will be awarded to the club member having the third highest total of credits.

After the winners of the diamond rings have been decided, a \$25.00 Wrist Watch will be awarded to the club member having the fourth highest total of credits.

TWENTY PER CENT CASH COMMISSION

Every Club member who remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time they start to work, and who fails to win one of the regular awards, will receive 20 per cent in cash for the gross amount of their new subscription sales.

EXTRA PRIZES

Extra prizes will be awarded from time to time during the various periods of the campaign for the best results and records made in each period. Watch for these.

HOW CREDITS ARE SECURED

Credits cannot be purchased, and they cannot be transferred. Once issued to a club member's credit, they cannot be given to another. This rule is imperative.

There are just two ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits.

The other method is through securing new and renewal paid-up subscriptions to The Hereford Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions.

How Subscriptions Count in Credits in the Campaign

The following scale shows the subscription rates, and the number of credits given according to the amount paid. In addition to the regular credits, 100,000 EXTRA CREDITS will be given for each \$20.00 turned in between now and 9:00 p. m., Saturday, September 24th.

Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randall, Castro, Bailey, Farmer and Oldham Counties, Texas, and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$25.00 per year to all other counties and states with the same schedule of credits as above.

From September 26 to October 1st a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From October 6th until October 8th a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From October 10th until October 13th a bonus of 60,000 extra credits will be issued for each \$20.00 turned in. During the last two days of the campaign, October 14th to 15th, a bonus of 25,000 extra credits will be given for each \$20.00 turned in.

Dimmitt Castro County News

Aug. 29.—C. C. Rey- wife, Mrs. S. C. Huckabay were in Amarillo Thurs- last week.

Tate and family were in to two days last week. to Mr. and Mrs. R. W. of Hart, last Friday night

Bessie Gill and Jackie are from Canyon. McCarly is here from Pam- ling her sister, Mrs. N. H.

Eula Mitchell and children Texas, are visiting her Oscar Ayers.

Buckmaster and Duck Bos- Sunday in Borger.

Shepard and son were in one day last week.

and Mrs. E. Terry and Mrs. Thomas and daughter of w, Elmer Stalcup of Lock- leasars and Mmes. Henry Dow Duree and Bill Webb

Webb and wife are from the Canyons Sunday. Webb and wife are from the Canyons Sunday.

Webster and daughter of na were here Saturday. R. B. Boren received a wire

Sunday stating that Mr. Boren was in the Santa Fe Hospital at To- peka, Kansas.

J. A. Maynard and wife spent the week-end with Lockney rela- tives.

Mr. and Mrs. H. H. Griffith of Lubbock, spent Saturday night with her sister, Mrs. R. B. Boren.

Nebraska relatives have been the guests of the Shepard brothers, re- turning home last week.

John Burgess and son were here from Happy Sunday, bringing S. B. Crawford home.

Erwin Hamilton and family of Hereford attended church services here Sunday.

W. H. Cauldwell has moved his shop to the new building next to the Huckabay Produce and has in- stalled electrical equipment.

C. C. Reynolds has moved his grocery stock to the west part of the Dimmitt Drug building.

People of Flag are making big plans for their picnic Saturday. A basket dinner will be served and speakers will be heard and amuse- ments that go with a picnic of this kind provided. Flag invites the entire Panhandle.

Jack Grady, of Doxey, Oklaho-

na, has bought the Star Grocery from Dow Duree and the family is now located here.

Mr. and Mrs. J. H. Flanagan and son were in Roswell last week.

The Camp Fire Girls spent last Friday night with Mrs. George Barnett, their assistant guardian.

Large crowds are attending the revival being conducted by Rev. O. M. Reynolds, of Abilene, and Foy H. Moody, of San Antonio.

Rev. Reynolds has been coming to Dimmitt for twelve years and has hosts of friends here.

Elsie, youngest daughter of Mr. and Mrs. J. R. Riley of Hart was taken to a Plainview sanitarium Saturday for medical treatment.

Flag News.

Preparations are being made for a picnic here next Saturday, Sep- tember 3. Several features of en- tertainment have been arranged.

A basket dinner will be served at the noon hour. Let everyone who will bring baskets, come and help us enjoy the day.

Farmers are busy preparing wheat land. A large acreage of wheat is planned.

Mrs. E. Dixon had as her guests last week her sister and husband, Mr. and Mrs. Harlan, of Graham.

Mr. Compton and family from Young county visited Mr. and Mrs. Birdwell last week.

Mr. and Mrs. Erwin Fulmer have as guests this week their mother, Mrs. Fulmer, and sister and family, Mrs. Music, of Wichi- ta Falls.

Mmes. Cecil Thomas, Birdwell, of Dimmitt, Birdwell of Flag spent Sunday afternoon with Mrs. Horace Ballow.

Cass Arms and family were din- ner guests of Mrs. W. T. Summer Sunday.

Several from here attended the ball game at Earth Sunday.

Cliff Ramsey was in Hereford Wednesday.

Mrs. Budie Birdwell of Dimmitt attended church here Sunday.

Mr. Wagley and family, Mr. and Mrs. Duran and Mr. Jordan of Cleo attended singing here Sunday night.

Mrs. Payne was shopping in Dimmitt Thursday.

Mr. and Mrs. Fulmer and Mr. and Mrs. Music visited in Amberst Saturday.

Mr. and Mrs. Dixon were dinner guests of Mr. and Mrs. Cliff Ram- sey Sunday.

LEVI'S WIN AGAIN AT CHEYENNE

San Francisco, Aug. 24.—Accord- ing to work received here, Earl

Thode of Belvidere, S. Dak., win- ner of the world's championship broncho riding contest at this year's Cheyenne Frontier Days,

wore Levi Strauss overalls all during the competition, and was wearing them when he made his championship ride in the finals.

Ninety-five per cent of the 200 men contestants at the Cheyenne show, and this includes riders and ropers, wore "Levi's."

Marfa—A baker shop is to be opened here by two young men of Osona, the new enterprise to start about September 10.

Sprowls-Cronin & Company

PRESENTS "VIRGINIA HART"

Washable Day-Time Frocks

\$1⁹⁵

THESE GARMENTS WILL BE ON SALE

Thurs., Fri., Sat.

SEPTEMBER 1st, 2nd, 3rd

WATCH OUR WINDOWS AND READ OUR ADS

The Finest Quality Material, Workman- ship, an Abundance of Style at a Very Low Price

Sold Exclusively in Hereford by



SPROWLS-CRONIN & CO.

THE TASTE THAT WINS YOU!

Your taste, rather than our words, is a better "convincer" of the quality of our choice Meats. So we suggest that you try one of our Tender, Flavoury Steaks or Roasts or a few of our delightful Chops for that next meal. Really, they're great.

School Time Is Almost Here!

Lunches will have to be planned. We have a complete line of cold meats and cheese that will make delicious sandwiches.

Palace Market

Creathwait & Sanders

Phone 293.

We Deliver

It May Not Be Cheapest But It Is BEST by Long Odds

We are speaking of McCormick-Deering binder twine. You may have used it, and if so you will want it again. We have a car of it moving and expect it any day. There is no other twine like it.

McCormick-Deering twine comes in 8-lb. balls, wrapped tight and they will not collapse. You can run every foot of it through your machine. There is absolutely no waste, and the uniform size of it, combined with the strength, causes a minimum of trouble with your knottor.

Now, we have seen some of the cheaper twine. We would like you to compare it with the McCormick-Deering. After look- ing at the cheap twine we do not wonder that a lot of trouble, due to the twine, is charged against the binder.

Binder twine can be bought just as wrapping twine or cord of any kind. You will find some of it good, and some of it bad. The market is flooded with a cheap grade and you can get it if you want it, but you will find the higher grade twine cheaper in the long run.

The price of McCormick-Deering is a little cheaper this year, but the same quality is there as heretofore. Do you sup-

pose that an inferior twine would be put out and recommended by the same people who manufacture the best machines that use twine? McCormick-Deering twine is the best twine that you can buy for International Harvester machines—or any other machines for that matter.



Crops are growing by leaps and bounds and it looks like they will win their race with Jack Frost. We confidently expect the biggest sorghum grain crop this country has ever produced. October 20 is the average date for a killing frost, figured through the last twenty years. The earliest frost was on October 6. This was in 1915. The next earliest was October 11. This was in 1917. Now if the weather man will give us the average date, we will come through in fine shape, notwithstanding there was very little planted before the tenth of June. Even if he sends a frost the first week in October, which isn't probable, according to the treatment he has given us heretofore, we will make some good crops and mature them.

At any rate we are not scared as much about the frost as we were the lack of rain in April and May.

But, do you need some twine?

R. B. R. IMPLEMENT COMPANY

HEREFORD

DIMMITT

CLASSIFIED

Wanted

WANTED—Students to room and board during school year. Boys only. MRS. ANNIE SAWYER, Second Street. 32-2tp

TRANSFER—Light hauling and delivery done quickly on short notice. Phone 116. Charges reasonable. ARCH CONKLIN. 10-1f

Lost and Found

LOST—Monday, August 15, a sunburst pearl pin. Finder please return to Brand office and receive reward. 33-1p

STRAYED—From J. J. Clayton farm, one Jersey yearling steer; has crop off left ear and bar on left hind leg. Call 197. 32-2tp

For Rent

FOR RENT—Three rooms, close in. Phone 424J. MRS. J. M. BOONE. 33-1tp

FOR RENT—Furnished or unfurnished rooms for light housekeeping, or single bed rooms. Modern, and located on pavement. Phone 220J or 32. 33-1f

FOR RENT—Furnished rooms for light housekeeping. MRS. E. J. WILLIAMS, One block north of High School. 32-1tp

FOR RENT—Bedroom for couple, close in. Phone 120J. 32-1f

FURNISHED rooms to rent, also bedroom. MRS. ED CONNELL. 32-1f

FOR RENT—Two furnished rooms for light housekeeping. MRS. J. D. THOMPSON. 31-3tp

FOR RENT—Modern five room apartment. See L. BASKIN, or phone 138. 29-1f

FOR RENT—Two unfurnished rooms. Phone 224. 28-1f

For Sale or Trade

FOR TRADE OR SALE—Twenty acres close in; in cultivation; clear of debt; will trade for house and lot in town. FRED MILLARD. 20-1f

For Sale

I am back in town with an increased stock of Watkins' preparations. O. E. LANCASTER, Corner Sixth and Schley Avenue. Wait for Watkins. 33-1tp

FOR SALE—One fourth section of choice Deaf Smith county wheat land. Liberal terms. Write Hunter L. Gray, 1414 West Street, Emporia, Kansas. 33-1p

We have three tractors and one-way plows ready to do work for the public. We guarantee to please you and will do work at customary price. For further information call by telephone, collect, J. G. EVANS at Happy, or see B. A. ATCHLEY, Summerfield. 33-1tp

FOR SALE—Easy terms on well improved 20-acre truck farm one miles west of Hereford, Texas. Address Box 395, or phone 138. 32-3p

BEST CASH OFFER buys lots 1 and 6, Block 17, Whitehead Addition, Hereford, Texas. F. A. ESTOCK, Owner, 500 Wing St., Glendale, Calif. 31-4f

FOR SALE—Two good row binders. Call L. H. SHORE, at 41. 31-1f

GENUINE Winter Barley seed, \$1.00 per bushel. See D. H. ALLMAN, 9 miles south of Hereford. 31-3tp

FOR SALE—My home on East Third Street, and some choice residence lots; good terms. ALVIN C. THOMPSON. 30-1f

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

President Coolidge, while in Yellowstone Park, saw the bears. He is now enroute East where he can see plenty of bulls.

HOMER K. FOX ANNOUNCES ENTIRE LIST OF OFFICIALS OF COUNTY FREE FAIR HERE

Men Heading Various Departments Are Experts In Their Field, Assuring Unqualified Success of Exhibition, Says General Superintendent. Exhibitors Urged to Make Arrangements Early.

With the appointment last week of the last of the superintendents of the various departments of the Deaf Smith County Free Fair, to be held here September 22, 23 and 24, plans for the Fair are assuming definite shape and the stage is being set to make this Fair second to none in this part of Texas, it was announced this week by Homer Fox, chairman of the Fair committee.

The following, with the departments which they will head, is a complete list of Fair officials, Mr. Fox said:

Homer Fox, general supt.
J. A. Pittman, assistant supt.
R. O. Dunkle, agriculture.
Berry Orr, dairy.
Roy Gough, Guernsey.
J. A. Parks, Jersey.
Lester Galley, Holstein.
S. O. Wilson, bull circle.
Dave McDonald, Herefords.
G. W. Brumley, hogs.
S. P. Rossos, implements.
H. K. Fox, automobiles.
W. D. Kelleher, Boys' and Girls' clubs.
C. W. Humble, entertainment.
Mrs. Edith Hughes, women's department.
N. C. Vogele, poultry.
J. T. Cronin, L. W. Carlyle, and L. LeGrand, merchants' booths.

According to Mr. Fox, everyone of these superintendents is an expert in his particular line and is well qualified to head his department. A meeting of the officials will probably be held some time during the latter part of this week.

The purpose of announcing officials now is to give exhibitors a chance to begin early to co-operate with those in charge in order to facilitate arrangements in every way and to avoid last minute confusion and delay.

What the Deaf Smith County Free Fair needs right now more than anything else to make it a success is plenty of word-of-mouth publicity, say the officials, and they urge that everyone in the county, regardless of whether he or she plans to take an active part in the Fair, talk over the event with friends and neighbors and help to bring out a record crowd when the Fair opens three weeks from today.

"GET SOMEWHERE QUICKLY, DO SOMETHING USEFUL"

Keynote of American Civilization, According to Walter P. Chrysler, One of the Foremost Motor Car Manufacturers.

