

## Make Reservation Now --- Hereford Prosperity Special

### SCORES AND STANDARDS OF WOMEN'S DEPARTMENTS, DEAF SMITH CO. FAIR, SEP. 16-18

**SCORES AND STANDARDS**  
A comparative system of judging is the only one practicable for judging fairs, but the following scores and standards give the relative values of the different qualities of ideal products and of the general points which any judge keeps in mind in making her decisions:

**Score Card for Bread.**  
General Appearance: Shape 5; smoothness of crust 5; depth and evenness of color 5; lightness 10.  
Crust: Thickness 5; quality, crispness and elasticity 10.  
Crumbs: Color 10; texture, size and uniformity of cells, thinness of cells, thinness of cell wall 15; elasticity softness and springiness 10; flavor, taste and odor 30.  
Characteristics of a good loaf of bread: In general appearance a loaf should be of good shape, evenly rounded on top. The crust should be smooth, unbroken, free from flour and of a rich golden brown color. It should be light for its size. A loaf made with one cup of liquid should weigh about 18 to 20 ounces and should rise well above the top of a pan holding three pints. The crust should be an even brown, firm yet tender, about one-eighth inch in depth. The crumb should be a creamy white with a satiny luster or sheen, free from dark streaks. The cells should be small and nearly uniform in size. When properly handled during the process of bread making a good flour will usually yield oblong cells rather than round ones. The bread will feel soft and velvety. When pressed between the hands the loaf should be elastic enough to spring back to its original shape. The flavor should be somewhat nutty with no trace of yeast.

**Score Card for Judging Cakes.**  
Frosted Cake: size and shape 10; color and crust 10; frosting and filling 10; crumb: lightness 15; texture 25; flavor 30.  
Unfrosted Cake: Size and shape 15; color and crust 10; crumb: lightness 20; texture 25; flavor 30.  
Characteristics of a good cake: A good cake should be smooth and flat on top. A peak or crack indicates too hot an oven. In color it should be a good even brown. The frosting should be smooth, flat, free from wrinkles and cracks. In texture the cake should be of a fine even grain and light in weight for its size. It should be elastic. In flavor it should be sweet and wholesome with no taint of inferior ingredients.

**Score Card for Judging Pickles.**  
Color and Clearness 20; pack: choice and preparation of material 15; size and uniformity of pieces 20; attractiveness of pack, garnish, etc. 15; quality of material 25; container 5.  
Characteristics of good pickles: The color should be as near that of the natural fruit as possible. The fruit should be uniform in size and shape and should be free from spots or discoloration. The liquid should be attractive in arrangement. The material should be firm and crisp in texture and delicate in flavor.

**Score Card for Judging Relishes.**  
Color 5; choice and preparation of material 25; size and uniformity of pieces 10; texture 20; flavor 40; container 5.  
A relish should be a combination of several ingredients with reasonable proportions of each. The color should be that of the predominating vegetable used. The pieces should be of medium size and uniform. The texture should be firm and crisp. The combination of flavors should be pleasing. The container should be appropriate in size, and well polished and neatly labeled.

**Score Card for Canned Fruits and Vegetables.**  
Appearance: color 15; clearness 10; pack: arrangement in jars 10; amount in jars 10; selection—quality 10; uniformity 5; appropriate size 5; preparation—density of syrup 10; removal of skin, spots, etc. 10; container—appropriateness in size 5; label 5; neatness 5.  
Characteristics of good canned fruit: In color and shape the canned product should be that of the natural fruit or vegetable. The liquid should be clear. In pack, the fruit should be so arranged that there is no lost space in the jar, yet it should not be mashed or crushed. First class fruit, well ripened, medium in size, and uniform in shape, free from skins, spots, etc., should be carefully removed, the density of the syrup depending upon the variety, the degree of hardness or softness of the fruit. The softer the fruit, the greater the density. The container should be appropriate in size, clean and well polished and carefully labeled.

**Score Card for Preserves.**  
General appearance: Color 15; size and uniformity 20; flavor 20; con-

### Bledsoe Planning First Birthday on July 12 - 13

Bledsoe, the terminus of the new Santa Fe railroad, seventy-five miles west of Lubbock, is to celebrate her first birthday July 12 and 13, with a two-day celebration consisting of a bog rodeo in charge of Jim Black of Cross Roads, New Mexico. The first day of the picnic is to be marked by a basket picnic at which the old timers of the Plains country will have the privilege of once more meeting and mingling, but this time it will be on the last frontier of Texas. The second day a big free barbecue will be served to the entire crowd.

In connection with the rodeo, prizes are to be offered in the different contests that are to be features of the event, and several of the most noted riders, ropers and performers of the western country have lined up to participate in the contests.

Free wood, water and camp grounds are being prepared for all who desire to camp out while attending the celebration, and special efforts are being made to secure speakers from the several different gubernatorial camps in the state.

Container—size of package—5; neatness 5; label 5.

**Characteristics of good preserves:** There should be uniformity in shape, size and color of fruit. The fruit should be arranged so that the container will be full without having a crowded appearance. The natural flavor of the fruit should be preserved as far as possible. The syrup should be clear and not jellied or caramelized. The texture should be firm, tender and plump. The container should be relatively small. A quart size is perhaps the most desirable. It should be clean, polished and neatly labeled.

**Score Card for Jelly**  
General Appearance: Color 10; clearness 10; lack of crystals 5; consistency 30; flavor 25; container—size and shape 5; seal 10; label 5.

**Characteristics of good jelly:** The color of the natural fruit should remain. A dark jelly is not to be desired. The product should be clear and sparkling and should show no crystals. In consistency, it should shake or tremble, should cut easily with a spoon, yet be so firm that the angles of the cut edges should remain. It should not be syrupy or taffy-like. The flavor should be that of the natural fruit. Small glasses should be used for containers. The jelly should be covered with paraffin before the lid is placed on the container. The glasses should be polished and neatly labeled.

**Score Card for Canned Meats.**  
Appearance—Cleanliness 25; color 25; pack—fullness of jar 15; amount of meat in relation to fat and meat stock 20; container 15.

**Score Card for Needle work or Clothing.**  
Garments: Suitability of article to purpose; suitability and beauty of

### Bull Circle Advantages to Be Shown at Fair

The leading feature in the dairy department in the Deaf Smith County Fair this fall will be living example of a pure bred bull circle that has been established in Swisher County for two years. Arrangements have been made with the Swisher County Bull Association to exhibit two of their pure bred bulls, and two grade cows with their calves. This will show the first cross and the advantages of proper breeding methods and results of good breeding. The main object of this demonstration is to interest the farmers of Deaf Smith County in raising better calves that will, in the future, make profitable cows. The advantages of a bull circle are that each man who is a member of the circle has a breeding privilege for a series of years. This breeding service will be from bulls that are of the best blood lines and that have ancestors of high milk production on both sides of their pedigree. This service will cost less than the method that is now practiced by each farmer who owns a bull. The future development of the dairy industry in this county must be built along these lines in order to improve the quality of our dairy cattle.

### S. D. Blackwell Started Out With Five Heifers; And Now Has Balanced Diversified Farm

S. D. Blackwell, living northeast of Hereford is making diversified farming pay, and is setting an example for his neighbors to follow. He is selling \$50 worth of cream each month and carries a large basket of eggs to town each week. Mr. Blackwell says that this is not his only profit, because he lets each cow raise him a fine calf, and keeps at least one pig for each cow that is milked. The calves, pigs and chickens thrive on skim milk, and require little feed for their development. Mr. Blackwell started out five years ago with five heifers, and now has a herd of sixty head, and is milking fifteen at this time. He keeps all the females and either sells the males as yearlings or trades them for cows or heifers. He also keeps a number of good brood mares on the farm and raises several fine colts each season. The livestock on this farm are used just as a side line, and Mr. Black-

well is farming 250 acres of land. He has 50 acres of fine wheat, the same amount of oats and has 150 acres of row crops that are looking good. He is planning to exhibit some of his livestock and field crops at the Deaf Smith County Fair September 16, 17 and 18.

J. F. Reed of Albertville, Ala., is visiting his children, G. W. Heard, Miss Lucy Reed and H. D. Reed. Mr. Reed came in Tuesday morning and expressed himself as well pleased with prospects here. He was here on a visit in 1918.

The Texas Utilities Company, which recently completed their high line from Canyon to Hereford, have a force of line men at work this week rebuilding a number of the power lines in the city. The work will take in the neighborhood of two weeks.

### Harvey Neal Has Hard Fire Loss At Illinois Home

W. E. Neal was advised last week of a most disastrous fire sustained by his oldest son, Harvey, at Lawrenceville, Ill., Monday June 21. Harvey Neal formerly lived at Dawn, and is well known in this community.

Mr. Neal was the owner of a fine string of blooded Percheron horses, including a stallion that took the blue ribbon at the Dallas and Oklahoma State Fairs several years ago, while Mr. Neal was a resident of this county. The animals were very valuable. In the fire of last week six head of these animals, including the stallion, were burned to death, besides the barn and all contents on Mr. Neal's farm.

The loss was a very heavy one and is a severe blow to Mr. Neal. The barn contained all his wagons, harness, equipment, etc., and was only partially insured. The loss of the fine Percherons is a particularly hard one. Only a shift of the wind saved Mr. Neal's house from going up in smoke.

### Chicago Man Is Impressed With Local Prospects

E. I. Kern of Chicago and J. K. Christie, of the Standard Oil Co., of Tulsa, Okla., were visitors here last week looking into conditions. Mr. Kern is the owner of valuable land two and a half miles northwest of Hereford.

The two gentlemen are making a trip of inspection over oil properties in the southwest, and went from here to see the oil fields around Borger.

Miss Mattie Swisher of Canyon has been spending the past week here with friends. She left this week for Plainville to attend the District Conference of Missionary Workers, and will be joined there by Rev. and Mrs. Smallwood and little daughter of Matador. The party will then go to Mt. Sequoyia, in the Ozark Mountains, near Fayetteville, Ark., to attend the Summer Assembly and Sunday School Training School. They expect to take a vacation after the Training School. Miss Swisher will do evangelistic work during the months of August and September and will be back in Canyon for the school term.

### Champion Mermaids To Attempt Channel Swim



Here are three of the expert women swimmers who will soon try to swim the treacherous English Channel, a feat no woman and only two men have ever accomplished. (L to R) are Lillian Cannon, of Baltimore, Md., Miss Gade, and Gertrude Ederle of New York. All three in Europe practicing daily to fit themselves for the great test.

design 15; harmony of color and material 15; ease of construction 15; perfection of stitches 10; neatness of finish; ease of adjustment 10; laundering possibilities 10.  
**Needs Work: Material—Suitability** 10; quality 10; Design—Suitability to article 10; beauty 10; Colors—of material 10; of decoration 10; workmanship—stitches 5; appearance on wrong side 5; appearance on right side 5; fastening of threads 5; decoration—suitability 10; artistic de-

sign 10.  
An article should be suitable to its purpose. The material suitable to the article. The design of trimming should be suitable to the article or becoming to the wearer and should be artistic. Colors should harmonize. Materials used together should launder and wear together. Seams, hems, bands and tucks should be of appropriate widths, and even, stitches fastened, finishings neat, article clean and well pressed.

### FOUR BROWN BROTHERS HAVE 3,000 ACRES IN WHEAT IN THIS COUNTY AND NEW MEX.

#### R. W. Ludwick of Clovis Is Poultry Judge for Fair

N. C. Vogele, superintendent of the Deaf Smith County Fair, has just announced the selection of R. W. Ludwick of Clovis, New Mexico, as judge of the poultry show to be held in connection with fair September 16, 17 and 18. Mr. Ludwick is a graduate of New Mexico A. & M. College, and is an experienced poultry judge. He is now instructor in Vocational Agriculture in the Clovis, New Mexico, high school. Byron McCord has been selected to superintend the poultry show, and he has already started working on this department. The show will be held in the rear of the Fair Pavilion, on the south side. It promises to be the best that has been held in years. Last year over 200 birds, representing twenty breeds, were shown at the fair. Superintendents of each department of the fair have already started working on the exhibits. N. C. Vogele is dicker with a number of show and carnival companies, and a good one will probably be booked soon as an entertainment feature. The fair will be free to everyone, and record crowds are expected all three days.