The old adage about "haste making waste" may still be good in philosophical calculation, but "speed" is certainly the keynote in modern life and industrial practice, according to Walter P. Chrysler.

A signed interview published recently in Collier's Weekly by Jno B. Kennedy quotes at length opinions held on this and allied topics by the head of the Chrysler Corporation, one of the outstanding figures in the world of American enterprise—a man who has won the right to speak with authority on matters of transportation and manufacturing by personal experience in every phase of their operations, from a start as engine wiper at 10 cents an hour to building locomotives by the hundred and motor cars by the hundred thousand.

Mr. Chrysler defines speed to mean "quickness in getting somewhere to do something useful quickly." It is the pitch to which American civilization is keyed, he declares.

"Speed," he goes on to say, "elec-

vates living standards by promoting leisure. The use of all up-to-date ingenuities in time and labor saving improves private life quite as much as it improves business operations.

Speed a Synonym for Service.

"The best way to express the supremacy of speed in our civilization is—as a synonym for service.

"The American people are so progressive, move so swiftly and demand so much more in service today than they did yesterday, that the manufacturer who is on the crest of the wave must keep pace or become a back number in 12 months. If he does not anticipate the needs of his market actually to the extent of creating some of these needs, he is losing, even when he seems to be registering a gain."

How rapidly the automobile industry has moved in keeping pace with the nation's progress, Mr. Chrysler illustrates by pointing out that when he entered that business a production of 30 or 40 cars a day for a limited period in the annual rush period of about three months was regarded as satisfactory business.

Is There a Saturation Point?

"Now," he says, "in even the middle priced field, a plant is loafing if it doesn't produce from 500 to 700 cars a day, while the cheaper price fields exceed that productivity in ratio to their market prospects, which are, of course, wider than they ever were."

Naturally, this line of thought brings the motor car manufacturer to the much-discussed question whether a saturation point in automobile production is to be reached some time.

The question, he intimates, cannot be answered until somebody scientifically defines the saturation point. Growing population, increasing prosperity, intensive desire for the adventure of quick motion and its utility—all of these postpone any attempt to fix the saturation point, he says.

"Besides," he adds, "the American doctrine of the multi-car family is gaining ground, so that we are approaching a time when the one-garage home will become as obsolete as the no-garage house. This is the era of individual transportation."

"The 88 per cent of our motorists who live in what are called

non-urban communities are not bothered so much with the parking problem which has reached an acute stage in towns and cities of substantial size, yet they retain a keen and even a clamorous interest in the multiplication of highways.

"So the immediate problem is more and better highways. The United States Bureau of Standards can set the mixture for highways laid under any climatic or grade conditions, and these should be legally enforced.

"Our cities will be obliged to build double or triple deck motor roads for different classes of traffic.

"The pedestrian should have and will always have, the main levels. Walking, however, is now an exercise for pleasure or health, not a desirable or necessary means of locomotion."

Federal prohibition forces promise a big shake-up. Does this mean we are to have mixed drinks?

Queer Quirks in Human Destiny

By HARRY R. CALKINS
WNU Service

Revenge of Jenghis Kahn
IGNORANCE and treachery of a minor provincial governor caused the settlement in Europe of the unwelcome Turk and brought a threat of world conquest by Moslem hordes.

The "terrible Turk" did not migrate to Europe of his own free will—he was chased there. Early in the Thirteenth century, Jenghis Kahn, grandfather of Kublai Kahn, patron of the famous Marco Polo, having conquered northern China, and extended his realm even within the Great Wall, sent a message of peace to Mohammed the Shah, ruler of the Saracens, proposing trade relations. Mohammed replied in kind, but the first trading expedition, sent forth by Jenghis Kahn, was captured by a provincial governor and treacherously put to death. The khan's envoys, sent to demand the person of this governor, were brutally treated by Mohammed, and the great war was on.

Jenghis Kahn at that time possessed the most formidable army the world had known. It was launched against the far-flung empire of the shah and was victorious on all sides. Two battalions, moving swiftly through the west, threw a great horde of Ottoman Turks into Europe, from whence they dared not return for fear of the mighty khan's terrible warriors. This was the beginning of the Turk's residence in Europe.

In 1222 the Tartar hosts returned to Europe and again found occasion to combine conquest with vengeance. This time the Russians slew envoys sent to them by the khan's commanders. The Mongols swept everything before them to the border of Poland, which became the western boundary of the Khan's empire. Ten years later the son of Jenghis Kahn sought to extend his empire in Europe and Pope Innocent IV called on all the nations of Christendom to rise against the apparently invincible war machine of the khan. The Mongol emperor's death intervened to save Europe.

Amarillo Site Selected For New College

Location of the Amarillo College on the North side site donated by Mayor Lee Blvin and associates was determined upon Wednesday at a meeting of the committee in charge of securing a location, according to G. A. F. Parker of Hereford, a member of the committee.

According to Mr. Parker, the college is particularly fortunate in the selection of this site as it means that the school is owner of 700 acres of land, in fee simple, and clear of all incumbrances. A paved street is to go past the college and connections will be made for lights, gas and water. In addition, the people of Amarillo have agreed to raise \$200,000 for the construction of an administration building.

The entire 700 acres will be landscaped by competent artists and 280 acres will be platted and offered for sale as residence lots. Half of the proceeds of this sale will be used in the construction of a \$300,000 dormitory and the other half will be used toward the endowment fund.

At a banquet given in Amarillo Tuesday night by the leaders of the enterprise it was made clear that the city of Amarillo is now united in its efforts to make a college there of which Texas will be proud, and that everyone would work for which ever location was selected by the committee.

The commission feels that this great work will be put over in good shape. Mr. Parker said, and the college may be expected to open in September of next year.

CARD OF THANKS.

On behalf of my brothers and sisters and myself, I wish to express my thanks for the kindness shown us by our many friends during the illness and recent death of our father, Mr. R. F. Ferris.
ALBERT FERRIS.

CARD OF THANKS.

We wish to take this opportunity to express our appreciation of the kindnesses shown us by friends during the illness of our son and brother, George Suggs.
Mr. and Mrs. G. M. Suggs.
Mr. and Mrs. J. R. Lipcomb.

Try a Want Ad in THE BRAND.

BACK FROM CANYON.

Hereford students who have been enrolled this summer in the summer session of the W. T. S. T. C. returned home Friday night. Twelve young people from this city have been attending the Canyon school this summer, one of the smallest groups from here in

Those who have been students there this summer include Miss Thelma Tynes, Pauline Wilson, Vincol Brumley, Nola Brumley, Kathleen Hawkins, Frances Wilson, Agnes Elliston, Mary Brailly, La Verne Baker and Carolyn Sherman and William Parker.

Quick Job Service at The Brand



ARTISTIC—COMFORTABLE

While you are building—it might as well be the beautiful and artistic—especially if it costs no more. This is equally true, even though it be only repairs and improvements to the home place.

Hereford has passed the era of building "just abodes." Hereford has caught a bit of the old world spirit of making its homes an artistic place in which to live—or, a place pleasing to the eye as well as comfortable.

We have building plans, which we furnish without extra cost to our customers, that combine the artistic, the practical and economy in construction.

No matter what you want to build or repair, nor, no matter what materials you may need, we can supply them at a price as low as can be found anywhere. Give us a trial.

KEMP LUMBER COMPANY

Sales Prove Public's Admiration for Fleet New Dodge

Fastest Four in America

\$875

FULL FACTORY EQUIPMENT—4-DOOR SEDAN (NOT A COACH)

26,000 new Dodge Fours sold in less than seven weeks!

Thousands of orders still unfilled!

And with good reason!

At a time when speed is a paramount consideration with every motorist, here is a mile-a-minute performer—the fastest Four in America!

At a time when curbs and streets are packed and jammed with vehicles, here's a big, roomy car SO EXPERTLY DESIGNED that it will fit into 17½ feet of curb space and turn round in a 38-foot street!

And when were snappy pick-up and get-away more universally required and desired? This brilliant new Four steps from zero to 25 miles an hour thru gears—in less than 7 seconds!

Longest springbase under a thousand dollars, too—its comfort already lauded by hundreds of coast-to-coast tourists!

The lowest priced Sedan ever sold by Dodge Brothers.

Ask about our special time-payment arrangement—exceptionally generous.

BEAVERS BROS., Hereford, Texas

DODGE BROTHERS, INC.

For Cash Only

Beginning today, Sep. 1st, we will sell for CASH ONLY. We will deliver orders for groceries amounting to \$2.00 and over.

R & F CASH GROCERY

R. F. ROGERS

PHONE 293

J. B. FRANCE

REMOVAL SALE!!

Building operations require our hasty removal from our present location. Beginning today, September 1, and for the next two weeks we will offer our entire stock at greatly reduced prices.

We are going to make our prices so attractive during this sale that we will be able to move our stock in a very short time.

THIS SALE WILL BE CONDUCTED UNDER OUR
NEW "STRICTLY CASH" POLICY

L. W. Carlyle Grocery

HEREFORD, TEXAS

PHONE 164

Real Dramatic Treat Promised Hereford Patrons by Producers of "The Little Clodhopper"

Hereford theatre-goers have a real dramatic treat in store. Something new, something novel in the way of play attractions, with just a touch of melodrama and exactly the right amount of comedy.

These and many more are the lavish promises of members of the Wide-Awake class of the Presbyterian church, who are presenting a three-act play, "The Little Clodhopper," Friday night, September 2, at the high school auditorium.

Who ever it was who said that women can't keep a secret had certainly never met any of these energetic young ladies who are preparing to give what they will say will be one of the best performances ever witnessed in this city.

"What?" exclaimed one of their

number when pressed for details concerning tomorrow night's production. "Tell you what it's all about? Listen, friend, we like you and all that, but just the same we're not giving away any trade secrets. There's just one way to find out about our play—come and see for yourself."

That was that. Not another word, pro or con or what-have-you could be pried from any of them. Only by the greatest of efforts could they even be persuaded to give the name of their attraction, "The Little Clodhopper."

Friday night, Sept. 2, at 8:15, at the high school auditorium, the mystery of "The Little Clodhopper" will be solved. Come and see what it's all about, urge the girls—and how!

Commander Byrd's determination to now fly over the South Pole, having already breezed over the North, gives him the honor of picking the toughest detours.

The dancing masters of America decide that the Dixie Stomp is to replace the Black Bottom this winter. Which news does not sound very encouraging for the family down stairs.

A pedestrian is a logical prospect for automobile insurance.

Wood With Two Wooden Legs Fined for Speeding

Ukiah, Calif.—The "crooked man" of Mother Goose fame found a worthy second in a man named Wood, who "stepped on the gas" on a wooden bridge near Hopland and, although he had two wooden legs, was making 51 miles an hour when overhauled by Officer Ryder. When taken before Judge Clendenin at Hopland he gave his name as E. A. Wood and his residence as Oakland. He paid a \$10 fine.

Classes Begin September 12, Dillehay Says

"Regular class work in all the grades will begin Monday, September 12," it was announced today by Superintendent C. H. Dillehay, of the Hereford public schools. "An effort is being made this year to complete enrollment in all grades and departments by Friday of next week in order that the week-end may be used for the necessary readjustments, desk changes, and so on."

According to Superintendent Dillehay, a large number of high school students have taken advantage of the opportunity to enroll early to avoid last minute confusion and delay. Enrollment has been going on during the entire past week.

The order of enrollment will be as follows, Mr. Dillehay said: High school juniors and seniors, Friday morning, September 9th, 8:00 a. m. to 3:00 p. m.; and freshmen from 3:00 p. m. to 5:00 that afternoon. Students in the departmental grades, beginning with the sixth, will report at the high school building on Friday at 9:00 a. m. Fifth grade pupils will report at the Central school at eight o'clock and all others will be expected at nine.

Children coming to Hereford from other schools should present a statement from the school previously attended. Mr. Dillehay said which will show their credits in the former high school. For the grade pupils, promotion cards are sufficient. All pupils from other schools are required to have a cancelled book card from their previous school before they can be issued books furnished by the state.

Because of some possible misunderstanding that may arise, Mr. Dillehay has announced that the fee for the purchase of glee club music for the entire year is \$1.00, to be paid at the beginning of the year. Other school fees are paid

by the month except the classic fee. A high school boy's glee club will be organized if as many as fifteen boys want it and can arrange their schedule for it.

A TRIP TO COLLEGE STATION

BY ELIZABETH CHAPMAN
A Deaf Smith County Club Girl, at Farmers' Short Course, Adrian, Deaf Smith County, Texas.

We arrived at College Station about four o'clock July 24.

Monday from 8 to 9 o'clock we met at Gulon Hall where we met each morning at the same hour. The next meeting was at the Assembly Hall, where we had the formal opening of the short course from 10 to 11:30 a. m. and the organization of girls in groups at dormitories. Here we were lined up and numbered and given our section numbers.

where to get in line. After dinner from 2 to 3:15 Section B, which I was in, met at Assembly Hall and listened to Miss Maudie Horton lecture on Planning the Week's Work. From 3:15 to 4:30 we met at Room 32, Physics Building, where we listened to Mrs. Bernice Taylor. She spoke on Attractive Rugs and How to Make Them. She showed some of the new designs.

Tuesday we met at Gulon Hall for inspirational meeting and then went to Assembly Hall where Miss Bess Edwards spoke on Music in the Home. We sang songs. We remained in this hall and heard Dr. Jessie Whitacre lecture on Education: The Appetite. After this we marched to Room 32 Physics building and heard Dr. W. Lee Austin lecture on Two Feet of Happiness. Remaining we listened to Mrs. Elizabeth Temple lecture on "Pay It With Poultry."

Wednesday we assembled at Gulon Hall for the inspirational meeting and then marched to Assembly Hall where we listened to Miss Susan Landon talk on Farm and Home Life in Denmark. She also showed some moving pictures of farm homes there. We went to the Y Parlor where we heard W. H. Thomas talk on Books, a Wholesome Recreation. In the afternoon we went to Assembly Hall where we had a contest of What Our Group Can Do. Miss Altee Smith arranged the program. Next we went to Y Chapel and heard Miss Mary Stuart Taylor talk on Friendly Groups of Furnishings.

Thursday we met at Gulon Hall for the inspirational meeting and then marched to Assembly Hall where we saw the birds who were in the 4-H appropriate dress contest judged. After this we went to Room 32 Physics Building and listened to Mrs. B. W. Reid on Our Bird Friends of Texas. In the afternoon we went to the Y Chapel and listened to Miss Ella Bandelin talk on Personal Hygiene. Next we went to the Y Parlor and listened to Mrs. L. P. Chamberlin talk on How to Enjoy Pictures.

Friday, we went to first floor Chemistry Building and listened to R. E. Watson talk on Making Old Fabrics New. He showed how to dye with dyes and how to design with pastel paints. We then assembled at Y Parlor and heard Miss Iva Whitaker talk on An Hour With Books and Magazines. We then went to the Chemistry Building and listened to Mrs. E. R. Beekham talk on Believing in Electricity to the Home. Next we went

to Y Chapel and listened to Miss Helen Swift talk on How to Entertain. At 8 o'clock Friday night we assembled at Gulon Hall and heard C. S. Evans announce the winners in various projects. After this meeting we departed for home and it was sad to leave all our new friends, but we had to leave of course.

Few club members realize the importance of the organization in which they belong. If boys and girls only knew what club work would mean to them I know more of them would join.

I want to thank the business men of Hereford for making it possible for me to make this trip also R. O. Dunkle and the club boys and girls who went with me for the pleasures they gave me.

For Quick Service in the Job Printing Line, See THE BRAND

Boardmans Announce Marriage of Daughter

Mr. and Mrs. Herbert H. Boardman, of Hereford, announce the marriage of their daughter, Dorothy Gertrude, to Leven B. Gray, of Dayton, Ohio. The marriage will take place tomorrow evening at 8:30, at the First Presbyterian Church.

The groom and his best man, Thomas E. Jervis, of Cincinnati, Ohio, arrived in this city Tuesday evening and relatives and friends have been coming in all this week. Miss Anita Boardman, of Bennington, Kansas, who will be maid of honor, arrived Monday morning to visit at the home of Mr. and Mrs. Boardman. She is a cousin of the bride.

Mr. and Mrs. B. H. Olsen, of Minneapolis, Kansas, and Mr. and Mrs. Will Boardman and Mr. Will Lash, all of Bennington, Kansas, arrived Wednesday evening. Dr. and Mrs. L. B. Gray, of Ferris, Texas, parents of the groom, arrived today.

Following their marriage, Mr. and Mrs. Gray will make their home at Dayton, Ohio.

Gov. Peay, of Tennessee, is told that the lost geologist in Nick-a-Jack cave was a publicity stunt for a new highway. We'd say tunnel.

Banks Complaining of Blank Check Wasting

Too liberal use of the free blank checks and other forms furnished by the banks of this city has led at last to an organized protest by the bankers.

According to officials of the Western National, First National and First State Banks, customers have fallen into the habit of using check blanks for scratch paper. Not only does this result in an unsightly littering of the floors, but the amount of money wasted in this way runs up to a considerable sum in the course of a year's time.

In an announcement carried elsewhere in this issue, the bankers have called attention to the prevalence of this undesirable practice and request that patrons of the banks use the checks for checking purposes only.

His Specialty.

Manager—"You're the slowest boy we've ever had. Aren't you quick at anything?"

Boy—"Yes, sir, nobody can get tired as quickly as I can."

The Urge Explained.

Actor—"Did you notice how I moved the audience last night?"
Producer—"Moved is no word for it. It was little short of a stampede when you got on."

Enforce Politeness in Manila Traffic Force

Manila.—Traffic policemen here do not run offending motorists.

They are instructed by Chief of Police John Green, an American, that it is their duty to keep traffic moving, but that berating offending motorists is not one of their functions. Consequently, minor offenders are halted and given a "short, kindly talk." More serious offenders say "good morning" to a judge.

Traffic moves more by precedent than by regulation, but it is only the new arrival, usually an American, who becomes impatient. Precedent is based on custom and, in turn, custom is largely based on the laws of nature.

But the natives are not impatient and the natty dressed traffic officers keep things moving with seldom a traffic jam.

DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 92 Hereford, Texas.
Second Floor Lambert-Backner Building.
FREE CONSULTATION AND ANALYSIS.

SPECIALS

Saturday, Sept. 3

Vanilla Wafers, per pound 19c
Cakes, assorted 29c
Flour, Belle of Vernon, 48 pounds \$2.30

WE DELIVER
We Give Gold Bond Stamps

THE GROCETERIA

Across from Star Theatre. Phone 31

The West Texas State Teachers' College

Canyon, Texas.
Eighteenth Annual Session
opens September 22.

A class "A" College offering
work leading to B. A. and B. S. degrees.

A faculty of seventy men and
women, each an expert in his
field.

A \$1,000,000 plant to which a
\$300,000 education building is
now being added and which
includes:

Dormitories for 200 women,
Laboratories for Sciences,
Extensive Library.

Two gymnasiums and a swimming pool.

The Oldest College in North-
west Texas dedicated to the
preparation of young men and
women for successful professional
life and Christian citizenship.

For catalog and full information
write,
D. A. SHIRLEY, Registrar.

AUCTIONEER

W. S. WILLIAMS

Hereford, Texas

Service and Satisfaction
Is My Motto

We Are Selling

Bran	\$1.70
Shorts	\$2.10
Meal	\$2.25
Oats	\$.65
Salt, per block	\$.40
Best Colorado lump coal	\$12.50
Best Colorado nut coal	\$11.00

These prices hold good every day in the week, subject to market changes.

West Texas Feed & Seed Co.
Phone 265 We Deliver

I am a filthy fly!

I should be killed!
Bee Brand Powder or Liquid kills Flies, Fleas, Mosquitoes, Roaches, Ants, Water Bugs, Bed Bugs, Moths, Crickets, Poultry Lice and many other insects.

Powder 10c and 50c
Liquid 50c and \$1.00
Spray Gun 35c

Write for free booklet on killing house and garden insects.
McCormick & Co., Baltimore, Md.

Bee Brand
INSECT
POWDER
LIQUID

FAIRBANKS MORSE
Home Light Plant



DUNLAP & SON
HEREFORD, TEXAS

FOR OVER 200 YEARS

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

GOLD MEDAL
HAARLEM OIL

correct internal troubles, eliminate vital organs. Three sizes. All druggists. Insist on the original genuine Gold Medal.

Plan Now to Attend The **Amarillo Tri-State Fair** Sept. 11th to 17th Inclusive

IT'S YOUR FAIR! — BE THERE!

Bigger and Better Than Ever Before!

2 DAYS OF AUTO RACES 2 FOOT BALL GAMES 2

Marvelous Government Agricultural and Dairy Exhibit.

7 DAYS OF Grandstand Attractions 7 Interesting Government Old Stamps and Coin Exhibit!

ERNIE YOUNG'S REVUE OF 80 PEOPLE

7 Days Spectacular Midway Attractions 7 7 Nights of Fireworks Display 7

BAND CONCERTS DAILY!

Declare a Holiday!

On the days designated for your community and attend the Fairhand's greatest event in years!

Arney News Items

Frank Davis was in Amarillo Tuesday.
Harry Scowin and wife visited her parents Mr. and Mrs. John Hendrix Wednesday.
Friends will regret to learn that Mrs. Ray Cole has been suffering an attack of appendicitis.
J. E. Davis and family have moved to their place near Umbarger. Mr. Bratcher and family moved to the old Davis place. Mr. Wilson and family moved to the Bratcher place.
Will Graham and son of Quitaque were at their ranch Tuesday. Mr. and Mrs. H. E. Ferguson were in Tulla Tuesday.
Mr. and Mrs. Burl Wigginton will teach here the coming term and moved here last week.
Claud Fox went to Dallas last Thursday, taking Mr. and Mrs. John Hendrix. Mrs. Hendrix will undergo an operation.
J. E. Boyd visited the Tipton home Sunday.
Mrs. G. R. Ward and son were here Tuesday.
Mr. Tipton is building a new garage.
Bill Hendrix spent Monday in the Claude Fox home.
A good rain fell here Wednesday night.
Chas. Cox was in Hereford on Wednesday.
H. E. Ferguson was in Amarillo Tuesday.
Ray Cole was in Tulla Friday of last week.
John Campbell spent Saturday night and Sunday with Ross Campbell.
Thomas and Ollie Boyd were visitors in the John Hammon home Tuesday.
Chas. Cox and family spent last Tuesday in the Ray Cole home.
Mrs. L. G. Hutson and daughter, Mrs. M. Burks visited in the Claud Fox home Thursday.
A number from this community went picnicking Sunday.

News from Bethel.

Mr. and Mrs. Earl Lust celebrated their tenth wedding anniversary last Sunday and the community was invited to eat dinner with them at the home of Mr. and Mrs. Vern Lust. All brought a dish and the usual good dinner. Mr. and Mrs. Lust received a number of nice gifts, including a set of silver soup spoons presented by the community.
The Embroidery Club met last Friday with Mrs. Callie Benton. Mrs. Frank Crawford will be the next hostess on August 31.
Mrs. K. Roberts has been enjoying a visit from her niece and other relatives from Vega.
Mrs. Ed Smith, Leland and Evelyn ate supper with the Ham Lambert family recently.
Mrs. K. Roberts entertained her Sunday school class Friday afternoon with a regular party. Refreshments of ice cream cones were served.
Miss Geneva Crawford has returned from a visit to various Texas points.
Miss Evelyn and Leland Smith attended the encampment at Cota Canyon Sunday.
Mrs. Crawford and children visited the Pennington home.
Bethel Sunday school has an enrollment of 61, a regular attendance of 40, and the young peoples class has 17.
Sunday night church was postponed and we had singing instead.
Max Brownlee and family of Dimmitt attended the Lust dinner Sunday.
Mrs. Earl Lust renewed her Brand subscription this week.
Mrs. Clayton Williams and children, who were in Hereford Thursday, visited the Pennington home.
Mrs. Hines of Paris arrived Friday to visit her daughter, Mrs. A. Haberer.
Herman Haberer and family have returned from a fishing trip to Sweetwater country.
Will Wyer and wife, Mrs. Stiles, Alfred Scott and family, Jay Wyer of Muleshoe last Sunday.
Charlie, Elmer and Milton Finley were in Floydada Sunday.
Big Square's annual picnic held Friday was good. All brought dinner. The noon program was well worth attending. Various races and contests were held.
Work on the school house is completed making it suitable for two teachers. The teacherage is almost finished and school will likely start September 5.
Mrs. A. C. Haberer, Hines, Alfred Scott, Glenn Stiles, Ham Lambert and Emerson Wyer cleaned up the school house Friday.
Mrs. Ed Smith and family attended Big Square picnic and spent the evening in the Lambert home.
Mr. and Mrs. Will Wyer and Emerson Wyer transacted business in Hereford Thursday.
Recruiting Officer—"What we want is men with convictions, and where shall we find them?"
Voice—"In prison."

THE "Palmer" GARMENT

Have you seen those beautiful fur-trimmed Coats we are showing?

All the new shades for Fall in both plain and sport Coats; all have beautiful fur trimming. Range in price from \$17.50 to \$75.00. A new shipment just received this week including new Silk and Jersey Dresses. It will be a pleasure to show them.

FOX MERCANTILE CO.

Specials Fri., Sat., Mon.

10 Yards Bleached Domestic for -- \$1.00
12 yards LL brown Domestic for -- \$1.00
7 yards 36-inch Percal, both light and dark patterns, 3 day special for --- \$1.00

MEN'S OVERALLS

Extra heavy blue overalls, special, the pair ----- \$1.00
(Jumpers to match)

CURTAIN SCRIM

36-inch Curtain Scrim, both eoru and white, 3 days special, 10 yards for \$1.00

COTTON BATS

Melba Cotton Bats, 2 1-2 pounds --- 75c

QUILT CHALLIES

7 yards 36-inch Quilt Challies for \$1.00.
New fall patterns.

Ford Doings

Mrs. Fred Brunson and Elvis Orr are on the sick list this week.
Dr. W. G. Fly and family and Mrs. Howard Morel made a business trip to Amarillo Monday.
Mr. and Mrs. John Butler of Clarendon spent last week-end with Mr. and Mrs. Fielding Johnson.
Mrs. Kate Garrett and family went to Amarillo Tuesday to attend the wedding of her sister, Miss Josephine Slade.
Mr. and Mrs. E. F. Henspetter and children of Marcos, Iowa, spent the past week with Mr. and Mrs. Will Schwartz. Mrs. Henspetter is a sister of Mr. Schwartz.
Mrs. Floyd Benson spent the week end with relatives at Clarendon.
Miss Viola Thomas went to Amarillo Monday to enter school.
Prize Parker of Westway visited home folks here Sunday.
Misses Byrdline and Virginia Brunson and F. W. Brunson were dinner guests Sunday of their

grandparents, Mr. and Mrs. J. L. Hight.

Miss Hazel Smith returned Saturday from Canyon where she attended Summer school.

Mrs. D. S. Connally and son of Rosebud, Mr. and Mrs. J. H. Slade and Miss Taylor of Ward, Taylor and J. R. T. Bassett of Amarillo, were visitors in the Sherman Garrett home part of last week.

Mr. and Mrs. Howard Morel visited in the Barney McCaskey home Sunday afternoon.