#### WHAT'S DOING IN WEST TEXAS

The largest regional Chamber of Commerce in the world must have a permanent home is the opinion of G. W. Fry of Abilene, General Manager of the West Texas Utilities Company, who has started the fund for this purpose by a contribution of \$500. Mr. Fry while in Stamford attending the banquet given by the Stamford Chamber of Commerce in honor of the retiring and incoming officers of the West Texas Chamber of Commerce and of the Stamford Band, announced this contribution. The S. M. Swenson & Sons Company of Stamford have already donated a valuable building site and have executed the deed to the West Texas Chamber of Commerce. The site is located in the business district of Stamford on a paved street and will make an ideal location for the headquarters building. The business men of Stamford have shown their justifiable pride in the organization which maintains its headquarters by agreeing to raise \$1,500 for the new building. Claude Esterling, president and Hamilton Wright, secretary of the Stamford Chamber, are already at work on the project. The action of Mr. Fry in starting the fund for the building is expected to be followed by other patriotic West Texans and it is altogether probable that the organization will be quartered in their new home by Jan. 1. In the opinion of Mr. Fry and those who are boosting the project, the new home of West Texas' own organization should be a real West Texas building constructed in a satisfactory manner.

### Farmers Encampment to Be Held On August 26-27

One of the chief educational events in Deaf Smith County for the year 1925, will be in the way of a farmers' encampment. This encampment is to be held August 26 and 27. The A. & M. College of Texas is co-operating with the county agent and they are planning to give an interesting program. There will be specialists of the swine department, dairy cattle, beef cattle and poultry husbandry, who will give new methods of production and how these methods may be accomplished in this section. They are also planning to have Miss Bess Edwards, State Home Demonstration Agent, and Miss LeRoy Hayden, District Home Demonstration Agent, who will modern methods of home improvement that will be interest to the ladies. This short course will be a rare opportunity for the people of Deaf Smith county, and it is hoped that everyone, especially the farmers of this and adjoining counties, will make plans to attend this encampment and will come prepared to spend the entire two days. A definite program will be published later.

#### The Brown Brothers are doing a lot to prove that wheat raising in the Panhandle of Texas and Eastern New Mexico, is a profitable industry if carried on in the right way. "What raising will pay good returns," is their verdict, and they have the actual facts to back up their statements.

The four Brown boys, J. W. Brown, C. M. Brown, W. T. Brown and J. N. Brown, are all farming wheat on a large scale. The four boys have in 3,000 acres this year, and the entire acreage will average around thirty-five bushels per acre. Most of the wheat they have cut averaged right at forty bushels per acre and tested 62 pounds. On thousand acres of their wheat is in the western part of Deaf Smith county, and the rest is in Curry and Quay counties of New Mexico. The Browns are running five combines and ten trucks, early and late in an effort to take care of the big wheat crop. These boys are marketing better than one thousand bushels daily in Hereford, and it will be brought in much faster, just as soon as the crews get to working smoothly. The summer fallow system is a sure way to raise wheat in the Panhandle, according to the Browns. Last year they practiced the summer fallow system, and claim that it pays better than any style of planting. The boys own seven sections of land in Deaf Smith, Curry and Quay counties. A large part of this was purchased from the Syndicate people five years ago, and this one crop of wheat will pay all expenses and net the Browns one and one-half times the cost of the land. Wheat farming is their main industry, but these boys practice stock farming along with it. Two of the boys keep pure bred Durham cattle and Poland China hogs, while the others handle grade stuff. The two industries go hand in hand, and are proving to be very profitable.

#### Kansas National Live Stock Show at Wichita

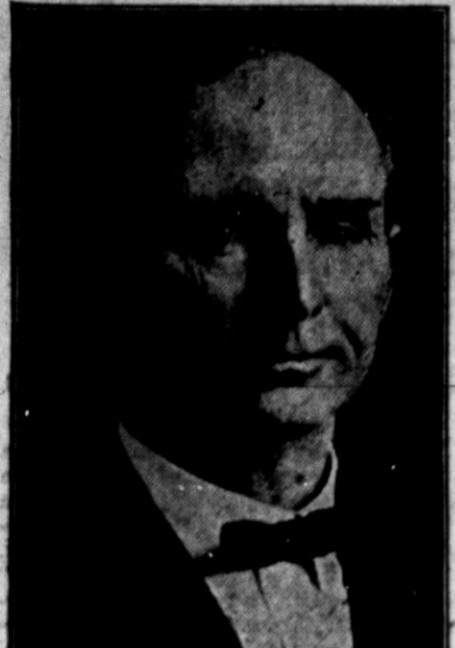
Encouraged by the unprecedented display of purebred live stock; wonderful success of the night show, and the record breaking attendance that characterized the 1925 Kansas National Live Stock Show, directors of that organization are preparing for more entries in the live stock department; a greater night horse show, and to care for a greater attendance at the tenth annual show to be held in the forum buildings, November 1 to 6, inclusive. Premiums in the Live Stock division will exceed \$25,000, with \$10,000 for night horse show prizes. In addition to the Live Stock Show and Horse Show, there will be a Cat Show and a Dog Show, each to be conducted under rules of the National Associations. More than \$800 will be given in prizes to winners in the boy and girl clubs, open to all clubs of the Southwest. Club contests will include high school stock judging, baby beef, pig and sheep contests.

Kansas National dates this year provide for a full open week between the Texas State Fair at Dallas, and the American Royal at Kansas City, which provides sufficient time for exhibitors to move stock and dress up. Among the extra features of entertainment will be the Kansas National pretty baby show, better meat demonstrations and lectures, dancing, band and orchestra concerts, manufacturers and merchants display, Kansas State Fish and Game exhibit and stage productions.

Commercial draft horses will be given special attention and the million dollar stock parade will again be a big night feature. Every day will have its different and wonderful features of entertainment. There will be parades, carnival features, and the Flower Show in which florists of Southern Kansas will compete in prize winning floral exhibits. Premium lists, and information regarding and department or feature of the Kansas National are to be had by writing the Kansas National Live Stock Show, of Wichita, Kansas.

and it is thought that the organization will not have to go out of their own pockets for money to cover the material for the building. West has great brick plants, cement, plaster mills, granite and marble quarries and cabinet makers. In fact, worth are steel concerns able to care for the steel needs of the building with home manufactured products, and several great lumber concerns make headquarters in West Texas. As visualized by those who conceived the idea the West Texas Chamber of Commerce will be real monument to West Texas and will be an edifice of which all West Texas will be proud.





The Honorable George B. Terrell of Cherokee county, Texas, Commissioner of Agriculture of the State of Texas for some time past, and a candidate for re-election this year, paid a campaign visit to Hereford recently, and made the acquaintance of a number of local county officials and business men. Mr. Terrell had just filled a speaking engagement at the Amarillo Convention and took the opportunity to pay his first visit to Hereford.

Mr. Terrell has filled many responsible posts of public trust at Austin the past years, and served a long time in the legislature. He is a brother of former Comptroller H. B. Terrell. He has a distinguished record of achievement and aggressiveness for the policies he has advocated.

It is a bitter and torturing thought to many men that their wives might marry again and their second husbands live in the home they have paid for—and enjoy the prosperity they have made. Apparently it does not occur to them that their wives have any real right to the money they have helped to make and save, or that any compensation is due her for spending her best years working for him.

A man who deliberately refrains from laying up something for his wife to have in case of his death is treating her most unfairly. He is defrauding her of what belongs to her by right. Any wife who does her part by making a man a comfortable home; who skips and pinches to help him save and get along, has equal right to whatever they have as valuable as his. She has contributed just as much as he to the family prosperity.

In your particular case, it is obviously not lack of affection for you that keeps your husband from making a will, or taking out insurance. His statement, "plenty of time for that," indicates that perhaps he lacks the courage necessary to face the fact that he must some day die. Perhaps he cannot bring himself to visualize his own end, as he must do when he makes his will or takes out insurance. Many men have this feeling, and as a result, when they die they leave their affairs in disorder—a really grievous wrong to their wives and children.

My advice to you is to have your husband's attorney come around to the house some evening in the very near future. Then have the insurance man call. All your husband needs is to have his courage jacked up a little. He will be as pleased as anything with himself when he finds the ordeal is over and he is still alive.

**PROPOSED AMENDMENT TO THE CONSTITUTION.**

Senate Joint Resolution No. 10.

Proposing an amendment to the Constitution providing for taxation of school lands owned by counties.

Be it Resolved by the Legislature of the State of Texas:

Section 1. That Article 7 of the Constitution of the State of Texas shall be amended by adding after Section 6 thereof 6a, which shall read as follows:

Section 6a. All agriculture or grazing school land mentioned in Section 6 of this Article owned by any county shall be subject to taxation except for State purposes to the same extent as lands privately owned.

Section 2. The foregoing constitutional amendment shall be submitted to a vote of the qualified electors of this State at an election to be held on the first Tuesday after the first Monday in November, A. D., 1926, at which all ballots shall have printed thereon "For the Constitutional amendment providing for taxation of all agriculture or grazing school land owned by any county, to the same extent as land privately owned" and

"Against the Constitutional amendment providing for taxation of all agriculture or grazing school land owned by any county to the same extent as land privately owned."

Section 3. The Governor shall issue the necessary proclamation for said election and have the same published as required by the Constitution and laws of this State. The expense of publication and election for such amendment shall be paid out of proper appropriation made by law.

Approved, April 4, 1925.

EMMA GRIGSBY MEHARG,  
Secretary of State.

(A Correct Copy.)

**PROPOSED AMENDMENT TO THE CONSTITUTION.**

Senate Joint Resolution No. 9.

A Joint Resolution relating to the amending of Article 16, Section 58, of the Constitution of the State of Texas, abolishing the Board of Prison Commissioners; providing for the supervision and management of the Prison System, under such laws as may be provided by the Legislature.

Be it Resolved by the Legislature of the State of Texas:

Section 1. That Article 16, Section 58 of the Constitution of the State of Texas, be amended so as to hereafter read as follows:

Section 58. The Legislature shall have full power and authority to provide by law for the management and control of the Prison System of Texas; and to this end shall have power and authority to place the Prison System under the supervision, management and control of such trained and experienced officer, or

officers, as the Legislature may from time to time provide for by law.

Section 2. The above Constitutional amendment shall be submitted to a vote of the qualified electors of this State at a general election to be held November 3, 1926, at which election all voters favoring said proposed amendment shall write or have printed on their ballot the words "For the amendment of Article 16, Section 58, of the Constitution, abolishing the Board of Prison Commissioners." And all those opposing said amendment shall write or have printed on their ballot the words "Against the amendment of Article 16, Section 58, of the Constitution,

abolishing the Board of Prison Commissioners."

Section 3. The Governor of this State is hereby directed to issue the necessary proclamation for said election and have the same published as required by law.

Section 4. The sum of \$5,000.00, or so much thereof as may be necessary, is hereby appropriated out of the funds in the Treasury of the State, and not otherwise appropriated, to pay the expenses of such publication and election.

Approved, April 4, 1925.

EMMA GRIGSBY MEHARG,  
Secretary of State.

(A Correct Copy.)

**STOCK LAW ELECTION NOTICE**

In compliance with law and pursuant to an order of the Commissioners' Court of Deaf Smith County, Texas, dated the 15th day of June, 1926.

**NOTICE**

is hereby given that an Election will be held on the 17th day of July 1926, in the Hereford Independent School District at the Court House in Hereford, Deaf Smith County, Texas, for the purpose of determining whether or not horses, mules, jacks, jennetts, and cattle shall be permitted to run at large within the following described territorial limits, viz: beginning on the south line of Deaf Smith County at a point where said county line intersects the section line between Sections No. 84 and 93, in block M-7; thence west along north line of Castro County, over and across Sections No. 93, 106, 115, 128, 137 and 150, to a point on the county line between Sections No. 150 and 159; thence north along and with the section lines to the section corners between Sections 5 and 6, 15 and 16, in Block K-8; thence east along and with the section line to the corner where Section No. 16, 16, 25 and 26 coincide in Block K-3; thence south along and with the section line to the south block line of block K-3 being the southeast corner of Section No. 21 of said block; thence

**Mistake Somewhere.**

Manager: I thought you said you gave the man in room 317 his bill!"  
Clerk: "I did, sir."  
Manager: "That's funny, he's still singing."

See the new Buicks on our floors. Twelve beautiful cars, latest models, several models. Norton Buick Co.

**Organizes Salesmen**



The salesmen of America will soon be well organized if the plans of Hal P. Denton of Chicago mature. Mr. Denton, pioneer of the Kiwanis International Clubs is an experienced organizer and believes that his new movement to bring salesmen together into one large family will better this great profession.

**IN CONFIDENCE**  
By Flo.

**Shouldn't My Husband Carry Insurance and Make a Will?**

Dead Miss Flo: My husband has always been a good provider, and seemingly has always been devoted to me. But he absolutely refuses to take out an insurance policy or make a will. The twelve years that we have been married we have worked shoulder to shoulder, and as a result we have a nice home, a bank account, and some bonds, which are, of course, in his name. I feel that anything we have is just as much mine as his. Yet if he were to die I would get only my portion as his widow. We have argued and argued about it. I know my husband would want me to do what he has and what I have helped to make just as much as he, but he can't bring himself to take out insurance or make a will. He always says, "plenty of time for that." What makes a man treat the woman he loves in that manner? Edna.

It is hard to say just what makes a man treat his wife in such a manner, Edna. It certainly is every man's duty to protect his wife by taking out insurance, and by making a will. The slightest sense of chivalry or justice should make him want to leave her protected against hardships and want. The husband who leaves his wife without home or financial protection must be callous indeed.

In some cases it is plain jealousy.

**Only \$225.00**

F. O. B. Dayton

**NEVER BEFORE a farm electric value like this**

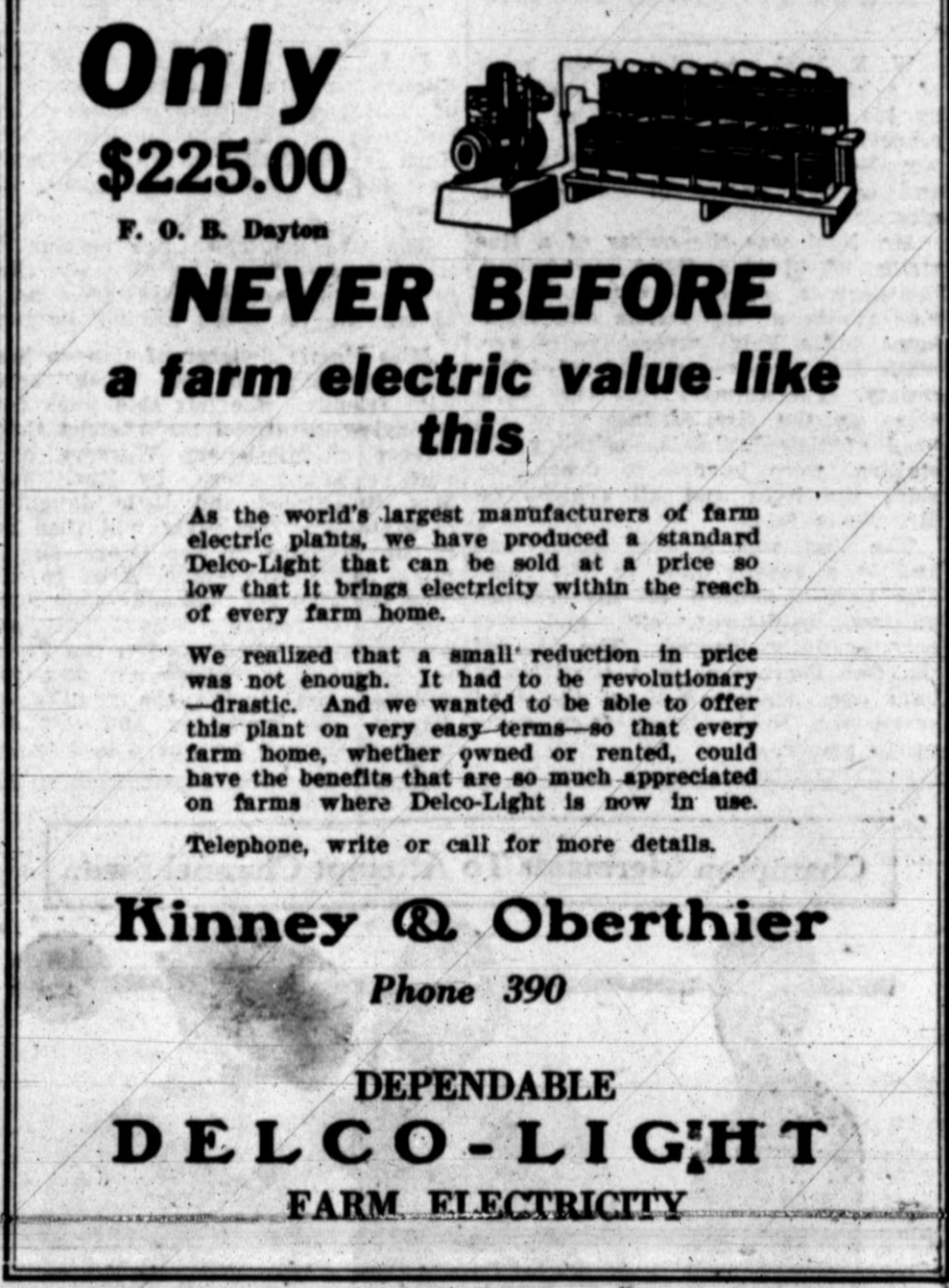
As the world's largest manufacturers of farm electric plants, we have produced a standard Delco-Light that can be sold at a price so low that it brings electricity within the reach of every farm home.

We realized that a small reduction in price was not enough. It had to be revolutionary—drastic. And we wanted to be able to offer this plant on very easy terms—so that every farm home, whether owned or rented, could have the benefits that are so much appreciated on farms where Delco-Light is now in use.

Telephone, write or call for more details.

**Kinney & Oberthier**  
Phone 390

**DEPENDABLE DELCO-LIGHT FARM ELECTRICITY**



**It's Easy to Kill Mosquitoes**

Z-z-zing! Slap! In a few seconds he's back again. Slapping at mosquitoes wastes you more than it does them. And you could be entirely rid of them so easily! Simply close doors and windows and blow Bee Brand about the room.

Bee Brand Insect Powder will kill every one and it's easy and safe to use. It can't explode. It can't stain. It's harmless to everything except insects. You can use it in a puffer gun, or blow it in the air from a piece of paper. You can burn it in the room.

It also kills Aids, Flies, Fleas, Roaches, Water Bugs, Bed Bugs, Moths, Lice on Fowl, and many other house and garden insects.

Get Bee Brand in red sifting top cans at your grocer's or drugist's. Household sizes, 10c and 25c. Other sizes, 50c and \$1.00. Puffer gun, 10c.

If your dealer can't supply you, send us 25c for large household size. Give dealer's name and ask for free booklet.

It Kills Them—A Guide for Killing Bees and Garden Pests.

McCormick & Co., Baltimore, Md.



**YOU HAVE THE WHEAT— YOU GET THE MONEY—**

We have Gas, Oil, Tires and Accessories to sell.

**SERVICE**

Our boys know how to give it— Try our Shop Work—we stand behind it.

*The Station With the Chevrolet Sign*

**South West Trail Garage**  
BONNIE BRUMLEY, Manager

**PAINTS** *Lowe Brothers* **VARNISHES**

**Mirror-Like Floors**

Can easily be yours. All you need is a can of LOWE BROTHERS NEPTUNITE FLOOR VARNISH and a brush.

You'll enjoy putting it on—seeing your floor turn new at each stroke of the brush. And when you're through, your floor will have a beautiful, lustrous, lasting finish that is waterproof, heat-proof and mar-proof.

Neptunite Floor Varnish is made especially for floors. There is another Neptunite Varnish for woodwork, one to use where the finish is to be rubbed, and another for outdoor use.

Neptunite never turns white—won't even scratch white.

Let us help you select the right varnish

**R. H. Kemp Lumber Co.**  
Hereford, Texas

**Job Work**

BRING US YOUR ORDER FOR—

Letterheads  
Envelopes  
Bill Heads

Anything in the Job Line

Quick Service  
Courteous Treatment

WE WILL APPRECIATE YOUR BUSINESS

**The Hereford Brand**



**North East Corner**

The Palo Duro Sunday school and B. Y. P. U. are still progressing. We hope it will continue to do so.

Mrs. Goldie Watson and children of Childress, who have been visiting for the past three weeks with relatives here, returned to their home Sunday.

Mr. and Mrs. H. J. Oglesby and family visited Sunday with Mr. and Mrs. Toy Price and family.

Mr. George Day is on the sick list this week. We hope for him a speedy recovery.

Mr. and Mrs. J. L. Gantt and daughter, Mary, of Ft. Worth, arrived in our community last Sunday afternoon to visit with relatives here.

Quite a number of folks from our community attended the preaching service which was held by Rev. A. H. Dowell of Vega last Sunday afternoon at Ford schoolhouse. They report a splendid service.

Mr. and Mrs. J. T. McClain spent Sunday in the home of Mr. and Mrs. W. B. Bowen.

Genavey Green spent a few days last week with her cousin, Eunice McClain.

A few of the B. Y. P. U. folks gathered at the home of Mr. and Mrs. B. F. Ozee and family last Sunday. Each one had a splendid time.

Mr. and Mrs. Ben Floyd and daughter, Mildred, visited Sunday in the Bill-Floyd home.

Mr. W. T. Womble was a business caller at the J. C. Allred home one afternoon last week.

Mrs. L. C. Moore and children were in Wildorado Sunday afternoon.

The Floyd brothers are the proud owners of a new Fordson tractor.

Mrs. I. N. Hutchins is visiting relatives at Chillicothe now.

Mrs. Tom McBroom and children visited Sunday afternoon with Mr. and Mrs. Jim Legrand.

Mr. and Mrs. W. B. Phillips of Hereford visited their son, Coy Phillips, and family Sunday.

Mr. G. M. Suggs and son, George, were in our community one day last week.

Mr. Bran Fowler was a business caller in the Allred home Monday.

The fresh showers which fell over our community last Monday afternoon were a great help to the crops and gardens, but they will stop the wheat cutting for a short while.

Mr. Elmer Womble happened to the misfortune of shooting himself through the arm with a .22 rifle last Saturday, while out on a rabbit hunt. He thinks that it is not serious and we hope that he will not have any further trouble with it.

**Frio-Easter Items**

Wheat harvest is in full way this week in the community.

Mrs. Carl Frye and daughters, Louise Ann, Caroline and Carl Ray, visited with Mrs. Terrell and daughter, Jean, Tuesday afternoon.

Mrs. E. V. Sullivan and son Charles William, and Mrs. V. C. Woolery visited in the home of Mrs. W. J. Sullivan Tuesday.

Mrs. J. E. Woolery and son, Milton, spent Thursday with Mrs. Woolery's mother, Mrs. Doak.

Mr. Akerman, the new carrier for Star Route, started Thursday, July 1. We wish Mr. Akerman the best of luck.

Mrs. E. V. Sullivan visited with Mrs. Allman Wednesday.

Messadams Frye, Sullivan, Estes, Dixon, Williams and Mitchell are entertaining the combine this week, but they seem to welcome it when the wheat is turning out so well.

Miss V. Allen, who is attending school at Canyon this summer, spent the week-end with her parents, Mr. and Mrs. Allen. Miss Jose Betts of Canyon accompanied Miss Allen home.

Mrs. Bill Woodburn, Miss Lona Woodburn of Dimmitt and Mrs. Watson of Amarillo visited with Mrs. Carl Frye Friday afternoon.