Miss Nancy Ann Garrett spent Sunday with Miss Gladys Lewis.

Mr. and Mrs. Hardy Benson shopped in Hereford Saturday.

Enjoy gold of sunset or restful, refreshing sleep. Each summer night may be calm, peaceful, undisturbed. Everyone may have them. Just by using Fly-Tox. Spraying the sleeping rooms. Killing the mosquitoes. Everyone knows mosquitoes are disease carriers. They must be killed. Health authorities advocate Fly-Tox. It is the scientific insecticide developed at Mellon Institute of Industrial Research

by Rex Fellowship. Simple instructions on each bottle (blue label) for killing mosquitoes. Insist on Fly-Tox. It is safe, stain less, fragrant, sure.

Quick Job Service at The Brand

When Years Would Count.

How many of the 60,000,000 people who were alive today would be looked upon as a very remarkable man?

Stude—"Decidedly; he'd be about three hundred years old."



A Surprise in Battery Value

Now you can have a genuine Willard 13-Plate Battery at a worthwhile saving.

More miles of uninterrupted battery service per dollar of cost every time.

Willard Battery Station
VERN WITHERSPOON, Proprietor

The Willard Battery men

LEVI STRAUSS
Overalls
Best by every test

TRADE MARK
A New Pair FREE if they Rip

Texas & Texans

By WILL H. MAYES

Fight to the Finish

The people of West and North-west Texas believe that no question is settled until it is settled right. This was demonstrated in

the meeting at Abilene to protect the granting of the waters of the Texas streams to power syndicates to the deprivation of land owners along the streams. They believe that the territory on which water falls is entitled to the first use of it for consumption and irrigation and the power interests should be allowed only secondary rights. Brownwood made plans to dam a

tributary to the Colorado river to get the water necessary for its continued growth and for irrigating valley lands along the stream. A power syndicate claims that because of previous filings it has a legal right to all the water that falls in that territory. This has aroused all of Texas to the possibilities of such claims arising wherever water falls and there is

a stream to carry it off. Texans are not opposed to water syndicates and foreign capital, but they believe the interests of the people are paramount to these and for this principle they will contend to the last.

Monopolizing the Highways

The action of the Railroad Commission in granting a subsidiary of the Dallas-Fort Worth Interurban electric lines what is to all intents and purposes the exclusive use of the highway between Dallas and Fort Worth, while clearly authorized by the law and apparently the only thing the commission could have done under the circumstances, sets a precedent that is likely to arouse a storm of indignation. By purchasing all competing bus lines that used the road and securing the right to its use, the Interurban corporation has a monopoly on all local traffic between these two leading cities whether over the Interurban lines or the highways. It looks like the beginning of non-competition corporate control of all Texas highways built and maintained by the people for their own use rather than for special corporate interests. Evidently there was a costly "baker placed in the bus control law" by somebody. "Jones, he pays the freight," but who gets the goods?

Tourists in Texas

It is estimated that 2,000,000 people will tour Texas this year. Of course all of them do not go all over Texas but each goes to the places that appear to him to be most attractive or best suited to the purpose for which he may be traveling. Naturally the places best equipped to care for tourists those that have attractions and accommodations, get the largest number of travelers. Nor do all tourists drift to the cities. Most of them are seeking the rest and quiet of the country and the small places rather than the hubbub of the big towns. If your town is not getting its part of these 2,000,000 tourists look around and see why they are passing it by. Hotels and tourists camps and attractive parks are large factors in drawing and holding such people.

West Texas Hotels

So many West Texas towns are building hotels and are building them so fast that a weekly column conductor can not keep up with them. It is beginning to look like all that is necessary to secure a modern hotel in Texas is to show that one is needed. Menard is among the latest to announce that it is to have a \$100,000 modern hotel building. It will not be built before it is needed for that part of Texas is attracting the attention of thousands of travelers and the number is increasing rapidly.

Huge Ice Plant Required

No better evidence could be given of the growth and permanency of the fruit and vegetable business in that section than the announcement that the Pacific Fruit Express Company has let a contract for a \$200,000 ice manufacturing and refrigeration plant at Edinburg. The plant will have a capacity of 125 tons of ice daily and can store 6,750 tons of produce. It is preparing to ice as many as 60 refrigerator cars at one time.

Winter Garden Shipments

The winter garden district of Texas is that section to the immediate south of southwest of San Antonio irrigated largely from

flowing wells. Figures compiled show that in the last twelve months the district has shipped 12,108 car loads of produce in addition to the heavy local shipments. This represents a gain of about one-third over the previous year.

Shipping Goods In

While the winter garden district was shipping out produce, it was nearly as busy receiving goods, the carloads shipped in being 9,974. In a thoroughly developed territory these receipts would be too large in proportion to the outward shipments, but these figures represent a large amount of building and other development and show the ability of the residents to buy what they need with what they sell.

Adopting a Trade Label

The East Texas Chamber of Commerce has adopted "Etex" as a trade label on which producers may place first class products of all kinds after making arrangements with the organization. There are wonderful possibilities and advantages in the use of such a label provided local organizations are affected to enforce a system of fixed standards for goods on which the label is placed. A trademark is valuable only as it stands for something of real merit and the East Texas Chamber of Commerce will be justified in using rigorous measures to see that "Etex" standards are maintained by producers.

Bad for Texas

Speaker Bobbitt of the Texas House of Representatives ought to know and he says that "Ninety per cent of the bills introduced in the State Legislature during the last session were written and brought to Austin by paid attorneys or organized groups." He says further: "Because the organized bankers of the state wanted 25 bills passed they were passed. Because the state medical association wanted the medical department reorganized it was. With the present worn-out legislative machinery in the state your representatives can not study all bills and must let the organizations influence them." Since the legislators are about all the machinery in use, it seems, if Speaker Bobbitt is correct, that legislation is run by organizations of various interests through their "paid attorneys" or lobbyists. Most of the laws passed would indicate that Mr. Bobbitt knows whereof he talks.

Hale County Library

Seventeen hundred voters of Hale county are petitioning the commissioners court for a county library, asking that the Plainview library be taken over and maintained as a county library. The more a county spends for libraries the less will be required for courts.

PUNKIN HOLLOW HAPPENINGS

In commenting on the changes that have been made in recent years, Uncle Shug Staggers is of the opinion that nothing has been changed oftener than the women's waist line except their garter line, and that while stockings used to be a non-essential they were now the most necessary part of the ladies' wearing apparel.

Camper Jospans took his girl buggy riding while out, with her begged for a kiss, telling her that a kiss would loosen things up, and she told him to go ahead and kiss the mule as she thought it needed livening up a bit.

In the debate last Saturday night on whether the broom or the dish rag was the most important, Gus Hoolan won the judges over to the broom side by telling how he was suffering with the toothache one night and with the aid of a trusty broom straw he picked a rabbit's leg out of his tooth which was something he couldn't have done at all with a dish rag.

Parson Joshua Tuffshell said in his sermon Sunday that he had been noticing a long time that it is always the bad habits that are hardest to break.

An picture enlarging agent was in our midst the past week and was real popular until our women found out that he was bragging on other photographs as well as their own.

Lib Shudder says that the women have gotten to disguising their faces so much with paint, lip sticks, etc. that he never things of looking at their faces any more to recognize them, but he can tell their knees pretty well.

Several thought Miss Clarissa Hoople had on a new pair of polka dot stockings Sunday but it was only mosquito bites showing through her old ones.

Omigosh!

"That man is the ugliest person I've ever seen."
"Hush, not so loud. You forget yourself."

Oh-That's Different.

Modern—"When my husband gets bad tempered I use a club."
Wife—"How brutal of you; but surely you don't mean it?"
"Indeed I do. I've joined three already."

And Keep It Out.

She—"I took the recipe for this cake out of the cook book."
He (after sampling)—"You did perfectly right; it should never have been put there."

Lumber, Timbers, Shingles

ALL BUILDING MATERIALS Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office Louisiana Lumber and Supply Company AMARILLO 1509 W. 5th St. Phone 4299

Specials For Saturday

100 Pounds CANE SUGAR	\$6.85
Kellogg's CORN FLAKES	12 ¹ / ₂ c
Gallon BLACKBERRIES	60c
Van Camp's No. 2 PORK AND BEANS	8 ¹ / ₂ c
3 lb. Blue & Gold Coffee	\$1.50

Williams Brothers

Phone 128-267

Our Bankers Make a Request

It has been the custom of all the Hereford banks to supply blank checks, not only to customers, but to many who are not customers.

Because they are supplied Free of Charge many people use these checks for scratch paper, causing the banks a great and unnecessary expense.

We call this matter to the attention of the public, with the request that they use our checks only for checking purposes.

Very respectfully,

The WESTERN NATIONAL BANK
The FIRST STATE BANK AND TRUST CO.
The FIRST NATIONAL BANK.

It wont be long!

—Will the first cool night find your fall clothes clean, refreshed, ready to wear? Other people are sending theirs to us now so they won't get caught in the rush when the first cool snap comes. And it won't be long now. Just call 385 and we will call for and deliver.

West Tailor Shop

Phone 385. We call for and deliver.

Why bother with a Wash-Woman?

You will never bother with a wash woman again, once you have learned from experience what satisfactory work we do.

Phone 160 and have us call for your laundry this week. We'll deliver it, too.

CANYON STEAM LAUNDRY

Beene & Shaw, Local Agents.

We Call For and Deliver. Phone 160

They Sure Did Pick a Good One!

The Brand's Opportunity Club Made No Mistake When They Selected the New

Chrysler "62"

as the Capital Prize in the Club's big Subscription Campaign now just starting. The winner of this Contest is going to be "the proudest pusson in these parts" when this magnificent coach is rolled out from our floors and delivered to him.

Class Speed Quality Endurance
Comfort Luxury Satisfaction

Read about the Big Opportunity offered you to own one of these great cars, as printed on another page in this newspaper—then come right down to our shop and let us show you this

Finest Automobile for the money in America today—and the most satisfactory!

L. W. HOUGH

Dealer

Hereford, Texas

Banks Pool Community Resources

In this way these resources become constructive instead of idle.

This is the meaning of modern progress.

This is co-operation.

This is why modern business must have banks.

Make this one more useful—to you.

The First National Bank

Read Our Messages Appearing in Farm and Ranch.



Amarillo Druggist Has Novelty Merchandise

It has long been possible to purchase anything from an inner tube to a corned beef and cabbage dinner in a drug store, but Oscar Randal, Amarillo druggist, has introduced an even more bizarre item in the list of "notions" which his

drug store sells. Mr. Randal sells parrots. Believing that a parrot makes the best all-round pet for the home, Mr. Randal has gone to no little trouble to secure an extensive supply of the birds which he keeps in an improvised "aviary" at the rear of his store. Last week the company received four crates of Mexican parrots, including three different species.

W. J. SMITH WORKING ON NEW PATENT

Self-Serve Gasoline Pump Is Dream of Hereford Man; Plans Already for U. S. Inspection.

Filling stations where one may serve himself with gasoline and oil and be his own cashier is the dream of W. J. (Bill) Smith of Hereford, who has been working for some time on an automatic gasoline vending machine.

Mr. Smith, who is employed at the Texico Filling Station here, has submitted his drawings of the invention to the United States patent office and expects to receive patent rights as soon as the model which he has ordered constructed is finished.

According to Mr. Smith, there is really no good reason why service methods should not apply to filling stations as well as to chain grocery stores. In his opinion the time is coming within a few years when at least seventy-five per cent of the gasoline sold will be delivered by the customer himself.

As outlined by the inventor, the new machine is "perfectly simple." It will combine the features of the present pumps, whose flow is automatically cut off when the required amount of fluid has passed through and the coin-operated vending machines such as are now in use throughout the country.

The chief objection which skeptics present to Mr. Smith is that feminine customers will not take all kindly to the idea of soiling their "lily-white" hands. He meets these objections by citing the success of the self-service plan in grocery stores and says that the decreased price of gasoline which will be made possible by the invention will more than make up for any slight inconvenience which may be experienced by the customers.

What's Doing In WEST TEXAS

Pampa—Pampa won the 1928 district convention of the Panhandle North Plains region of the W. T. C. of C. following a close contest at the Wellington meet August 25. The 1927 gathering was one of the most successful held this year, with more than 421 registered delegates.

Happy—Construction is under way on Happy's new high school building. The contract calls for completion by the first of next January.

Midland—A rodeo that is expected to draw the best riders from three states and which offers the largest purse since pre-war days is scheduled to take place in Midland September 5, 6 and 7. West Texas, Oklahoma and New Mexico will send a large part of the attendants at the mammoth three day celebration. Relay races, street dancing, cowboy reunion and rodeo attractions are among the high points of the entertainment.

Ranger—Ranger has invited officials of the W. T. C. of C. to take part in Ranger's Homecoming Oil Jubilee to be held here October 21-22, celebrating the 10th anniversary of the discovery of oil in Eastland county. Prominent oil men of the state and nation are expected to attend the celebration.

Brady—Brady is going ahead with preparations for her famous "Turkey Trot" fete. It is expected that the show will be one of the biggest and best yet held as many visitors from distant points will attend due to the fact that Curo's annual turkey trot will not be held because of adverse crop conditions.

Spur—The educational committee of the W. T. C. of C. headed by Clifford B. Jones of Spur, is broadcasting to territory of the regional organization announcement of a profitable type of agricultural training easily available to its member towns. Under the Federal Smith-Hughes law, local chambers of commerce or local schools can secure services of a Texas A. & M. College graduate to teach vocational agriculture and promote agricultural interests with half or more of his expenses borne by the government. The amount of the salary paid by the government depends upon the amount of time the teacher devotes to agricultural work. The Smith-Hughes teachers often sponsor fairs, encourage distribution of good seed, terrace, help with insect control, conduct night schools with farmers and boys out of school, and do work of farm nature that is highly beneficial to any section.