Mrs. Allen and Eddie Lee Allen, Mrs. Smith and Elmer Smith and Mrs. Casson visited with Mrs. Smith of Jumbo Thursday afternoon.

Mr. and Mrs. Jess Laughlin of Summerfield visited with Mrs. Laughlin's parents, Mr. and Mrs. Sullenger, Sunday.

Mrs. Wilder of Jumbo visited in the home of Mr. and Mrs. Smith Sunday.

Mrs. Rube Sullenger and children spent the day with Mrs. Stagner Sunday.

Mr. and Mrs. Bray of Hereford visited in the home of Mr. and Mrs. M. W. Fields Sunday.

Miss Louise Ann Frye spent Sunday with Miss Billie Louise Corn.

Mrs. Carrol, Frankie Mae, Billie Louise and J. T. Corn visited in the home of Mrs. Allen Saturday.

Mr. Jess Lindsey and Miss Nannie Fields spent Sunday in Canyon with friends.

Sunday school at Easter is growing all of the time. Everyone seems to take so much interest. Rev. Ross

**WHITHER ARE WE DRIFTING?**

By A. B. CHAPIN



of Hereford was with the Easter community Sunday afternoon at 3:00 o'clock. He brought a very good message, which everyone enjoyed.

Mrs. Sullivan, Mrs. Holliman and children and Mrs. Woolery spent the day with Mrs. Frye Sunday.

Mr. and Mrs. Holliman spent the first of the week with Mr. and Mrs. Woolery.

Mrs. Allman visited with Mrs. Estes Thursday.

Mrs. E. V. Sullivan and son visited with Mrs. Leo Williams Friday.

Sunday school at Frio is well attended. Everyone come and be on time next Sunday.

**YOUR BIRTHDAY**

**JULY 4th-10th.**

If your birthday is this week you have a sympathetic, kindly nature, very sensitive and easily offended. You are original, inventive and imaginative. You have a very critical nature, and can be very caustic when you let go of yourself—which isn't very often as you have a great amount of self-control at all times, and are generally very considerate of other's feelings and opinions. You are apt to idealize those you love, and are deeply disappointed when you discover their weak points. You have a vein of vanity and conceit, and love gayety, society and dress. Being very fond of travel, you sometimes change your occupation suddenly and completely. You are often considered indifferent and cold, but you have many true and loyal friends who learn to know and understand you.

Both men and women born during these dates are wonderful students of human nature, and quickly analyze a person's character. Men are shrewd business men and capable of organizing on a large scale. They also become orators, politicians, attorneys, judges and brokers. Women have considerable artistic ability, and become decorators, writers, artists, designers and musicians.

**PROPOSED AMENDMENT TO THE CONSTITUTION.**

**HOUSE JOINT RESOLUTION NO. 5**

A resolution proposing an amendment to Art. 7, of the Constitution of the State of Texas by changing Section 3, eliminating the provision authorizing the Legislature to create

I have moved my Insurance office. You will now find me on second floor of the Newell & Ashbrook building, Phone No. 7. D. F. Ashbrook. 25-27

Quick Job Service at The Brand.

special districts and making an appropriation therefor.

Be It Resolved by the Legislature of the State of Texas:

Section 1. That Section 3, Article 7, of the Constitution be so changed as to read as follows: (creating new Section.)

Section 3. One-fourth of the revenue derived from the State Occupation taxes and poll tax of one dollar

on every inhabitant of the State, between the ages of twenty-one and sixty years, shall be set apart annually for the benefit of the public free schools; and in addition thereto, there shall be levied and collected an annual ad valorem State tax of such an amount not to exceed thirty-five cents on the one hundred (\$100.00) dollars valuation, as with the available school fund arising

from all other sources, will be sufficient to maintain and support the public schools of the State for a period of not less than six months in each year, and it shall be the duty of the State Board of Education to set aside a sufficient amount out of the said tax to provide free text books for the use of children attending the public free schools of this State; provided, however, that should the limit of taxation herein named be insufficient the deficit may be met by appropriation from the general funds of the State and the Legislature may also provide for the formation of school districts by general laws; and all such school districts may embrace parts of two or more counties, and the Legislature shall be authorized to pass laws for the assessment and collection of taxes in all said districts and for the management and control of the public school or schools of such districts, whether such districts are composed of territory wholly within a county or in parts of two or more counties, and the Legislature may authorize an additional ad valorem tax to be levied and collected within all school districts heretofore formed or hereafter formed for the further maintenance of public free schools, and for the erection and equipment of school buildings therein; provided that a majority of the qualified property tax paying voters of the district voting at an election to be held for that purpose shall vote such tax not to exceed in any one year one (1.00) dollar on the hundred dollars valuation of the property subject to taxation in such district, but the limitation upon the amount of school district tax herein authorized

shall not apply to incorporated cities or towns constituting separate or independent school districts, nor to independent or common school districts created by general or special law."

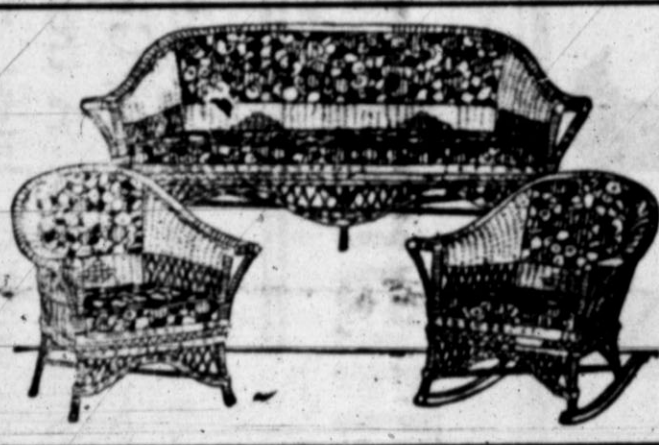
Sec. 2. The foregoing constitutional amendment shall be submitted to a vote of the qualified electors of the State at an election to be held throughout the State on the first Tuesday after the first Monday in November, 1926, at which election all voters favoring said proposed amendment shall write or have printed on their ballots the words, "For the amendment to the Constitution of the State of Texas eliminating the provision which authorizes the Legislature to create special school districts," and all those opposed shall write or have printed on their ballots the words, "Against the amendment to the Constitution of the State of Texas eliminating the provision which authorizes the Legislature to create special school districts."

Sec. 3. The Governor of the State is hereby directed to issue the necessary proclamation for said election and to have same published as required by the Constitution and existing laws of the State.

Sec. 4. That the sum of two thousand (\$2,000.00) dollars, or so much thereof as may be necessary, is hereby appropriated out of any funds in the Treasury of the State of Texas not otherwise appropriated, to pay the expenses of such publication at election.

Approved, April 4, 1925.

EMMA GRIGSBY MEHARG,  
Secretary of State  
(A Correct Copy.)



**NEW FURNITURE**

See the attractive suites, for every room in the house, on our floors.

Priced right — years of service in every single piece.

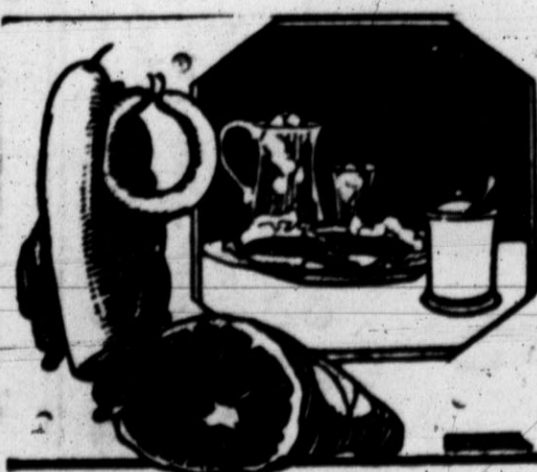
We will appreciate a visit from you.

**ANTHONY'S**  
FURNITURE AND VARIETY STORE

**Delicious Cold Meats**  
FOR THE HOT WEATHER

You will find our pure ready to eat, cold cut meats the ideal way to avoid cooking and fixing in the Summer's heat. Delicious — appetizing and wholesome. Just the thing for sandwiches!

- Barbecue
- Bologna
- Cheese
- Frankfurters
- Lunch Ham
- Boiled Ham



**Cloyd's Meat Market**

**HONEY BEE**  
**FLOUR**

IT'S BETTER FLOUR FOR A LOT LESS MONEY.

**Here's Our Proposition**

Try a bag and if you don't like it as well or better than the brand you are using (NO BRANDS EXCEPTED) feed it to your hogs and the man you bought it from will pay for the hog feed.

Your Merchant Has It

**ROCKWELL BROS. & CO.**  
LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

**A Bargain Offer**

The Brand has twenty-one mail boxes, approved type, worth \$1.50 each, that we will sell—

For **39c** Each

when the order is accompanied by an order for a year's subscription to The Hereford Brand for a new subscriber, who resides on a Route leading out of Hereford.

The Hereford Brand, one year	.....\$2.00
1 Mail Box	..... 1.50
<b>Total</b>	<b>.....\$3.50</b>

**Both for \$2.39**

FIRST COME, FIRST SERVED

**Attention Poultry Raisers**

**Z-I-P**

**PARASITE REMOVER**

used in the drinking water will rid your poultry of Blue Bugs, Lice, Fleas and all other insects.

Sold under a money-back guarantee, by—

**The Golden Rule Produce Co.**

**Nothing can stop the force of the Wind**

—no one can predict  
—no one can prevent  
The fury of the Wind, Hail and Fire.  
This Agency can protect you.  
Office over Newell's Store.

Phone No. 7.

**D. F. Ashbrook**  
AGENCY

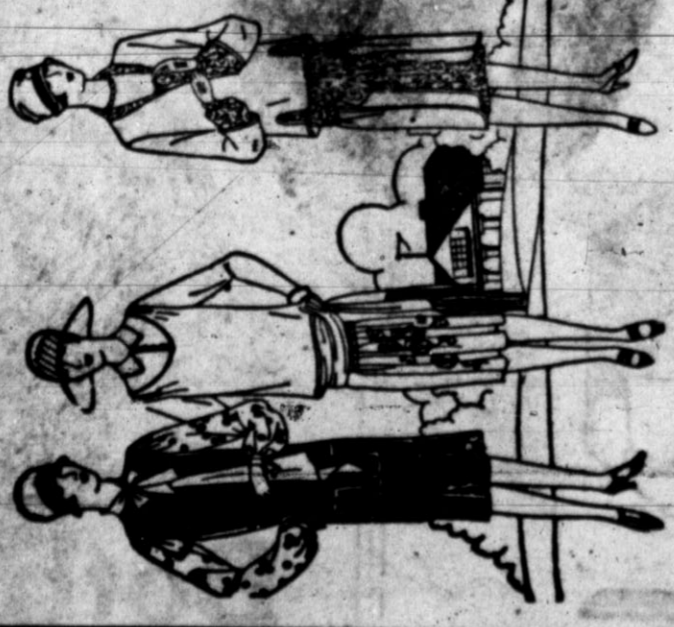


Store Closed Wednesday, July 7 to Arrange Stock

# Fox Mercantile Company's

NO GOODS CHARGED DURING SALE

## Ladies' and Misses' Offerings



**Ladies' Ready-To-Wear**  
Ladies Silk Dresses in Canton, Silk, Crepe de Chine and Georgette Crepe, while they last—  
**HALF PRICE**

**Ladies' Spring and Summer Coats**  
Clearance Sale **HALF PRICE**

One lot of Voile Dresses, special for this sale **\$1.95**

### Ladies' House Dresses

\$5.00 Grade, Sale Price	<b>\$4.25</b>
\$4.50 Grade, Sale Price	<b>\$3.90</b>
\$4.00 Grade, Sale Price	<b>\$3.48</b>
\$3.50 Grade, Sale Price	<b>\$2.95</b>
\$3.00 Grade, Sale Price	<b>\$2.65</b>
\$2.75 Grade, Sale Price	<b>\$2.35</b>
\$2.50 Grade, Sale Price	<b>\$1.95</b>
\$2.25 Grade, Sale Price	<b>\$1.90</b>
\$2.00 Grade, Sale Price	<b>\$1.65</b>
\$1.75 Grade, Sale Price	<b>\$1.40</b>
\$1.50 Grade, Sale Price	<b>\$1.19</b>
\$1.25 Grade, Sale Price	<b>.95</b>

### SILKS—SILKS

40-inch Canton and Crepe back Satins, \$3.50 grades, Clearance Sale Price	<b>\$2.95</b>
\$3.00 Quality Silk, on Sale	<b>\$2.48</b>
\$2.50 Quality Silk, on Sale	<b>\$2.15</b>
\$2.25 Quality Silk, on Sale	<b>\$1.90</b>
\$2.00 Quality Silk, on Sale	<b>\$1.65</b>
\$1.75 Quality Silk, on Sale	<b>\$1.45</b>
\$1.50 Quality Silk, on Sale	<b>\$1.19</b>
\$1.25 Quality Silk, on Sale	<b>.95</b>

### Sheeting, Sheeting—Wide Sheeting

10-4 Bleached Pullman Sheeting, guaranteed full width, special for this sale	<b>48¢</b>
9-4 Sheeting, special for only	<b>46¢</b>
10-4 Brown Sheeting Clearance Sale Price	<b>46¢</b>
9-4 Brown Sheeting, Clearance Sale Price	<b>44¢</b>

### GINGHAM SPECIALS

Tissue Gingham, silk striped, in light plaids and checks. Regular price 75c and 85c quality. Clearance Sale Price **49¢**  
One table 32 inch Gingham, Regular **\$1.00**  
ular 30c yd., Clearance price **24¢**  
One table 32 inch Gingham, regular 25c grades, Sale Price **19¢**  
8 yds, 27-in. Gingham, Regular **\$1.00**  
20c and 25c grade for

### SPECIAL—SILK LINGERIE

ALL SILK LINGERIE 20 PER CENT DISCOUNT

Curtain Scrims and

# Semi-Annual CLEARANCE SALE

## Begins Thursday, July 8th

A bewildering array of summer goods—in all departments—for Women, Misses, Men, Boys, Girls, Babies; and for the entire Household equipment. A tremendous stock of standard goods, all fresh and of latest materials, patterns and designs. And, the prices are within the reach of everyone. Read them and compare them.

**WE INVITE YOU TO VISIT OUR BIG STORE DURING THIS BIG SALE, WHETHER YOU ARE IN THE MARKET FOR MERCHANDISE OR NOT.**



Large size, heavy Turkish bath Towels, only a little smaller, special price of **48¢** each **25¢, 19¢ and 15¢**

### SPECIAL—TOWELING

Crash Toweling, all linen, unbleached, Clearance Sale price, yard **24¢**  
18-inch Turkish Toweling

## Men's and Boys' Furnishings

HART SCHAFFNER & MARX, STYLEPLUS AND CURLEE CLOTHES



We have a large stock to pick from for both young men as well as the middle aged man. All standard brands—no off brand clothes to confuse you on account of price. Each and every suit guaranteed to give you satisfaction in wear or a new suit. Regular prices range \$25.00, \$30.00, \$35.00, \$40, \$45.00, \$50.00 and \$55.00; most all of them have two pairs of trousers, Clearance Sale prices—  
**\$19.75, \$24.75, \$27.95, \$33.50, \$38.50, \$42.50, and \$46.50**

### MEN'S DRESS PANTS

We have the largest and most complete assortment of Men's Dress Trousers we have ever carried. The new patterns you will find in this department.

9.00 Pants, Clearance Sale	<b>\$7.75</b>
8.50 Pants, Clearance Sale	<b>\$7.25</b>
7.50 Pants, Clearance Sale	<b>\$6.35</b>
6.00 Pants, Clearance Sale	<b>\$4.95</b>
5.00 Pants, Clearance Sale	<b>\$4.25</b>
4.50 Pants, Clearance Sale	<b>\$3.95</b>
4.00 Pants, Clearance Sale	<b>\$3.65</b>

### BOYS LONG PANTS

Boys' Dress Pants in light colors, Wool and Palm Beach, sizes 5 to 16—

\$5.00 Grades, Sale Price	<b>\$3.95</b>
\$4.50 Grades, Sale Price	<b>\$3.90</b>
\$4.00 Grades, Sale Price	<b>\$3.45</b>
\$3.50 Grades, Sale Price	<b>\$3.15</b>
\$3.25 Grades, Sale Price	<b>\$2.90</b>
\$3.00 Grades, Sale Price	<b>\$2.65</b>

Boys' heavyweight blue waist-band Overalls, made just like the Levi Copper Riveted **\$1.45**

### MEN'S AND BOYS' WORK PANTS

\$4.00 Grades, Sale Price	<b>\$3.45</b>
\$3.50 Grades, Sale Price	<b>\$3.19</b>
\$3.25 Grades, Sale Price	<b>\$2.90</b>
\$3.00 Grades, Sale Price	<b>\$2.65</b>
\$2.75 Grades, Sale Price	<b>\$2.35</b>
\$2.50 Grades, Sale Price	<b>\$2.15</b>
\$2.25 Grades, Sale Price	<b>\$1.90</b>
\$2.00 Grades, Sale Price	<b>\$1.65</b>
\$1.75 Grades, Sale Price	<b>\$1.45</b>
\$1.50 Grades, Sale Price	<b>\$1.19</b>

### EXTRA SPECIAL

We have about 25 light colored suits; beautiful patterns, and to clean up on this lot we are going to make a special price on them. Two pairs of trousers with near-

ly all of them; suits worth up to \$37.50, while they last—**\$24.75**  
No alterations furnished at this price. No approvals; no refunds.

**BOY CLOTHING**  
20 PER CENT DISCOUNT



**Athletic Union Suits, special for** **48¢**  
 Bathing Suits for Ladies, Men, girls and boys, discount 20 per ct.  
**CHALLIES**  
 Challies for Quilts, new patterns, 36-inch width, regular 25c grade, Clearance Sale Price, yard **19¢**



**Men's Munsingwear**

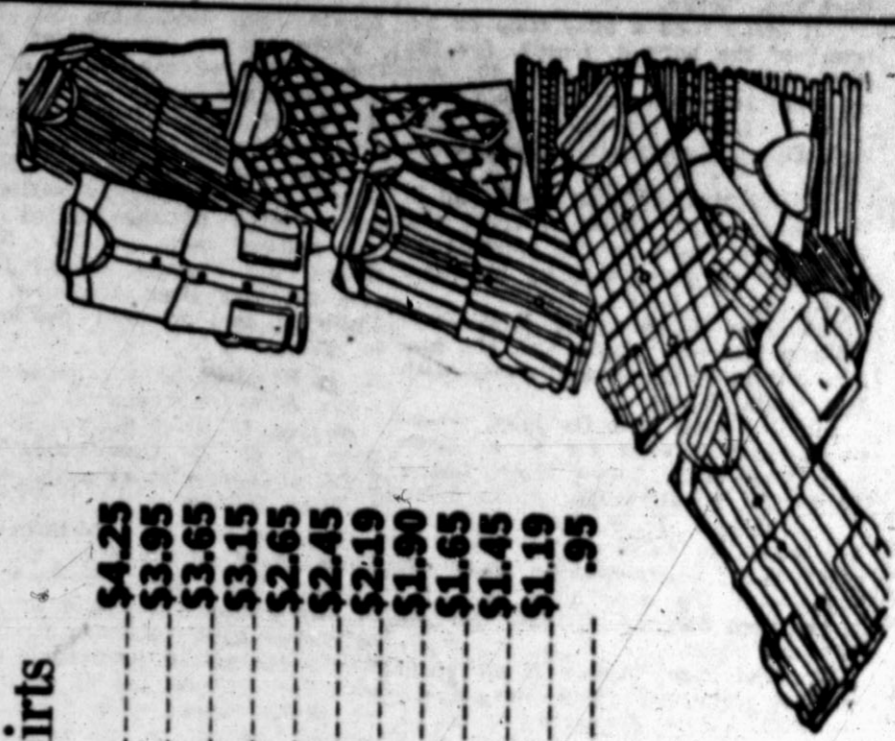
Athletic, no sleeves, knee length, short sleeve, knee length; Knit unions, long sleeve, ankle length; short sleeve and ankle length.  
 \$3.00 Grades, Sale Price **\$2.65**  
 \$2.50 Grades, Sale Price **\$2.15**  
 \$2.00 Grades, Sale Price **\$1.65**  
 \$1.75 Grades, Sale Price **\$1.45**  
 \$1.50 Grades, Sale Price **\$1.19**  
 \$1.25 Grades, Sale Price **.95**  
 \$1.00 Grades, Sale Price **.85**

**Shoes! Shoes! Shoes! Shoes!**

Shoes for Everybody, Men's Shoes, Ladies', Misses', and Boys, Shoes and Oxfords. Nothing reserved, they all go.  
 \$5.50 Quality Shoes **\$4.45**  
 \$5.00 Quality Shoes **\$4.25**  
 \$4.50 Quality Shoes **\$3.95**  
 \$4.00 Quality Shoes **\$3.65**  
 \$3.50 Quality Shoes **\$3.15**  
 \$3.25 Quality Shoes **\$2.90**  
 \$3.00 Quality Shoes **\$2.65**  
 \$2.75 Quality Shoes **\$2.35**  
 \$2.50 Quality Shoes **\$2.15**  
 \$2.25 Quality Shoes **\$1.65**  
 \$1.75 Quality Shoes **\$1.45**  
 \$1.50 Quality Shoes **\$1.20**

**Men's Dress Shirts**

\$5.00 Grades, Clearance Sale **\$4.25**  
 \$4.50 Grades, Clearance Sale **\$3.95**  
 \$4.00 Grades, Clearance Sale **\$3.65**  
 \$3.50 Grades, Clearance Sale **\$3.15**  
 \$3.00 Grades, Clearance Sale **\$2.65**  
 \$2.75 Grades, Clearance Sale **\$2.45**  
 \$2.50 Grades, Clearance Sale **\$2.19**  
 \$2.25 Grades, Clearance Sale **\$1.90**  
 \$2.00 Grades, Clearance Sale **\$1.65**  
 \$1.75 Grades, Clearance Sale **\$1.45**  
 \$1.50 Grades, Clearance Sale **\$1.19**  
 \$1.25 Grades, Clearance Sale **.95**



**Men's Work Shirts**

Heavy weight, grey Work Shirts, guaranteed to give satisfaction in wear; sizes 14½ to 19, for **95¢**

**FEATHER TICKING—SPECIAL**

8-oz. Feather Ticking, guaranteed to hold feathers, special for the yard **33¢**

**Rugs! Rugs! Rugs!**  
 27x36 Axminster Rugs, \$6.00 value, Sale Price **\$4.90**  
 \$10.00 Axminster Rugs, Clearance Sale Price **\$7.95**  
 \$ 4.00 Axminster Rugs, Clearance Sale Price **\$3.25**  
 \$ 3.00 Axminster Rugs, Clearance Sale Price **\$2.40**

**NOTIONS**

1 Paper Pins **5¢**  
 1 Card Safety Pins **5¢**  
 1 Card 10c Buttons **5¢**  
 1 Spool Darning Cotton **5¢**  
 1 Box 10c Hair Pins **5¢**  
 1 Box 15c Hair Pins **10¢**  
 1 10c Pencil **5¢**  
 4 Cedar Pencils **5¢**  
 1 large Tablet **5¢**  
 1 Roll Toilet Paper **5¢**  
 1 Can Colgate's Talcum Powder **19¢**  
 1 tube Pebecco Tooth Paste **44¢**  
 1 tube Pepsodent Tooth Paste **44¢**  
 3 bars Palm Olive Soap **25¢**  
 1 25c Tooth Brush **19¢**  
 3 bars Palm Olive Soap **25¢**  
 1 25c Tooth Brush **19¢**  
 1 Package Linen Fin. Envelopes **10¢**  
 3 bars Colgate's Big Bath Soap **25¢**  
 1 Box Woodbury Face Powder **19¢**  
 1 Bar Colgate's Shaving Soap **5¢**  
 1 Tube Colgate's Tooth Paste **19¢**