DR. FRANK CRANE SAYS—There Is a Lawbreaker Within You.

The great lawbreaker is greed. Of course men break laws because of other passions, such as love, revenge, vanity and the like. But greed breaks the law twenty times to where any other feeling breaks it once.

The mainspring of every burglar's and pickpocket's career is greed. They want "dough" and they want it quick. Hence the blackjack and the breaking and entering.

Old people are waited for with impatience and not waited on with love, because of greed.

Many an unhappy marriage has its cause in greed.

Families are separated on account of it and ancient grudges were founded.

Laws are passed at its instigation. The passage of a passport law and of an income tax law had no foundations in justice, but took place simply because there were occasions of "graft." The money could have been raised in a much better way by simple processes of justice.

Greed was equally behind the activities of Robin Hood of yore and the modern legislator. They took the money from those who had it as an excuse that they were protecting those who had it not.

The gist of all opposition to the prohibition law is greed. Bootleggers do not exist so much because people have an unholy appetite for liquor as because of the immense profits there are in the clandestine business.

A barber was recently arrested in New York for shaving a man on Sunday. He could not resist the temptation to make fifteen cents, notwithstanding it involved a violation of the law.

All laws will be broken to an extent where there is an attempt to run counter to an acquisitive instinct of the individual.

We have laws against theft, arson, murder and the like, and have had them for 10,000 years. But they are all as steadily broken as the law against alcoholic liquors.

Whenever you find a predominance of greed, you find law-breaking. Greed is the chiefest of our anti-social vices, and ranks first as our lawbreaker.

Sam the Simple Soph says the only way to cure yourself of being in love is to run away—with the girl!

County Agent Explains Best Cure for Smut

Advantage of Copper Carbonate Over Formaldehyde Treatment Is Discussed by Dunkle for Benefit of the Wheat Farmers.

One of the enemies of the wheat crop with which farmers in this district must contend with is smut, sometimes called "stinking smut" or "bunt," and, according to County Agent Dunkle, his office has been besieged during the past week with those inquiring for the proper method of treatment of the disease.

"Until recently," Mr. Dunkle remarks, "the formaldehyde treatment was used, but lately the method of treating the seed with copper carbonate dust has come into much greater favor."

Advantages of the new copper carbonate treatment which Mr. Dunkle is recommending include the following: It is cheaper than the formaldehyde treatment; it is a dry treatment and hence easier to apply; it has no harmful effect upon germination; the treated seed can be handled, stored and planted in the same way as untreated wheat, making it possible to treat it at any convenient time, and, finally, the copper treatment helps to protect the stored seed against weevils, rats and mice.

In using powdered copper carbonate, from two to three ounces per bushel are required. The seed should be placed in some tight container, such as a barrel-churn or box, arranged so that it can be revolved on an axis and which has a tight-fitting opening. There are machines for this purpose on the market, also.

As Mr. Dunkle explains the process, every seed must receive a coating of powder, and this can be assured by thoroughly revolving the container on its axis after the powder has been added to the seed.

Copper carbonate is poisonous so one should only treat the seed which is to be used for planting. A mask should be worn over the mouth and nose, as the dust may result in sickness if too much of it is inhaled.

Copper carbonate treatment is not effective for the control of smut of oats, barley and "loose" smut of wheat. For the "stinking" smut, however, the method explained by Mr. Dunkle is very efficient, and is being highly recommended by experiment stations and colleges over the country.

LESSONS IN China Painting

CLASS AND PRIVATE
Beginning
TUESDAY SEPTEMBER 13
Fring
Special Order Work
MRS. J. W. HICKS
Phone 217.

SQUARE

IN NAME
IN SERVICE
IN PRICES
Buyers of All Kinds of
PRODUCE
SQUARE DEAL
PRODUCE
PHONE 33

reflections

A Pound of Lead is No Heavier than a Pound of Feathers... but a severe loss to the business man or Individual Property Owner, whether from flood, windstorm, or fire, may weigh heavier than anything else in the world. If it is not insured. The business of this agency is to insure property against such losses. Let's talk it over.

PLAINS INSURANCE AGENCY
John Patton, Manager
Hereford, Texas.

Next time you buy calomel ask for



The thoroughly purified and refined calomel combined with assistant and corrective agents. Nameless—Safe—Sure

Fape gets apoplexy!
Then, little Midge—she just minces; eats between meals; prefers cake and pit, preserves—nothing too highly seasoned for the little darling; she just won't eat plain food; she doesn't have to; she wants what she wants when she wants it. No wonder that we are a nation of neurotics, apoplectics, shallow-breathers, tubby abdomens. We need a Volstead crusade against mince pie and angel-food cake, with prohibition amendments against rare roast beef in August—against the ice-cream inebriate.

Doctor Orders Vinol for Nervous Woman
"I was weak, nervous and anemic. Could hardly walk. My doctor ordered Vinol, and I feel 100 per cent better."—Mrs. H. Willis. For over 25 years, this simple, strengthening iron and cod liver compound has been prescribed for weak, nervous women and men and frail children. The very FIRST week you take Vinol, you begin to feel stronger, eat and sleep better. CORNER DRUG STORE.



MONITOR WASHERS

are so easy to operate
just as easy as rocking a cradle and just as much fun.
Simplicity itself thru out. No gears, wheels or shafts, no dolly, ribs, cups or cylinders.
Washes Clean in Less Time.
Popularly Priced

We also carry a complete line of wringers, hampers, boilers and other conveniences to lighten the wash-day burden.

Streu Hardware

...FOR YOUR CHILDREN!!

FREE—We will give to each school child, (accompanied by mother or father), who calls at our store this week

A Serviceable SCHOOL BAG FREE

"We are for the boys and girls of today, for they are the men and women of tomorrow."
COME EARLY FOR YOURS.

ANTHONY'S FURNITURE STORE
Everything In Furniture.
Hereford Texas

REAL ESTATE

CITY—FARM—RANCHES
Priced to Sell.
Real Estate Loans.
HILL & RICKETTS
Phone 358

ROCKWELL BROS. & COMPANY LUMBERMEN

Phone 4
SATISFACTION MUST BE YOURS

SCHOOL TIME MEANS LUNCH TIME

A few days will see the opening of the school year for the long term of 1927-1928.

How is your kitchen and pantry stocked with materials to meet the demands of the hungry school children?

Look into this matter and let us help you with your preparations for this important time of the year.

You will remember that the appetite of the school boy or girl seems to take on an abnormal size when the school bells rings each year.

The feeding of the youngster is a problem that is best met by a grocery store.

LET US HELP YOU BE READY!

MONT E. BAKER

We Buy Eggs—We Deliver—Phone 116



Time for Overhauling. Get the Car Ready for School.

Is your car in tip-top shape for Fall and Winter driving? Is the motor in good shape?

If your car needs any work, from minor adjustments to a complete overhauling, bring it in and let us estimate on it. You'll like our work, our service and our prices.

BRUMLEY CHEVROLET COMPANY
(INCORPORATED)
B. E. BRUMLEY, Manager.

Gambling For High Stakes

That's what you're doing when you fail to insure your buildings and personal property.

Your peace of mind and happiness depends a great deal on your vision in guarding against financial loss.

Of all sad words of procrastinating Men:
"Not insured now" will tell you when.

Are You Fully Insured?

RALPH BARNETT, MANAGER
HEREFORD INSURANCE AGENCY
Phone 278

REWARD!

—We will pay Three Hundred Dollars for information leading to the arrest and conviction of any one stealing our cattle.

LANDERGIN BROS. CO.

AMHERST SHOWS HERFORD SOME EXCELLENT SPRINTING IN SO-CALLED BALL GAME

Both Teams Make Diamond a Race Track and Spend Sunday Afternoon Making Runs; Herford Nine Behind in Lop-Sided Score of 19 to 10. Last Scheduled Game of 1927 Ball Season.

The question, "When is a baseball game not a baseball game?" might well have been answered by any of the Herford fans who went to Amherst Sunday by the statement: "When it turns into a track meet."

Occasionally somebody on either the Herford or Amherst team would play something that looked like baseball, but only occasionally. The 19 to 10 score might just as well have been in favor of the Whitefaces so far as being actually deserved was concerned.

In the first place, any team which can make nineteen scores from an opponent should be able to hold that opponent to less than ten tallies themselves. All told, the whole thing was a big joke. Every man on the Amherst nine brought in two runs, save two, one of whom made only one, the other four.

Amherst has as poor a diamond as any upon which the Herford

team has tried to play this season. The infield is bumpy and the outfield is full of thistles and cat-claws. Home plate is so close to the backstop that one of the ground rules is to the effect that when the catcher misses a ball which hits the backstop, those on base can advance one base. Needless to say this particular ruling was the cause of a lot of grief to both teams, because about the time the bases would fill, a catcher would drop a ball and a runner would come in with another score.

It could have been a lot worse, however. Every time one team got in a hole it would start a rally. Which meant that the Herford team was always rallying, but never quite enough.

The first Herford score was made in the third when Robinson came in after having reached first on a fielder's choice. Some pretty good hitting in the fourth result-

ed in five more markers and the game didn't look so bad. In that inning Russell, Lewis, Galbraith, Strate and Robinson came in with scores, in the order named.

In the sixth Strate hit a three-bagger and came home on a second baseman's error. The Amherst pitcher did mighty well in that inning, striking out three men, so it was only by the greatest of good fortune that Strate was allowed his chance to score. Needless to say, when opportunity knocked, Strate ran home. Nothing of interest to Herford followers happened in the seventh and an eighth inning rally netted but three scores, made by Young, Galbraith and Strate.

Amherst galloped all over the field, making at least one score in each inning except the third and fifth at which times they were put out in one-two-three order.

Herford is not seeking an alibi but it did seem as though Lewis should have been allowed to start the game instead of going in in the second after Walcott, who had not yet recovered from his last week's injury, had allowed the Amherst team to annex a five-run lead.

Sunday's game was the last one on the Whiteface schedule.

Box Score.

Herford	AB	R	H	P	O	A	E
Carroll	4	0	1	2	0	0	1
Murphy	5	0	1	1	1	0	0
Russell	4	1	1	3	0	2	0
Young	5	1	1	1	0	1	0
Lewis	4	1	1	5	0	0	0
Galbraith	4	2	3	1	2	0	0
Strate	4	3	4	1	2	1	0
Robinson	4	2	1	6	0	1	0
Walcott	4	0	2	4	1	0	0
Totals	39	10	15	24	6	5	0

Amherst	AB	R	H	P	O	A	E
Walker	6	2	3	0	0	1	0
M. Ratliff	4	4	2	1	2	0	0
E. Miller	3	2	1	1	1	0	0
Hanks	5	2	2	5	1	1	0
B. Ratliff	5	2	4	3	1	0	0
Walling	5	2	3	3	0	1	0
A. Miller	5	2	2	3	0	0	0
Knox	5	1	1	2	0	0	0
Moore	5	2	3	3	0	0	0
Totals	43	19	20	27	8	4	0

Summary: Two base hits, A. Miller, Moore, Russell, Strate, Galbraith, Walcott; three base hits, Moore, Walker, M. Ratliff, B. Ratliff, A. Miller, Young, Strate (2); home runs, B. Ratliff, Walling; bases on balls, off Moore 1 in 8 innings, off Walcott 1 in 1-2 innings, off Lewis 1 in 7-1-2 innings; struck out, by Moore 8, by Walcott 1, by Lewis 5; winning pitcher, Moore, losing pitcher Walcott; time of game, 2 hours, 20 minutes; umpires, McGleury and Patton.

Something to sell? Want to buy something? Then a Want Ad in The Brand will solve your problem.

THIS WEEK

By ARTHUR BRISBANE

THE WAY OF A SHIP. MARK TWAIN WOULD WONDER. DOG AND PERFUME LADIES. AND ONLY ONE STAR.

The way of a ship in the midst of the sea has changed since Solomon, the son of David, wrote his Proverbs. The hardy Phoenician, bringing precious freight for Solomon's temple, and the American tourist of the General Grant-Mark Twain period would wonder at the ships of 1927.

This is written on the Aquitania, one of many floating cities that cross the ocean, as free from romance as the moving pictures shown on Deck A. Whoever has crossed in old days who has eyes, like Rip Van Winkle.

Along the deck, much wider than Fifth Avenue's sidewalk, and almost as steady, comes a wheezy, short, fat lady, leading a small dog to match with all its owner's qualities, plus a disposition to snap at passing legs. They turn at the notice, "No dogs allowed forward of this sign."

The dog wears a beautiful ribbon, the lady, possibly a grandmother, wears brilliant pink silk stockings, of such high visibility that an old time captain might have put her in irons. Much gold on her dress and on her cheeks profusely spread the rouge that, in Racine's description, pour repairer, des ans l'irreparable ouvrage.

That modern seafaring lady passes, and here comes another, forty years younger, forty times worse. As she passes, in bright red, she scatters all the perfumes of Arabia, which are the worst, stickiest perfumes on earth, and smokes an ostentatious cigarette.

The cigarette is used as a wand, waved to emphasize a speech that she is making, deeply appreciated by a young man with black, sleek, greasy hair, a stomach caving inward, a foreign accent, and no more back head than a Russian wolfhound.

The young woman's father, probably has money.

Hundreds spend a week in this floating hotel, not realizing that they are on the ocean until the fog horn blows. Then some say

"I don't like that sound." The more nervous drown the fog horn with two more cocktails.

Modern American Wealth has changed ships into cocktail and breakfast food emporiums. There are thirty kinds of mucous membrane destroyers listed as cocktails on the smoking room programme, and indignant Brits on their own ship wade through a list of American breakfast foods that amazes and outrages them.