**Tennis Shoes and Oxfords**  
 One lot of Tennis Shoes, all out on table; regular \$1.25 to \$1.75 grades, choice for, pair **90¢**  
**Percales**  
 36-in. Percales, both light and dark patterns, special for **19¢**

**Indian Head**

Colored Indian Head, 36 inches wide, solid colors only, special for **42¢**

**Soisette**

Soisette in solid colors only, 32-inch width, special for, yard **44¢**

**Boy's Coveralls**

One lot boy's Overalls, khaki only, sizes 3 to 14 years, special for **95¢**

**Pillow Tubing**

Linen Finish Pillow Tubings, regular price 45c and 50c yard, Clearance Sale Price **38¢ and 44¢**

Medium weight blue shirts, Clearance Sale price **69¢**  
**TRUNKS, SUIT CASE, HAND BAGS**  
 20 Per Cent Discount

**SPECIAL**

Clark O. N. T. Thread, 6 spools for **25¢**

**SPECIAL**

Men's Overalls suspender back, jumper to match, regular \$1.50 grades, special for **\$1.00**

**Special—Bed Sheets**

No. 200 Bed Sheets, size 72x90, extra special for our Sale **85¢**

**SPECIAL**

One lot of men's Dress Shirts, with or without collar attached, 14½ to 17, Sale Price **95¢**

**Fox Mercantile Company**

"HEREFORD'S LARGEST DRY GOODS STORE"

**HEREFORD, TEXAS**

\$1.50 Grades, Sale Price **\$1.35**  
 \$1.25 Grades, Sale Price **\$1.15**  
 \$1.00 Grades, Sale Price **95¢**  
 85c Grades, Sale Price **82¢**  
 75c Grades, Sale Price **68¢**  
 65c Grades, Sale Price **62¢**  
 50c Grades, Sale Price **48¢**  
 45c Grades, Sale Price **42¢**  
 40c Grades, Sale Price **37¢**  
 35c Grades, Sale Price **33¢**

**TUB SILK SPECIAL**

36-inch Tub Silk, beautiful floral and polka dot designs; all new patterns just received, guaranteed fast colors, special for this sale **\$1.45**

**Rayon, Silk, Cotton Crepes and Voiles**

\$1.50 Grades, Sale Price **\$1.19** \$ .85 Grades, Sale Price **.72**  
 \$1.25 Grades, Sale Price **.93** \$ .75 Grades, Sale Price **.63**  
 \$1.00 Grades, Sale Price **.82** \$ .65 Grades, Sale Price **.48**  
 \$ .50 Grades, Sale Price **.44**

**Satinettes and Lingerie Cloths**

In all the new wanted shades for Summer and early Fall wear.  
 \$1.25 Grades, Sale Price **95¢**  
 \$1.00 Grades, Sale Price **82¢**  
 85c Grades, Sale Price **72¢**  
 75c Grades, Sale Price **63¢**  
 65c Grades, Sale Price **48¢**  
 50c Grades, Sale Price **42¢**  
 45c Grades, Sale Price **39¢**  
 40c Grades, Sale Price **33¢**  
 35c Grades, Sale Price **29¢**

**Ladies' Silk Hose Special**

No. 755 Munsingwear, silk plated over Rayon boot; reinforced lisle garter top; plated high spliced and sole; mock seam; fashioned marks; colors: Parchment, Nude and Sugar Cane, special for **95¢**



**Children's Hosiery**

Children's Hose in black and brown only, 20c grade, Clearance Sale price, only **15¢**  
 Medium weight hose for children, regular 35c value, Clearance Sale Price **25¢**

**DOMESTIC—SPECIAL**

Hope Bleached Domestic, yard **15¢**  
 10 yards of LL Brown Domestic for **\$1.00**



**Cameron, New Mex.**

Rev. I. D. S. Lee and family of Agerman, N. M., spent last Tuesday at the F. B. Scott home. J. C. Cherry of Dimmitt, Texas, arrived the last of the week and is amusing J. Z. Isler's combine. The family of Mr. Lee of Wellington, Texas, are living in Lonnie Houston's house and working out his crop. Lonnie has moved to Clovis on account of his wife's health. A. A. Dethrage had the misfortune to lose a good yearling colt a few days ago. Dutch Stalcup is running J. Z. Isler's tractor at night breaking heat stubble. Floyd Mote runs it in the day time, pulling the combine. Born: To Mr. and Mrs. R. C. Coghill, July 2, a fine baby boy. Zale Spencer and George Tinker are helping F. B. Scott in his harvest. Mrs. Ruel Meredith of Canyon is doing the housework for Mrs. Maud Howell while she is helping in the field work. Conley Gann and family came out from Amarillo the first of the week to manage the harvesting of their wheat crop on their farm here. Mr. and Mrs. Murdock and Lee Hutchinson and family of Wheatland attended church at New Hope Sunday. Mr. and Mrs. Edmondson and children of Oklahoma are visiting his sister, Mrs. Ethel King. Quite a number of the farmers are leasing their land just behind the combine. Rev. A. J. Metcalf and family attended church at Charity (New Hope) Sunday. Paul Hammons came up from Harman and is working for Tom Tony in the harvest. They cut 60 acres last week which yielded 500 bushels. We have not learned yet of their work this week. Milton Henson of Houston, Texas, is driving J. Z. Isler's truck freight wheat to market. Mrs. Ruth Wood called on Mrs. Aileen Scott Wednesday afternoon and purchased some pinto beans. Mrs. Velma Ferguson is stopping with Mrs. Ella Burnett. J. Z. Isler bought a McCormick-Dearing tractor last week. A. C. Johnston drove to Amarillo one night last week to get tractor repairs. Mr. B. D. Bohannon is in the hospital at Clovis as a result of an accident while hauling wheat to that place last week. W. M. Hubble purchased a new truck last week. J. Z. Isler's wheat is testing 63 pounds to the bushel, and some of it is making between 35 and 40 bushels to the acre. Rev. Mr. Forbes of Portales preached at New Hope Sunday and Sunday night. He has been called to the pastorate of the Nazarene church at that place. Mr. and Mrs. A. L. Scott returned Quick Job Service at The Brand!

Sunday from a few days' visit with their daughter, Mrs. A. B. Brooks at Bushland, Texas.

It being such a busy time on account of the harvest, Grady, for the first time in its history, did not celebrate Independence Day this year. R. A. Lowe's parents, from Haskell, Texas, are spending the summer here.

Mr. and Mrs. Quinton Abell and J. W. Shaver and family arrived the last of the week in the interest of Mr. Shaver's wheat crop on his farm here.

Mrs. Floy Tillman and Mrs. Essie Tillman and son, Major, and Mr. and Mrs. Frank Young spent Sunday with Mrs. Eula Young.

Some of those who freighted wheat to Clovis last week for F. B. Scott were Phil Mote, Floyd Mote, Lester Davis, A. A. Dethrage, J. Z. Isler, J. A. Nichols, J. D. Hopper, R. E. Lee, and Olie Smith. Mrs. Scott reports their wheat making about 35 bushels to the acre after receiving 31 per cent damage by hail. He has 3300 in wheat.

Mr. and Mrs. Conley Gann spent Sunday night with Mrs. Gann's sister, Mrs. Velma Ferguson, at the J. R. Burnett home.

A large crowd attended a party at the J. R. Burnett home Tuesday night.

Messrs. Will Tillman and Bud Tillman and their families arrived Sunday from Upham County, Texas, to work in the harvest.

Messrs. J. W. and Charlie Brown completed their harvesting of wheat on their farm in Texas, and came in Monday morning, driving three tractors and three combines.

Let me write your windstorm and hail insurance. Office over Newell store. Phone No. 7. D. F. Ashbrook. 25-2t

For plants and cut flowers call Mrs. Nettie Price Slaton. 24-tf

**FRANK J. FORD**  
LAWYER  
Office temporarily with  
J. B. Elliston

**PROPOSED AMENDMENT TO THE CONSTITUTION.**

Senate Joint Resolution No. 7. Proposing an amendment to the Constitution of the State of Texas by amending Section 33 and Section 40 of Article 16 of the Constitution of Texas so as to permit officers of the National Guard, the National Guard Reserve, and the Officers Reserve Corps of the United States, and enlisted men of the National Guard, the National Guard Reserve, and the Officers Reserve Corps of the United States, to hold public office in Texas.

Be it Resolved by the Legislature of the State of Texas:

Section 1. That Section 33 of Article 16 of the Constitution of the State of Texas be amended so as to read as follows:

"The accounting officers of this State shall neither draw nor pay a warrant upon the Treasury in favor of any person, for salary or compensation as agent, officer or appointee, who holds at the same time any other office or position of honor, trust or profit, under this State or the United States; except as prescribed in this Constitution. Provided, that this restriction as to the drawing and paying of warrants upon the Treasury shall not apply to officers of the National Guard of Texas, the National Guard Reserve, the Officers Reserve Corps of the United States, and enlisted men of the National Guard, the National Guard Reserve, and the Officers Reserve Corps of the United States."

Section 2. That Section 40 of Article 16 of the Constitution of the State of Texas be amended so as to read as follows:

"No person shall hold or exercise, at the same time, more than one civil office of emolument, except that of Justice of the Peace, County Commissioner, Notary Public and Postmaster, officer of the National Guard, the National Guard Reserve, and the Officers Reserve Corps of the United States, and enlisted men of the National Guard, the National Guard Reserve, and the Officers Reserve Corps of the United States, unless otherwise specially provided herein. Provided, that nothing in this Constitution shall be construed to prohibit

an officer, or enlisted man of the National Guard, and the National Guard Reserve, or an officer in the Officers Reserve Corps of the United States, or an enlisted man in the Organized Reserves of the United States from holding in conjunction with such office any other office or position of honor, trust or profit, under this State or the United States.

Section 3. The foregoing Constitutional amendment shall be submitted to a vote of the qualified electors of the State at an election to be held on the first Tuesday in November A. D. 1926, at which all ballots shall have printed thereon:

"For the Constitutional amendment permitting officers and enlisted men of the National Guard, and the National Guard Reserve, and officers of the Officers Reserve Corps of the United States, and enlisted men of the Organized Reserves of the United States, to hold other offices or positions of honor, trust or profit under this State or the United States," and;

"Against the Constitutional amendment permitting officers and enlisted men of the National Guard, and the National Guard Reserve, and officers of the Officers Reserve Corps of the United States, to hold other offices or positions of honor, trust or profit under this State or the United States."

Each voter shall scratch out one of said clauses on the ballot, leaving the one expressing his vote on the proposed amendment.

Section 4. The Governor shall issue the necessary Proclamation for said election, and have the same published as required by the Constitution and laws of this State. The expense of publication and election for such amendment shall be paid out of the proper appropriation made by law. Approved March 16, 1925.

EMMA GRIGSBY MEHARG, Secretary of State.

(A Correct Copy.)

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

**"Health"**  
Twice at the Presbyterian Church  
Next Sunday by The Pastor  
Special Music



**SHERIFF'S SALE**

BY VIRTUE of a certain Order of Sale, issued by the Clerk of the District Court of Deaf Smith County, for the 69th Judicial District, on the 21st day of June, 1926, in a certain cause wherein THE STATE OF TEXAS is plaintiff, and W. M. Keese, Sarah Keese and unknown heirs, Defendants, No. T-366 in favor of said Plaintiff for the sum of One Hundred Fifteen Dollars and Seven cents (\$115.07), with interest thereon at the rate of six per cent per annum from date of judgment, together with all costs of suit, that being the amount of a judgment recovered by the said State of Texas, Plaintiff, in the District Court of Deaf Smith County, for the 69th Judicial District, on the 22nd day of May, 1926, I have seized, levied upon, and will, on the first Tuesday in August, 1926, the same being the 3rd day of said month, at the Court House door in the town of Hereford, between the hours of 10 o'clock a. m. and 4

o'clock p. m. on said day, proceed to sell for cash to the highest bidder all the right, title and interest of W. M. Keese, Sarah Keese and unknown heirs in and to the following described real estate, levied upon as the property of W. M. Keese, to-wit: All of Block No. 14, of the Block-ettes addition to the town of Hereford, Deaf Smith County, Texas.

Said sale to be made by me to satisfy the above described judgment for One hundred and fifteen dollars and seven cents, in favor of the State of Texas, together with the cost of said suit, and the proceeds of said sale to be applied to the satisfaction thereof.

Said sale will be made subject to the Defendant's right to redeem the said property within two years from the date of sale by paying to the purchaser thereof double the amount of money paid by said purchaser for said property.

OLAUDE BENTON, Sheriff Deaf Smith County, Hereford, Texas. 23-4t

**To Wheat and Grain Raisers:**

I have taken the agency for the Holt Combined Harvester and Thresher. The Holt Company has been building combines for 40 years or since 1886. The machines are made in two sizes: Fifteen and Twenty foot cut; being an all-steel machine, equipped throughout with Hyatt Roller Bearings, Zerke Alemite oiling system. This machine will handle 35 bushels of grain at a three mile an hour speed in heavy straw, and is guaranteed to save the grain.

The prices and terms are reasonable and a full stock of repairs will be carried at my place of business in Hereford.

We will be glad to have you call and inspect this machine. We can make prompt deliveries.

**G. P. GARRISON**



**go see something new this summer**

**Excursions**

via the Santa Fe to the scenic regions of the Far West.

California - Colorado  
New Mexico - Arizona  
Rockies, Grand Canyon National Park, Yosemite and the Big Trees and other National Parks.

Just phone or address  
J. E. BEYER, Agent  
Hereford, Texas  
Or Write -  
T. B. GALLAHER,  
General Passenger Agent,  
Amarillo, Texas

**SPECIAL**

For Saturday, July 10, Only

\$1.50 Cups and Saucers, set	\$1.00
\$1.50 Cups and Saucers, set	1.00
50c Harvest hats, each	40c
85c Ice Tea Glasses, per set	75c

Other Bargain too numerous to mention—  
come and see them

**Daniel's Variety Store**

Phone 394



Service is a commodity. Perhaps no other person in the world needs it or appreciates it more than the motorist. When you bring your car to our station you will find SERVICE our motto. We sell it and we give it free.

We Give S. & H. Green Stamps

**SERVICE-U-LIKE FILLING STATION**

GLENN SNYDER, Prop.

**Swamped!**

Nothing but my ears sticking out, folks, but I'm still trading wheat!

Did you ever SEE such a wheat crop?

I'm still doing business at the old stand.

**HARRISON**

**The Purdys** by Paul Robinson

PUBLISHERS: ADVOCATE SERVICE, 226 U.S. MAIL OFFICE



HERES OUR AD-RIGHT HERE! GOSH I HOPE SOMEONE BOYS THE PLACE-I WANTA SELL!

THERE'S SOME BODY AT THE DOOR NOW!

GOOD EVENING! MR. PURDY HOME?

YES SIR, COME RIGHT IN!

THIS IS THE LIVING ROOM-IT'S SO BIG AND LIGHT!

HERES HAVE A GIGAR! TAKE A HAND FULL!

AND THIS IS THE ATTIC-IF YOU'D DIVIDE IT OFF IT WOULD MADE TWO MORE ROOMS!

WE JUST PUT THIS FURNACE IN NEW-IT ONLY USES SIX TONS-WE'LL LEAVE THE COAL IN THE BIN'S FOR YOU

YOU'VE GOT A SWELL HOUR AN THANKS FOR SHOWING ME IT-BUT I CAME OVER TA COLLECT THIS BILL FER MR. SCHMIDT THE BUTCHER



# Texas Utilities Company Makes Reduction in Power Rates—Applicable on June Power Bills

Letter of I. R. Kelso, President of Texas Utilities Company, addressed to managers of the Company, dated June 22, 1926, refers to the making of rate schedules as follows:

With the approval today of an Optional Power Rate effective July 1, 1926, applicable to June bills, Texas Utilities Company makes the fourth substantial reduction in rates within the past twelve months, viz: (1) development rate to municipalities; (2) flat reduction of one cent (1c) per kilowatt hour off of top rate of every lighting consumer; (3) flat reduction of ten per cent in power rates which was made effective last November; and (4) reduction in power rates under the above mentioned Optional Rate schedule effective July 1, 1926.

## Development Rate Eliminated Demand Charge

The engineering department has assembled a great deal of information for use of the Company in making schedules of rates and charges for electric service that would be of practical benefit and advantage to the territory served by Texas Utilities Company. The fact that Texas Utilities Company smashed all the rules governing the fixing of rate schedules at the time it published and put into effect its "development rate" has caused some confusion in comparing the development rate of Texas Utilities Company with rates published and charged by other companies.

In fixing the development rate, Texas Utilities Company eliminated the demand, or ready-to-serve charge, stating at the time the rate was published, that it was available only to municipalities. The Company explained that in supplying electric energy under its development rate without profit to the Company, it felt that the rate was entirely justified and that it would, in the end, prove to be advantageous to the Company as a result of the growth or the communities served.

## Equitable Rates

The subject of equitable rates for an electric light and power company is one which is but little understood, although it has received an enormous amount of consideration and discussion. All courts and commissions, in dealing with the subject of rate making, have found that, "the public generally is prone to believe that the proper rate for electric energy delivered is a fixed price for a given unit, precisely the same as it would be for a bushel of wheat." Likewise, courts and commissions have uniformly held that, "nothing could be further from the truth than this attitude of the public toward the subject of rate making."

It is generally recognized that there is a distinction between the lighting rate and the power rate which may properly be recognized in practice. Why there is a difference between lighting rates and power rates is not so generally understood, and a demand rate as well as a minimum rate has been uniformly approved by courts

and commissions as being perfectly just and equitable, the ordinary consumer is entirely unable to grasp the reason, and generally considers it to be an effort on the part of the company to get something out of him for which it has not delivered anything.

## Rate Schedules Explained

The Company feels that it would be mutually helpful to the consumer and company if the managers would discuss in plain and non-technical language those principles which are universally recognized by all regulatory bodies and courts in fixing rate schedules. The public generally would not be interested in the dry subject of rate making, but many of the consumers of the Company would be interested in knowing something of the effort made by the company to fix schedules of rates and charges which reasonably approximate justice as between the different consumers. A few principles which must govern electric rates, according to the decisions of courts and commissions in rate cases, and in which the public may be interested in connection with Texas Utilities Company rate schedules, are here referred to. They are stated in numbered paragraphs for each reference:

- (1) "The time and duration of use of the energy taken by the consumer is of the utmost importance." (Account should be taken of this fact in the making of any rate schedule.)
- (2) "The cost of current to the company is largely fixed, not by the amount used, but by the greatest amount taken at any period during twenty-four hours or by the peak of the load."
- (3) "The necessary capacity of the plant and consequent investments in same is determined by the greatest amount of energy required by the consumers at any point of time in the year, and hence the cost of the plant or investment required in the business is determined by the peak of the load during the year."
- (4) "The peak, both daily and yearly, is created chiefly by the lighting load. The power load is largely off peak. Hence it is for the interest of those using current for light to encourage the use of off peak power as much as possible."
- (5) "If all customers were on the yearly peak, equity would require that since all must in some manner pay a given return to the company, each should pay that proportion to the whole which his demand bears to the total demand, but the customers are not all on the daily or current peak, nor the yearly or plant peak. Hence, a method must be devised which will fairly distribute the plant cost of yearly peak between those who are on the peak and those who are not."
- (6) "Every customer should pay all expenses which are incurred solely because he is a customer." (This should be taken care of by a demand charge or minimum charge.)
- (7) "It would appear, the more one considers the question, that the important thing to be paid for in proper proportion by each consumer, is not the current used, but the capacity required. On this basis, practically all of the companies make a service or demand charge of a certain fixed price per kilowatt demand per month, with a sliding scale for current cost for all kilowatt-hours use per month."

## Optional Power Rate Explained

In developing the territory served by Texas Utilities Company, we have deemed it advisable to eliminate, insofar as practicable, the demand charge in building rate schedules. The advantage of our scheme of rates under this system, to the consumer, is that he is not asked to pay a fixed service charge, which, in many cases, would work a hardship that, although justified by actual facts, would cause much complaint. It is true, that while we do not under such a scheme of rate making ask a fixed charge, whether current is used or not, we do ask that a higher rate be paid up to a certain proper proportional point

than would be required in cases of a demand rate scheme, and, further, in consideration of these higher prices being paid for this amount, the Company has made very low rates for the excess. With the scheme for rate making just explained, the customer only pays for the actual current used, while with the demand charge plus the current use charge, he pays for the demand, regardless of whether any current is used or not.

It is merely calling attention to the obvious fact to say that any rate, regardless of how made, to be lasting has to give the company a reasonable return. The point, therefore, to be borne in mind when making a rate, is to try to arrive at a system so simple as to be readily understood by the customer so that he can check the current on his bills when he receives them, and also by this simplicity and ease of application assist the company to eliminate all complaints caused through errors in billing.

In putting into effect the optional power rate, the managers should see to it that the consumer is advised fully as to the difference between the present schedule of rates and the Optional Power Rate. To illustrate: If you compare the Optional Power Rate with the present power rate to a one kilowatt connection based on average hours use per day for a month (26 days of service) you will find that the saving under the Optional Rate will be substantially as follows:

## Applicable On All Power Service as Follows:

65 hours use per month of installed capacity, or an average of 2½ hours use per day, a saving of 5%  
 130 hours use per month of installed capacity, or an average of 5 hours use per day, a saving of 8¼%  
 195 hours use per month of installed capacity, or an average of 7½ hours use per day, a saving of 10%  
 260 hours use per month of installed capacity, or an average of 10 hours use per day, a saving of 15%  
 325 hours use per month of installed capacity, or an average of 12½ hours use per day, a saving of 18¼%  
 390 hours use per month of installed capacity, or an average of 15 hours use per day, a saving of 21%  
 455 hours use per month of installed capacity, or an average of 17½ hours use per day, a saving of 24%  
 520 hours use per month of installed capacity, or an average of 20 hours use per day, a saving of 27%  
 585 hours use per month of installed capacity, or an average of 22½ hours use per day, a saving of 30%

If the consumer had not used his connected capacity in case of an average of 1½ hours use per day, his bill at the end of the month would be the same under the present rate as it would be under the Optional Power Rate. In other words, as already explained, the Optional Rate is intended to take care of the consumer who desires to use his service, and to encourage the long hour user to take electrical service. As indicated, this is to the advantage of the light consumer and the short hour user as well as to the long hour user. The Company has seen fit to make an Optional Rate in order not to put any customer on the demand rate who desired to remain on the present power rate. The Optional Power schedule is as follows:

\$1.00 per month for each kilowatt connected (figured from manufacturer's name plate data, plus energy charges as follows:  
 First 60 hours use per month of each kilowatt connected 5c per K. W. H.  
 Next 120 hours use per month of each kilowatt connected 4c per K. W. H.  
 Next 240 hours use per month of each kilowatt connected 3c per K. W. H.  
 Excess of 240 hours use per month of each kilowatt connected 2c per K. W. H.  
 Minimum monthly bill \$1.25 for each kilowatt connected. In no case shall a connection be figured at less than one (1) kilowatt. (Above rates have no discount.)

The Texas Utilities Company management takes pride in the fact that during the period of high prices due to the World War, all rates were kept within its franchise requirements, and that in the midst of a tremendous building program it has made a number of substantial reductions in rates within the past year.

**I. R. KELSO, President, Texas Utilities Company**



# "A SHADOW ACROSS THE LAND, A VERY TIMELY WARNING BY HON. CLARENCE OUSLEY

(Editor's Note: Hon. Clarence Ousley, Director of the Safe Farming Association of Texas, former Director of the Extension Service of Texas and Assistant Secretary of Agriculture, has written a little brochure on farming conditions in Texas entitled "A Shadow Across the Land," that is so true, so concise, so plainly yet beautifully worded, that The Brand is reproducing it here, believing that the thinking farmers and business men of this territory will get something of lasting value out of it. Mr. Ousley's title page carries the following:

"A Trip through the heart of the Blacklands and the Observation of Alarming evidences to Bankers, Merchants, Manufacturers, Investors and Landowners."