In old days after dark sentimental young people stood whispering behind the wheel house. The older, more serious, looked at the starry sky, muttering about Arc-turus, Orion and Pleiades and the Chambers of the South.

That is "old stuff" now. There is no wheel house accessible on a modern ship, you are not supposed to look at the stars.

The only one of six decks from which they can be seen is dark at night. Nobody uses it. To walk there is to interrupt your musings by falling over shuffle boards or imitation greens for golfers.

On modern ships one star is enough. The one to be seen to-night is wondrously beautiful, deep and soulful. Her picture, in colors, just outside the dining saloon, shows her pretty tiny nose, pressed close to the nose tip of some gentleman. The sign says Pola Negri in "Good and Naughty."

In the smoking rooms pools are auctioned on the ship's daily run, the pools running to thousands of dollars. The chief smoking room steward, generously remembered by the winner of each pool, gets twice as much as the ship's captain. That also is modern. Many a bootlegger gets four times as much as the President of the United States.

On this voyage Mr. Newmark and Mr. Lehman display strange knowledge as to how fast a ship will go. Martin Conboy, of New York, looks on and says it's too

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Balm. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Scro, Blistered Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 50c and \$1.50 a Jar; Soap 25c. At all Drug Stores.

City Drug Store

TRUNKS



Prices Sharply Reduced for One Week

\$45.00 Wardrobe Trunk for	\$34.85
\$35.00 Wardrobe Trunk for	\$26.10
\$18.50 Trunk for	\$13.65
\$16.00 Trunk for	\$11.90
\$ 9.00 Trunk for	\$ 6.75
\$11.00 Hat Box for	\$ 8.50
\$ 6.50 Hat Box for	\$ 4.60

Strambling Dry Goods Co.
HEREFORD TEXAS

Comparison

With Others Is the Criterion by Which We Expect to be Judged.

You are invited to compare the prices we are paying for cream, eggs and poultry.

GOLDEN RULE PRODUCE CO.
Phone 108. We Deliver

complicated and not worth the bother, anyhow.

News comes through the ether from both shores and unlike the brother of old Jerome, of Travers and Jerome, you don't wait ten days to learn that Wall Street has ruined you. You know it the same day.

The Urge Explained.

Actor—"Did you notice how I moved the audience last night?" Producer—"Moved is no word for it. It was little short of a stampede when you got on."

His Earning Power.

Dumbe—"Sweetheart, do you think we could live on forty dollars a week?" Belle—"Maybe. But who is going to give it to us?"

His Specialty.

Manager—"You're the slowest boy we've ever had. Aren't you quick at anything?" Boy—"Yes, sir, nobody can get fired as quickly as I can."

Quick Job Service at The Brand

Eat at the

GRILL LUNCH

Famous for OUR HOME-MADE PASTRIES

320 Main Street

MARCELLING - 50c

Mrs. Sam Hutson

AT SPROWLS-CROWN & COMPANY

HEREFORD, TEXAS



TIRE SERVICE

Service for your automobile at this station means best workmanship and first quality materials, whether it be tires, tubes, battery, gas, oil or grease.

Make this station your headquarters for your gas and oil. See for yourself how we are organized to serve you. You will appreciate Abo gasoline—if you will but try it.

Tire Service Supreme—Try Us.

ABO FILLING STATION

We Give Gold Bond Stamps

PIGGLY WIGGLY

Specials Saturday, Sept. 3

Palm Olive Soap ¹⁴ bars \$1.00

Irish Potatoes, lb. 3¹/₂c

Bananas, lb. 9c

Baking Powder Calumet 16 ounces 23c

Grape Juice per quart 42c

Schillings Coffee per pound 52c

This is the place to buy your Lunch Meats of all kinds. Boiled and baked ham, dried beef, Straus-burg sausage, plain, pimento and Swiss cheese, cream, milk and butter.

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

ONEMINUTE WASHER



TEXAS UTILITIES CO.

CHURCH ANNOUNCEMENTS

First Presbyterian Church

JAB. T. ROSS, Pastor.

Sunday morning will be the occasion of the Second Anniversary of the present pastorate. A sermon message appropriate to the occasion will be delivered and plans for the new year will be submitted. At the noon hour a fellowship dinner will be held. Let every member of the congregation be present for this occasion.

Preaching services at 11 a. m. and 8:15 p. m. Sunday school, 9:45 a. m., and Christian Endeavor at 7:30 p. m. During the coming week Women's Missionary Society will meet at 4 p. m. on Wednesday and the Church-Nite will be held Wednesday at 8:15 p. m. "Let the people praise thee O God; let all the people praise thee. Then shall the earth yield her increase, and our way shall be straight."—Psalms 67:3.

First Baptist Church.

V. M. OLOYD, Pastor.

We welcome Rev. E. V. Brown, the new pastor at Summerfield, to this section. They are in a good revival now.

We are to observe the ordinance of baptism at the close of the evening service next Sunday. Come, witness this beautiful scene.

Preaching at both hours Sunday. The pastor, who has been assisting at the revival services at Wayland College, near Plainview, expects to be back for the evening services. Let us have a packed house to greet him. He hopes to have a message highly worth while for that hour.

Sunday, September 4:
Sunday school, 9:45.
Preaching, 10:45 and 8:15.
B. Y. P. U., 7:15.
Prayer meetings, 8:15, Wednesday evening.

First Christian Church

REV. THURMAN MORGAN, Pastor.

It is good to be back home. We have in this community the best town and the best people to be found anywhere. Let us give thanks and praise unto the Lord. We are now entering upon a new and larger program of church work. It calls for the help of each and every member. The success of the year's work is upon you.

The church is an institution for service. If we can help you let us know. We do not ask race, creed or color. If you need assistance just call on us. And remember that in worshiping with us there is mutual helpfulness.

Church School at 9:45.
Communion and preaching services at 11.
Junior C. E. at 6:00.
Senior C. E. at 7:00. All young people not members of another young people's society are invited to attend these services.

Preaching services at 8:00. You will enjoy these services. Come and bring your friends. A most cordial welcome to all.

Sunday School Class Hold Picnic Thursday

Members of the "Pep Class" of the Christian church and their guests gave a picnic supper Thursday evening near the swimming hole on Tierra Blanca creek.

Those who attended included Rev. and Mrs. Thurman Morgan, Mr. and Mrs. Bank Ramey, Mrs. Lloyd Rhodes, Misses Viola Carpenter, Lucille Megert, Opal Morgan, Floyd Wilson, Ina Gregg, La Moine Shaw, Elizabeth Corbett, Inez Ricketts, Ruth Hammock, Eunice Gilbreath, Messrs. Tom Massie, Harry Seed, Hill Garrison, Leonard Foster and Elbert W. Smith.

Baptist Pastor Speaks at Plainview Revival

Rev. V. M. Cloyd, pastor of the First Baptist Church, has been spending the past few days at Wayland College, near Plainview, where he has been assisting the Rev. C. E. Roark, of that city, in a series of revival meetings.

In the absence of Rev. Cloyd last Sunday, Rev. Roark came to Hereford as supply pastor. According to word from Rev. Cloyd, the revival at Plainview ends this week and he is expecting to be back in his pulpit Sunday night.

Former Speaker Here Holds Dimmitt Revival

A series of revival meetings, under the direction of the Rev. M. Reynolds, evangelist, of Abilene, Texas, began Friday evening at the Church of Christ, Dimmitt.

Rev. Reynolds has conducted revivals in Hereford in the past and is beginning his fifth revival in Dimmitt. He is assisted by Roy H. Moody, of San Antonio, a student in Abilene Christian College.

A special all-day program is planned for this Sunday, Rev. Reynolds said. There will be speeches by well-known men of this region and a luncheon served on the court house lawn. Sunday is the final day of the meetings.

LOCAL MAN IS ELECTED CAMP HEAD

A. O. Thompson Chosen Business Manager of Baptist Encampment at Ceta Canyon.

Three Hereford people were elected to office at the close of the Panhandle Baptist Convention which ended Friday. The convention was held at Ceta Canyon.

A. O. Thompson, of the firm of Thompson & Ireland, was elected business manager of the organization. Mrs. A. O. Thompson was chosen secretary, and Rev. V. M. Cloyd was appointed to the board of directors.

The Baptist encampment is held one week each year and is attended by people from the entire Panhandle. The organization has purchased an attractive site in the canyons and those who attend report that it furnishes an excellent opportunity for recreation and instruction.

According to Mr. Thompson, a \$10,000 building fund campaign is under way for improvements on a boys' and girls' camp at Ceta Canyon, and the young folks will find much better conditions when they assemble next year.

B. Y. P. U. PARTY.

The Gardner class of the Baptist Young Peoples Union was entertained Friday night at the home of Mrs. E. W. Lambert, Miles Street.

The evening was spent with games, contests of various sorts and singing. After which the hostess served refreshments of ice cream and cake.

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

PROGRAM

W. M. S. Program, September 7:
Theme: Praise and Prayer.
Subject: Missions in Latin Countries.

Hymn: I'll Go Where You Want Me to Go.

Prayer for Missions in Latin Lands—Mrs. Hicks.

Scripture Lesson—Mrs. Whitehead.

Latin America—Mrs. Cloyd.

Europe—Mrs. Johnathan Pitman.

Closing Prayer—Mrs. Swartz.

MRS. O. G. HILL, Chairman, Program, Com.

West-Way Items

Mr. and Mrs. G. W. Wilson are proud of their new home which will be finished in a few days.

Tuesday people of this community met at the school house and cleaned up the yard and windows, oiled the floors and otherwise preparing for school. The women took lunch.

A sister of G. C. Hartman is visiting him from Long Beach, California.

Mrs. G. W. Owen's sister and husband were visitors in the Owen home Monday night.

Miss Jewel Owen spent Monday night at the Wagner home, in the Easter community.

Leon Hartman, Leslie Vaughn and Marcus Houser were thrown from a horse Tuesday but were not badly hurt.

Jim Johnson has returned from a trip to New Mexico. The teachers are expected to move into their home for this winter the last of this week.

Some farmers are sowing wheat this week.

Most of the women are busy making out the year's work.

Northeast Corner

J. M. Ware and family spent Sunday in the H. J. Oglesby home.

Miss Doris McBrook has returned from a visit in Hereford. Stanley Thomas was in Hereford Saturday.

Lottie and Ethel Allred spent Sunday with Mildred and Joyce.

Moore. C. Moore was in Pampa on business last week.

Relatives visited John Bolling and wife last week.

B. F. Osee and son Billy went to Fort Worth on business last week.

J. T. McClain and wife returned from a visit at Gatesville and Itasca last Sunday.

Mrs. B. F. Osee and daughter shopped in Amarillo Wednesday.

Royce Satterwhite and wife of Big Spring returned home after a visit with Mr. and Mrs. Elmer Womble.

John Davis and family were visited by Amarillo relatives Sunday.

A chicken fry was given at the W. B. Brown home Wednesday evening of last week.

Miss Laverne Roney of Hereford entertained the crowd with music and singing and games were played.

Aubrey and Earline Daniel were here from Hereford last week.

Mrs. Elmer Womble visited Mrs. Coy Phillips Saturday afternoon.

Mr. and Mrs. Cox visited their daughter, Mrs. L. C. Moore, Sunday.

A number of B. Y. P. U. folks spent Sunday in the J. T. McClain home.

Rev. Blacklock spent Monday in the R. L. Campbell home.

Lawrence Womble and wife visited the Coy Phillips home Sunday.

Lon Stephenson and family, V. Collier and family of Fort Worth, visited relatives here last week.

They were returning from a trip to Colorado.

H. J. Oglesby and J. C. Allred were in Amarillo this week.

Elizabeth Osee visited Sadie Allred Sunday.

Tom Massie leaves After Summer Here

Tom Massie, who spent the summer in this city as supply pastor

for the Christian church in the absence of the Rev. Thurman Morgan, preached his final sermon Sunday night and left for his home in Plainview Monday afternoon.

According to Rev. Morgan, Mr. Massie has made a very favorable impression upon the congregation, many of whom will be sorry to see him leave.

Mr. Massie expects to visit his parents for a few weeks in Plainview, after which he will leave for Fort Worth where he is a student in Texas Christian University.

Iowa Park—Parties interested in dairying and in improving the present dairy industry of Iowa Park territory have formulated plans for a definite organization to promote these interests. Election of officers, appointment of committees, methods of purchasing additional dairy cows and sale of dairy products are the first problems that will be considered.

SCHOOL DAYS STARTS SOON

YOU WILL NEED NEW SHOES

We have just received a new shipment of the famous Selby shoes for ladies and Billikens and Peters shoes for boys and girls. All of these shoes are guaranteed.

And, of course, we have everything else to complete the school wardrobe, including a special line of Hereford High School Sweaters—the well-known Cadet brand, warranted not to shrink.

Monday and Wednesday of next week, during our big School Sale, we are giving

DOUBLE PURPLE STAMPS

D. R. Gass & Son

CHRYSLER

Four Great Cars in 4 Great Markets

NEW 52	New Chrysler "52"—4-cylinder motor with 7-bearing crankshaft. 61 and 63 cubic inch engines. Full featured bodies with 7-bearing cranks. Oil filter and air cleaner. Ventilated crankcase. Impulse neutralizer and rubber engine mountings. 4-wheel hydraulic brakes. Road wheels, front and rear. 80-in body styles priced from \$725 to \$875.	\$725
GREAT NEW 62	Great New Chrysler "62"—4-cylinder motor with 7-bearing crankshaft. 61 and 63 cubic inch engines. Full featured bodies with 7-bearing cranks. Oil filter and air cleaner. Ventilated crankcase. Impulse neutralizer and rubber engine mountings. 4-wheel hydraulic brakes. Road wheels, front and rear. 80-in body styles priced from \$1095 to \$1295.	\$1095
ILLUSTRIOUS NEW 72	Illustrations New Chrysler "72"—4-cylinder motor with 7-bearing crankshaft. 61 and 63 cubic inch engines. Full featured bodies with 7-bearing cranks. Oil filter and air cleaner. Ventilated crankcase. Impulse neutralizer and rubber engine mountings. 4-wheel hydraulic brakes. Road wheels, front and rear. 80-in body styles priced from \$1495 to \$1745.	\$1495
IMPERIAL 80	Chrysler Imperial "80"—60 dashing, 6-cylinder motor with 7-bearing crankshaft. 61 and 63 cubic inch engines. Full featured bodies with 7-bearing cranks. Oil filter and air cleaner. Ventilated crankcase. Impulse neutralizer and rubber engine mountings. 4-wheel hydraulic brakes. Road wheels, front and rear. 80-in body styles priced from \$2495 to \$3595.	\$2495

Sit at Your Desk Bank at Our Desk

In this day of modern conveniences and efficiency it is useless, in many instances, to waste time and energy in making personal trips to your bank.

Make remittances, transfer moneys, make deposits—all by mail!

Safe, sure, satisfactory—and thing of the convenience!



Read Our Message In This Week's Farm and Ranch.

First State Bank & Trust Company

L. W. HOUGH, Dealer, Hereford, Texas

Here and There.

At the Joe Stagner home, over 100 gathered to celebrate the birthday of Grandpa Stagner, father of Mrs. Stagner. The family brought baskets of fruit and dinner was spread at the home of Mrs. Earl Clark, of Shamrock, who was among relatives from a distance. Mrs. Gladys and Elmer Jones, of Hunday, with Miss Finalee, were in Hereford. E. Rogers and wife spent day with George and Mother. H. M. Mobley was ill last week. Ora Newsome spent a week at the home of her son, Claude, in Tulsa. A. Springer spent the week with Kress and Silverton relatives, his wife and children, returning home with him Sunday. W. Benson and Joe Benson, Shamrock, are visiting Mrs. Joe Newsome, daughter and sister. Mrs. R. T. Green spent Tuesday at Mrs. A. Beauford. The Taylor and wife spent day in the S. Taylor home in Amarillo. Mrs. Lance spent Tuesday night at the home of Mrs. E. M. Mosely. Ed Garrison, Perryton, and Hines spent Wednesday with John Gault and Fincher. Mrs. Henry Allman visited the Bagwell home at Bethel day. Campbell and family of Floy spent last week in the H. M. Mobley home. The sons and their families are present at the W. S. Dixon home Sunday to enjoy another of their dinners. Those present are Messrs. and Mrs. Emmett Hines, Elmer, Ollie, Harvey and families, and Mr. and Mrs. Lester Dowell, old friends of Cleo.

Mrs. E. Mooley spent Tuesday with Mrs. E. Lance. Miss Roxie Campbell returned home from a visit with relatives in Tucumcari. Mrs. Lenox and Vick and Miss Cloy spent Tuesday with Mrs. Tice. Mr. and Mrs. Kenneth Hunter entertained the Hunter family at dinner Sunday. Mrs. Boyd and Lance attended a baptizing at Summerfield last Monday afternoon. Neighbors of Roy Kincaid gathered at his home Monday and prepared his wheat land. There were 14 lists on the job. They were rained out, but came back Tuesday to finish the job. Their kindness is appreciated by Mr. Kincaid who is kept in the house caring for his brother, Frank, who was severely burned. It is thought that within a short time Frank will be out and around. Friday night Miss Gladys Jones and Finalee Springer entertained the young people at the Jones home, it being the birthdays of the two young ladies. Refreshments of ice cream, strawberries and cake were served to eighteen. Mrs. John Worley left for Hooker, Okla., Sunday for a visit. A revival began at Frio Sunday night with Revs. Gilliam and Naugle in charge. Services are being held at 10:30 and 8:15.

Most of Them Are.
"Is Mary shy about telling her age?"
"Yes, about ten years shy."

The Test.
Doctor: "Just one more question Sambo. Are you married?"
"No, sah, doc; I earns mah own livin'."

Joel Gleanings

Mrs. A. E. London has returned home after a week in Hereford. Miss Ruth Wolfe visited Miss E. Dora Smith Sunday. Mr. and Mrs. L. E. Simms of Canyon spent Sunday with Mrs. Walker. John Benfro and wife and Guy Smith and family spent Sunday in the W. T. Smith home. R. O. Allison and son of Canyon spent Sunday in the Ed Botts home. Buel London spent Saturday in Hereford. Fleet Calloway and Walter Galley visited the W. T. Smith home Sunday. Reed Williams and wife visited in the Joe Greer home Tuesday. Mrs. Baxter Easter of Dimmitt spent Sunday night in the home of her daughter, Mrs. London. Miss Mary McCord is visiting her grandmother, Mrs. Walker. Mrs. Lester Galley visited Mrs. Joe Greer Thursday afternoon. Tom Cox has returned to his home near Plainview. Cecil Walker accompanied him for a visit. Mrs. Joe Greer and W. H. London were in Dimmitt Monday. Ed Botts and family called at the Benfro home Sunday. Miss Lorlene Webb spent Sunday night and Monday with Mrs. C. V. Walker. Glenn and Floy Smith visited the Askren Sunday school Sunday. Mrs. F. F. Greer spent Sunday with her son, Joe, and family. W. T. Smith, wife and E. Dora were in Hereford Saturday. Mr. and Mrs. W. H. London, Mrs. A. E. London and son attended a dinner at the Stagner home Sunday in honor of Grandfather Easter's 87th birthday. Miss E. Dora Smith visited Miss Ruth Wolfe in Hereford Monday.

Progressive News

Attendance was lighter than usual at Sunday school Sunday. Mrs. Bob Higgins, president of the Deaf Smith county singing convention, visited Progressive singing Sunday making arrangements for the convention to be held here the second Sunday in September. A hearty welcome is extended to all. The agricultural girls and boys and the Progressive Workers Club met in the home of Mrs. Jasper Cockrell last Thursday. Among the visitors were Rev. and Mrs. Ross, Messrs. Cronin and Dunkle, Misses Ruth Wolfe and Florence Shore. Interesting talks on community work were made by Messrs. Dunkle, Cronin and Ross. Reports were made on the work of the boys and girls. Refreshments of cookies and ice cream were served. Messrs. Reeves and McKenale called on Mrs. Lem Powelson last Friday afternoon. Clarence Ray and family of Amarillo, I. G. Webb and family

visited the C. P. Cockrell home Sunday afternoon. Miss Mabel Parks was brought home from the Hereford hospital Saturday and is recovering from a recent operation for appendicitis. Mrs. Sherm Garrett and children, Mrs. C. P. Cauldwell and daughter spent Friday afternoon with Mrs. Jeff Roberson. John McKinsie has returned from El Paso for a visit with his parents, Mr. and Mrs. George McKinsie. Misses Berta Walker and Floy Hough of Canyon were dinner guests in the home of Miss Velma Caldwell Friday. She accompanied them home for a visit. Singing program for Sunday: Opening song—Mr. Reeves. Song—Mrs. C. C. Bowman. Quartet—Mr. Walter Galley. Song—Velma Caldwell. Song—Ray Hershey. Quartet—Mr. Bill Knox. Song—Jake Gregory. Song—Katherine Hershey. Quartet—Mr. Augustine Gregory. Song—Mr. Garrett. Male Quartet—Mr. Elmer Patterson. Song—Lola Counts. Closing song—Mr. Reeves. Benediction—Mr. Higgins.

Summerfield

The revival meeting closed Monday night with nineteen additions to the church, fourteen of which were baptisms. Rev. E. V. Brownlow and family left Tuesday for their home in Fort Worth. They will move soon to Plainview. Those taking dinner at the J. L. Lookingbill home Sunday were Messrs. and Mrs. Alton Lookingbill of Hereford, Loyd Lookingbill and family, Walter Hawkins and son and Adam Flowers. J. B. Harlen and family spent Sunday in the B. A. Atchley home. Mr. and Mrs. Ray Johnson and Mrs. L. Johnson returned Sunday from a vacation in Colorado. Misses Ellen, Mary Bell, Virgie and Lorene Atchley and Denson

Hill, Bill Knox and Ted Staats spent Sunday afternoon in the J. E. Hill home in Hereford. Miss Nell Bruton spent the week end with Eva Noland. Mark and Charlie Noland and Guy Walser left Saturday for a visit with friends in Artesia, N. M. Miss Mattie Hawkins, who has been visiting her brother, W. E. Hawkins, left Thursday for her home in Lamesa. Mr. Hawkins and family accompanied her to Farwell and spent the day in the R. A. Hawkins home. Eva Noland, Nell Bruton, Mr. Blackmore and Loys Lookingbill spent Sunday afternoon in the J. L. Lookingbill home. LeRoy Moreland was taken to Amarillo Thursday. After a close examination he was reported to have scarlet fever. Word was received Saturday that Mrs. Moreland was also ill. Mrs. Joy spent Wednesday with Mrs. Avena near Westway. Mrs. Hattie Roberson who recently moved to Canyon spent the week end with relatives here. Miss Dorothy Harris returned from school at Canyon Friday. Henry Kendall and family, Mr. Harlow and family took dinner in the Lawrence home Monday. Mr. and Mrs. J. E. Hill of Hereford attended church here Sunday night. Mr. Copeland and family of Hereford were visitors at church Sunday morning and took dinner in the B. C. Roberson home.

Try a Want Ad in THE BRAND.

City Loans

Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office. Let us take up your present indebtedness and make it mature to suit your income and ability to pay. RALPH BARNETT, Manager.

Freddy, the Frosh, says that a good-looking lass causes many a young man to reflect!
Della—"The man I marry must be a hero."
Cattessen—"Mercy; you're not as bad looking as all that."

L. C. PENRY
LAWYER
First State Bank & Trust Co. Building.
Office Phone 5, Home 190

DR. T. M. MONTGOMERY

Associated With Hyden's.
620 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.

FRIGIDAIRE



A small first payment puts it in your home.

the price is only \$ 205

(INSTALLED)
Wiring Extra

FRIGIDAIRE saves the money you spend for melting ice. It stops spoilage. It prevents the unseen mold that endangers health. And now it is priced within the reach of every family that has electric current. Here's a genuine Frigidaire electric refrigerator that is priced at only \$180 f. o. b. Dayton. It maintains cold storage temperatures, without ice, without attention—and at low operating cost. See it at our display room today.

F. H. OBERTHIER & CO.
Phone 390
West Third St., Hereford, Texas

PRODUCT OF GENERAL MOTORS



An Adjustable Steering Column to Suit Your Convenience

Buick for 1928 is extremely thoughtful of feminine comfort. One indication of this consideration is Buick's new steering column, which may be adjusted to the most comfortable position for women, as well as men.

And in addition, Buick for 1928 has a new steering wheel—slender to fit feminine fingers—yet deep and solid to provide the firm grip men demand.

Buick for 1928 pleases women because it is easier to drive—because it is more comfortable to ride in—and because it is the acknowledged style-leader among motor cars. That's why you see so many Buicks at fashionable gatherings and on the smartest boulevards.

BUICK MOTOR COMPANY FLINT, MICHIGAN
Division of General Motors Corporation

BUICK for 1928

Norton Motor Company
Hereford, Texas

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas



Out in front because of co-operation from team-mates

MILE AFTER mile of nerve-taut driving... terrific punishment to man, machine and rubber. A quick signal... the thundering projectile roars up to the pit. Tires changed in a flash. Out in front again... because driver, mechanic and pitman are working together... they're team-mates!

Here are a pair of team-mates to "keep your motor out in front" in satisfaction of operation... Marland Super Motor Oil and Marland Pressure Gasoline.

• Marland Super Motor Oil... refined

from choice Mid-Continent Crude under patents that are exclusive to Marland... sets a new standard for lubrication performance. And Marland Pressure Gasoline brings a snap and verve to motor operation that is a revelation. Quicker starting... more power... added smoothness... a no knock fuel without "doctoring."

Naturally you will want to know these unbeatable team-mates. Buy them where you see the sign of the Marland Red Triangle... the emblem displayed by all Marland Stations and Marland Dealers.

MARLAND
Super
MOTOR OIL

MARLAND
Pressure
GASOLINE

MARLAND team-mates

You can't look at a tire and tell how far it will run

YOU CAN'T SEE a tire carcass because it is covered by the tread. Yet the way this carcass is built tells how far the tire will run.

Dunlop has had 39 years to learn all the hidden points where tires wear. Dunlop carcasses are built from the best long fibre cotton, spun in Dunlop's own mills into the famous Dunlop cable-twist cord.

These cords are elastic, so they give and take as your tire runs; strong, so they resist constant load and pounding. They build the best possible foundation for the Dunlop tread—the toughest rubber development known.

Thus Dunlop's extra years of experience build added value into every vital tire-part. That is why, not one Dunlop—but every Dunlop—gives you more service than you can reasonably expect.

We recommend that you put Dunlops on your car

Beavers Bros.
Hereford, Texas

every 2 1/4 seconds someone buys a



DUNLOP

FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY



School Is to Begin September 12th

And we are glad to announce we have everything in school supplies ready. We carry a full line of the Masterpiece Tablets and Note Books, Parker's Fountain Pens and Pencils, Carter's Inks. Book Straps, School Bags, Etc. Save the coupons on the Masterpiece tablets and secure free a large picture for your school room or home. We will give free to each pupil purchasing school supplies from us one large rubber balloon or one high school pencil. And don't forget this is where you can get those good drinks and ice cream when you are getting your other supplies.

Phone 300

CITY DRUG STORE

Hereford

Local Happenings

Harold Broadwell, son of Mr. and Mrs. H. L. Broadwell, who has been spending the summer in Electra, returned to Hereford Monday. Mrs. Broadwell left Monday for a week's visit in Electra.

Mr. and Mrs. L. A. Ricketts have as their guests this week Mr. and Mrs. J. P. Addison and two sons, from Colorado.

Edgar Johnson and son, Edgar, Jr., left Friday evening for an extended motor trip through the Southwest. According to word received by Mrs. Johnson, they made remarkable time on the first night of their journey, leaving here at 6:30 p. m. and arriving in El Paso at 7:00 o'clock the next morning.

C. H. Clifton, of Ontario, California, was in Hereford on business Monday. Before he moved to California in 1920 Mr. Clifton had been a resident of Dimmitt for fifteen years.

H. R. Fritz, cashier of the First State Bank, spent the week-end in Phinley with his wife and family.

Miss Dorothy Barber, of Emporia, Kansas, arrived here Friday morning and remained until Tuesday as the guest of her uncle, Col. Ray Barber. Miss Barber is on her way to Flagstaff, Arizona, where she has accepted a position as supervisor of music in the public schools.

For the man who "rolls his own" we have cold patch kits and for those who like the tailor-made kind we offer "Instant Tire Service" at RICE'S.

STAR THEATRE

HEREFORD, TEXAS

FRIDAY AND SATURDAY
SEPTEMBER 2-3
KEN MAYNARD
in

"Somewhere In Sonora"

MONDAY AND TUESDAY
SEPTEMBER 5-6

"Slaves of Beauty"

with
Olive Tell, Earle Foxe, Margaret Livingston

WEDNESDAY AND THURSDAY
SEPTEMBER 7-8

"Rich, But Honest"

with
Nancy Nash, Clifford Holland, J. Farrell McDonald

COMING:

"Rookies"

Mrs. Enna Mercer of California is visiting in the home of her son, Dow Mercer.

Jim Williams left Monday after a week's visit with his mother, Mrs. W. J. Williams. He went to Fort Sumner, New Mexico, where he is manager of the Williams ranch.

Armed watchmen are on duty every night at the Baskin Irrigated Gardens. Night prowlers beware and keep out.

One of those good-looking Cordovan purses is just the thing to go with that new suit or dress. See the line at CLARK'S DRUG STORE.

Leona Hood, of Claude, Texas, began work Monday as bookkeeper and stenographer at the Sprowls-Cronin store.

If you ever get your hands on the wheel of one of those CHRYSLER "62's"—the same car offered by The Brand as the Big Prize in its Subscription Campaign—you'll never rest until you own one! L. W. HOUGH, Dealer.

Phone 171 for market prices on poultry and eggs. Across the street from the Postoffice. HEREFORD PRODUCE.

Miss Ora Cagle, of Washington, D. C., is visiting at the home of Mr. and Mrs. N. E. Gass.

Mr. and Mrs. Albert Ross, Dr. and Mrs. J. W. Hendrix, Misses Mabel Gass, Elizabeth Corbett, Leona Hood and Messrs. Travis Dameron and Lema Beavers were guests at a surprise line party at the Star Theatre Monday night in honor of the birthday of Mrs. Jim Black.

Buy fresh vegetables direct from the grower by driving one mile south of town, big yellow house. Gaele will pull them for you, reasonable charges. 29-12

Once you use Elizabeth Arden Toilet Goods and you will use no other. CLARK'S DRUG STORE is the only drug store in Hereford that carries them.

Mr. and Mrs. Harry Rice drove to Amarillo Monday to meet their daughter, Miss Anna Rice, who returned from a ten day visit to Ft. Worth. Miss Rice will teach again this year at Lockney, Texas.

Miss Weda Campbell, of Floydada, returned Monday after a visit with Miss Agnes Elliston. Mr. and Mrs. A. H. Elliston, Mrs. Burl Elliston and Miss Agnes Elliston drove her as far as Amarillo on her return trip.

C. C. Rockwell, W. H. Ray, Oliver Ray and Albert W. Smith were dinner guests Tuesday night at the home of Mr. and Mrs. Earl Finkbanks of East Third Street.

Another shipment of fresh Hot Shots at RICE'S.

See or Phone

Mrs. Nettie Price Slaton

for

Flowers of any kind

PHONE 245.

Little Betty Jean and Harry Lee Johnson of Amarillo are visiting here at the home of their aunt and uncle, Mr. and Mrs. C. H. Dyer. Their parents, Mr. and Mrs. H. L. Johnson, are attending the American Legion convention in Paris, France.

Start the children to school, equipped with a Waterman or Parker Fountain Pen. Get them at CLARK'S DRUG STORE.

Mr. and Mrs. Albert Ross have as their guests this week Mrs. Aubrey Shipp of Amarillo.

We want your poultry and eggs. Come in and see us. HEREFORD PRODUCE, Phone 171.

Mrs. Grace Doughter and two daughters have returned to their home in Commerce, Texas, after a visit with the family of D. B. Gass.

Judge Earl Wilson was out of town Thursday delivering a bunch of cattle to the Garcia Ranch, thirty miles south of town. The Garcia is owned by Judge Wilson's father, John L. Wilson.

Miss Edah Parks took up her duties at the First National Bank again after two weeks spent vacationing in Colorado.

Sam Hutson of the R. & F. Grocery spent Saturday in Claridon on business.

J. Hastings, cashier of the First State Bank of Dimmitt, interviewed several Hereford merchants on matters of business Saturday morning.

C. D. Shaw and family motored to Amarillo Monday night to attend the window unveiling and automobile show.

Free to each pupil purchasing school supplies from us, one attractive balloon or a useful lead pencil. CITY DRUG STORE.

Free to each pupil purchasing school supplies from us, one attractive balloon or a useful lead pencil. CITY DRUG STORE.

Earl A. Clark and wife of Darrouzett, Lipscomb county, spent the week-end visiting at the home of Joe Stagner, south of Hereford.

Right Now! Phone 33 and let us quote you the highest prices in town on cream, poultry and eggs. SQUARE DEAL PRODUCE COMPANY. 33-12

Modern five room apartment for rent. See L. BASKIN, or call 138. 29-12

There's a Keen Kick in Handling that CHRYSLER "62"! Read our ad on page 11, also the Opportunity Club's offer. On Tuesday, Sept. 1, it's the Car of the Hour—a buy without an equal in the history of the motor industry. L. W. HOUGH Dealer.

One set of tires went over 120,000 miles on an airplane. See RICE'S. Not make over half that on the ground. RICE.

Rev. and Mrs. J. R. Sharp, of Dalhart, arrived Monday afternoon for a visit with friends.

Mrs. Joseph Cheap, of Pratt, Kansas and her mother-in-law, Mrs. Joseph Cheap, Sr., of Elowa, Kansas, are visiting this week with Mr. and Mrs. Berlin Angelo.

Mr. and Mrs. Harry Sherrieb and little Miss Dorothy Elaine Sutton arrived home from a two weeks visit with relatives in California.

Mr. and Mrs. W. B. Cogdell, of Abilene, Texas, have been spending the week with the family of W. M. Cogdell.

FOR SALE—One 12-hole Emerson wheat drill. J. C. CUMMINGS. 31-12

Mr. and Mrs. W. H. Griffith of Lubbock arrived Tuesday for a short visit with Mr. and Mrs. Oscar Easley.

Special sale on 30x3 and 30x3½ tires at RICE'S.

George LeGrand of the City Drug Store spent some time Friday in the company's Friona branch store.

Treat your seed wheat for smut with Copper Carbonate. CLARK'S DRUG STORE has it.

Fresh vegetables may be obtained any time of day by driving one mile south to Baskin Irrigated Gardens. Big yellow house, or phone 188. 29-12

NOTICE

I am back in Hereford and any of my patients desiring Osteopathic treatment will please make arrangements to do so by appointment. FLORENCE B. MILLER, D. C., Resident Office Phone 150. 33-12

Rev. A. E. Davidson, who has been spending a short vacation in Colorado, will arrive home the latter part of this week.

Mrs. Homer Fox and brother, Ralph Clenis, spent Tuesday in Amarillo.

Queer Quirks in Human Destiny

BY HARRY R. CALKINS

WFO Service

Lord George's Oversight

THE situation looked dubious for the American Revolutionary cause in the early summer of 1777, when Lieut. Gen. John Burgoyne, in command of 8,000 trained soldiers, was sailing on Lake Champlain to the attack of Fort Ticonderoga, but 3,000 miles away Lord George Germaine, British secretary of state for the colonies and for war, had committed an oversight.

Lord George, after carefully planning a campaign in which General Burgoyne was to descend from Canada and Lord Howe was to advance up the Hudson to join him at Albany and thus divide the colonies on the line of the Hudson, had dispatched peremptory orders to Burgoyne but had neglected to let Lord Howe in on the secret. He had, in fact, gone off on a holiday to the country without signing Howe's orders.

So General Burgoyne, poet, soldier and British hero, led his formidable army down from Canada, captured Fort Ticonderoga, which gave King George such a thrill that he burst in on the queen shouting: "I have beat them! I have beat all the Americans!"—and proceeded southward to form the scheduled junction with Howe. That worthy warrior, ignorant of Germaine's masterful plan, in the meantime had sailed away from New York for the Chesapeake, leaving Burgoyne to face the man power of all New England thrust to face and conquer the loss of Ticonderoga.

Washington, surprised at Howe's departure, was quick to take advantage of Burgoyne's isolation. The battle of Saratoga and Burgoyne's surrender followed. Lord George Germaine's plans had failed through his own error.

News of Saratoga reached France in the autumn of 1777 and hastened the success of Benjamin Franklin's diplomatic mission. King Louis XVI lost no time in appointing the learned envoy that France was ready to recognize the independence of the colonies.

A famous New York actress has quit the stage to go into the real estate business. From the "land of make-believe" to just land, eh?

Mr. and Mrs. E. E. Pridley and daughter, Miss Ursula, returned Sunday night from a vacation, spent in Kansas and Oklahoma.

Radio season will soon be here. We have a fresh stock of Radio "B" and dry-cell "A" batteries. At RICE'S.

Mrs. J. B. Kerby and children, Virginia and Jerome, Jr., of Weatherford, Texas, are visiting this week with J. B. Kerby, who is in Hereford supervising the construction of the new brick block at the corner of Main and Third streets.

Get your kodak supplies for Labor Day at CLARK'S DRUG STORE.

Mrs. Donald Doolittle and children of Long Beach, California, are here visiting Mrs. Chas. Ringer.

NOTICE

Ladies of the Baptist church will have a Bake Sale Saturday, September 3.

William Parker, son of Mr. and Mrs. G. A. P. Parker, returned home Friday after spending the summer at W. T. S. T. C. at Canyon. Parker was graduated this June from the Hereford high school and will continue his education for the next two years at the New Mexico Military Institute located at Roswell.

All eggs that look heavy are not added. Come in and let us give you an honest test. HEREFORD PRODUCE, Phone 171.

Sewing done at a reasonable price. MRS. J. M. ASHLOCK, phone 26. 30-12

Mrs. W. H. Fitzgerald and children, of Sweetwater, who has been visiting Mrs. Fitzgerald's sister, Mrs. R. P. Rosson, returned home Wednesday. She was accompanied as far as Plainview by Mrs. Rosson, who will visit there for several days.

Buy fresh vegetables daily at Baskin Irrigated Gardens, one mile south of town. Drive out and get them fresh and cheap. 29-12

Amarillo Fair the Best Ever, Officials Say

Visitors to the Tri-State Exposition in Amarillo, starting Sunday, September 11, and ending the following Saturday, will be entertained absolutely free by one of the highest priced light opera companies now on the road, an organization which will cost the exposition management \$6,000 for performances.

At the exposition have decided that Earle Young's Review, a musical comedy entourage numbering between eighty and one hundred people, mostly comely young women who sing and dance, and here shall be presented free to grand spectators each evening. This means that the 3,000 seats in the amphitheatre at the fair ground will be free, first come, first served. The only admission fee will be the 50c a head at the main gate to the grounds.

Boxes in the grand stand are to be reserved for season buyers for both matinee and evening, and the usual 75c admission fee will be charged in the grand stand for the automobile races, but for Earle Young's extravaganza each evening the amphitheatre will be free.

Young, being an authority on pulchritude and knowing what the public wants in girl shows and reviews like he products and puts on the road, sends word to the fair management that his 1937 edition is the niftiest thing he has ever brought out—colorful, tuneful, full of action, elaborately costumed and propped and with such a bevy of girls as he has never before assembled in any one troupe. The exposition management also has extended invitations to Gov. Dan Moody, of Texas; Gov. Dillon, of New Mexico and Gov. Johnson, of Oklahoma, to come to Amarillo for the inauguration of the fair. Congressman Marvin Jones, Ernest O. Thompson and officers and directors of the exposition have extended the invitations. It is anticipated that these executives will all be present when the fair is launched September 11.

MRS. CARROLL WOOD

Announces the Following Prices

Marcel	50c
Hair Cut	50c
Facial	50c

Phone 224 for Appointment.

You can't saw wood
With a hammer

U.S. Drifty



LABOR DAY

ALL SUCCESS DEPENDS UPON LABOR

"The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things."—Theodore Roosevelt.

CELEBRATING LABOR DAY!

Western National Bank

"There Is No Substitute for Safety"

Genuine Wool Wiltons



An excellent assortment of fine wool rugs, in new and popular patterns and colors. Each rug is guaranteed perfect. Designs are mostly soft tones that are never tiring.

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your furniture wants

E. B. BLACK CO.

We Are Satisfied With Small Profits

OUR SERVICE IS NOT

Measured by the size of the package. A five-cent purchase receives the same courteous service as the most expensive article in the house.

Corner Drug Store

Dependable Druggist