Dallas, Texas.—Texas promises abundance. The crops are late but fine. Providence, nature and industry are cooperating to feed and clothe us in plenty.

But—  
There's a shadow across the prospect.

I drove Saturday from Dallas to New Braunfels, 235 miles, over roads for the most part so good that holding the wheel becomes monotonous, through as fine and fair a land as God made anywhere on this earth—Dallas, Ellis, Johnson, Hill, McClellan, Bell, Travis, Williamson, Hayes and Comal counties—the heart of our justly famed black lands.

There were never such feed crops in reality or in prospect. The wheat and oats are made; only winds and excessive rains at harvest can injure. Corn and cotton are late but stands are good and fields are clean. The moisture is deep; only occasional showers are needed to insure maximum yields. The green of the corn and the gold of the wheat and oats, with spring flowers of marvelous beauty and infinite variety over rolling prairies with occasional breaks of hills, streams and trees, make up a landscape of such color that the eye is glad and the heart sings.

Until—  
The close observer notes on the upper slopes of the fields a whitish cast and thinning growth or yield, and he realizes that the land is falling. Yes these rich blacklands, once reckoned inexhaustible, are falling, because we have neglected the fundamental, the primitive, the natural processes of soil preservation.

As our forebears with their slaves sapped the foundation of the social structure by the wrong system of labor and industry and erected a false aristocracy of land ownership and idle owners, so we have been sapping the foundations of the physical structure with another kind of slavery—the slavery to cotton, with another kind of aristocracy, the ownership of land cultivated by the labor of the casual or itinerant tenant with no stake in the soil and no interest in it except to wine it.

The first slavery brought economic distress, social upheaval and war, because economic wrong-doing always brings disaster in correction. That is nature's way of teaching by punishing.

In like manner the second slavery is bringing economic distress in recurring disasters from the price failures of our single crop. The whitish cast of countenance on the black face of our great blacklands is warning of a greater disaster coming—no less a disaster than the bankruptcy of the soil itself. The keen eye of the trained social observer can see another warning in the unstable, unambitious attitude of our large and apparently addressing class of tenants who, with a few more years of indifferent or unprofitable returns from cotton may be tempted to follow some demagogue in a rash venture of political disturbance of vested rights. Social or political phenomena, and events are reetermined by rules as unerring as those which determine physical phenomena and events. Nature's way of correcting such evils as are now palpable to the discerning are absolutely certain and utterly ruthless.

Painful and widespread penalties await the land owner who refuses to look below the surface of events or contents himself with cotton rent.

It needs no scientist, no economist, no wise man of any type to tell us what we should do. The only question is whether we will do it or provoke nature to applying her own painful correctives.

Good husbandry has one unerring law, and that is the necessity of returning plant food through animals.

There was never an agricultural region in all the history of the earth, that prospered in the range of years by producing and selling the raw staples without maintaining live stock in the form and variety plainly indicated by physical conditions as most fitting. There is not a farm from here to New Braunfels nor from

## Sunny Side News

Everyone is very busy fighting weeds and hoping that the next hail won't come this way.

All church services were well attended Sunday. The contest between the groups closed last night. Next Sunday we will arrange the entertainment for the winning side. Also we will put in all new officers again.

Mr. and Mrs. Irvin Ford visited in the home of Mr. and Mrs. Brown Sunday.

Mr. and Mrs. Walter Goodwin left Friday to spend the week-end at their son, Clyde's, near Happy. They returned Sunday.

Everyone in our community wish to express their deepest sorrow for our past teacher's great grief in the death of her father, Mr. R. C. Shuford of Dimmitt. He was known to most everyone in our community and was loved by all.

Sunday, Mrs. Franklin took all of her Sunday school class and her small friends to her home, where they had a nice dinner and a "big time."

Mr. George Abbott, two children, Nettie and G. T., Mrs. Mize and child motored to Earth Saturday afternoon, where they got ice and came to Mrs. Mize's and enjoyed a big freezer of ice cream.

Miss Mae Bryson of Plainview, who has been visiting Miss Cade, returned to her home one day last week.

Mr. and Mrs. Albert Mize and son, Alton Stevens, spent Sunday in the

Texas to Brownsville, nor from Galveston to Dalhart, that will be as profitable year in and year out for 25 years with any single crop as with livestock to consume the waste and fertilize the land.

But I did not mean to write a discourse. I meant only to point out the shadow lying across our fair prospect and to beg all thoughtful people to avert the calamity which it forecasts.

## Produce Bought!

Highest Market prices paid for POULTRY AND EGGS

Our BABY BEEF cuts in the market department of our store are famous in Hereford.

Our GROCERY SERVICE is unexcelled.

WE DELIVER  
PHONE US AT NO. 116

## HEREFORD PRODUCE

Jack Spratt, Mgr.

## RAY BARBER

Purebred Livestock and Farm Sale Auctioneer.

Superior Sales Service Hereford, Texas

Leave Your Sale Dates With The Hereford Brand.

## Summerfield Elevator!

To the Farmers:

I have been placed in charge of the GREAT WEST MILL & ELEVATOR COMPANY'S new Elevator at Summerfield. The building is not quite completed, but is being rushed. We are in the market NOW for your wheat and other grain. See me before you haul elsewhere.

John B. Davis

## They Make Life Harder.

Did you ever stop to think what your life would be without advertised goods?

Just imagine your home stripped of curtains, glass, paint, magazines, telephones and phonographs.

Imagine your table set without pepper, salt, sugar and everything except home-prepared food.

Honestly now, wouldn't your life seem both hard and drab?

You would have little comfort and convenience.

You would know nothing of the means of securing them.

Unless you had the advertisements to help you your ingenuities would tend to limit your pace.

You would progress by limps instead of by leaps.

In fact, your progress would be slower than the South American sloth, which moves about an inch a week.

Advertisements sweep you on to enjoyments—read them.

Know about advertised products. They give you life new ease.

Pin your faith in advertised products.

They are worthy of your confidence.

Remember this, the man who doesn't advertise pays for the advertisements you see in the newspapers and magazines.

Tell the merchant you read his advertisements.

This will encourage him to offer you more and better bargains.

Quick Job Service at The Brand.

## "National" Pressure Cookers

For Industrious Housewives

Put up your garden stuff and fruit with a "National"—made of durable aluminum, simple, easy to operate, sure in results—The Universal Cooker for the Nation.

It's a labor saver, a money saver, a temper saver—you can't go wrong with a National. Let us demonstrate it to you.

## Streu Hardware Co.

Home of Service and Quality

## LOANS

We will make you a monthly pay loan, to buy, build or refinance your home or business property (if in water and sewer limit.) No stock to purchase, guaranteed maturity in from sixty to one hundred twenty months, or we will make you a straight semi-annual loan from one to seven years.

We are in position to pass on your loans at once, not having to wait for an outside appraiser. Titles passed by local attorney.

HEREFORD INSURANCE AGENCY

Ralph Barnett, Manager

## Accuracy and Promptness In Abstract Work

IS YOUR ASSURANCE WHEN YOU DEAL WITH US

And don't forget, we are making 5½ and 6% loans on farms and ranches for all legitimate purposes

## Thompson & Ireland

## NOTICE TO PAINTING CONTRACTORS:

The trustees of School District No. 5, will receive bids for the painting of the addition, inside and out, and the inside of the old building, at the West Way School, Saturday, July 10, at 2:00 p. m. Information can be had at the office of the County Superintendent.

The trustees reserve the right to reject any and all bids.

EARL W. WILSON,  
County Superintendent.

## NOTICE TO BUILDING CONTRACTORS:

The trustees of School District No. 6 will receive bids for one one-room school house, Saturday, July 17, at 2:00 p. m., at the office of the County Superintendent. Plans and specifications can be had at the County Superintendent's office.

The trustees reserve the right to reject any and all bids.

EARL W. WILSON,  
County Superintendent.

Quick Job Service at The Brand.

Quick Job Service at The Brand!

## PLUMBING

Cheap as can be done right  
**HUBBERT HIGGINS**  
Repair work a specialty  
Phone 355  
Hereford, Texas.

**CHICKEN DISEASES**  
A GREAT POULTRY REMEDY  
Given birds in drinking water or mixed in feed throughout life than of all blood-purifying  
It kills all bacteria, fungi and protozoa. It is the most powerful disinfectant known. It purifies the blood, tones the system and prevents disease. Better prevent than try to cure. Contains no alcohol or poison. Can be given to all ages of chicks, old fowls and turkeys, any kind of weather with good results.  
It will last 100 weeks more than 100 days. The manufacturers are anxious for all poultry raisers to try it 60 days at their risk on the following conditions: After using 60 days if your flock has not improved in health, produced more eggs—some that hatch stronger and thrifter young chicks—come back to your dealer—he is authorized to refund your money.  
Jones & McLean, Local Agents

## SCORE CARD FOR COMMUNITY EXHIBITS IN DEAF SMITH COUNTY FAIR

Corn and Grain Sorghums, value—100  
Either May Be Shown

1. Corn—Two samples of 10 ears each of not more than two varieties and one sample of 50 ears of not more than one variety.

2. Grain Sorghums—Two samples of 10 heads each of not more than two varieties and one sample of 50 heads of not more than one variety.

3. Corn—one sample of 10 ears and one sample of 50 ears and of grain sorghum, one sample of 10 heads and one sample of 50 heads.

Cotton and Wheat—75

1. Cotton—Two samples of 20 open bolls each, of any variety or varieties, and three stalks of one variety shown in the boll.

2. Wheat—Two bundles and two one-gallon samples of any variety or varieties. Bundles must correspond in variety with the grain samples and be five inches in diameter at the middle band.

Alfalfa, Sweet Clover, Pinto Beans and Soy Beans—60

Two exhibits of any one or one exhibit each of any two. Alfalfa and sweet clover to be shown in bundles five inches in diameter at the middle band. Pinto beans and Soy beans, three vines and one gallon sample to the exhibit.

Annual Forage Crops—75

Four bundles, five inches in diameter at the middle band, representing two or more varieties, such as the sweet sorghums, sudan or millets.

Fruits and Berries—50

Five plates of fresh fruit of five different varieties or kinds, a plate of fruit to consist of five specimens, a sample of berries of one pint. Value—30.

Ten quart glass jars of canned fruit, five varieties or kinds. Value—20

Vegetables—70

Ten exhibits of fresh vegetables. Ten varieties or kinds, six specimens each. Value—40.

Four quart glass jars of canned vegetables, two varieties or kinds. Value—30

Cooking—50

Two kinds of bread, 1 loaf each. Value—25

Two kinds of cake. Value—25

General display, and appearance of the whole exhibit as to neatness, attractiveness and arrangement—50.

Total Points—650

# Peaches Peaches

About July 10th we will ship in our first carload of Elberta Peaches. Watch for the announcement of the car's arrival.

Infertile eggs bring you more money, so swat your old roosters.

Don't forget your coal bin should be filled with good Colorado labeled coal during the summer months. We carry a large supply on hands at all times.

We carry a complete line of Feeds, and pay cash for your Poultry, Eggs and Cream.

## GOLDEN RULE PRODUCE CO.

H. H. (Happy) Hawkins

We Deliver Phone 108

## DO YOU WANT A GOOD POSITION?

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Handsome Shallow Water is Hereford's "Ace in the Hole"

# The Hereford Brand

Cream Checks, Poultry Products and Brood Sows Are Winners!

Published Every Thursday

Our Slogan—"More People—More Farms"

26th Year—No. 25.

Hereford, Deaf Smith County, Texas, Thursday, July 8, 1926.

Seth B. Holman, Publisher

## Harvesting Greatest Wheat Crop in History of the Plains

### MARVELOUS CROP NEARLY ALL GRADE A, ROLLS IN, FINANCIAL EFFECT IS FELT

#### 86 Cars Shipped From This Community to July 7.

Wheat that will make fifty bushels per acre growing right up to the door so close to the house that the cook can stand in the door and throw dish water and potato peelings into the field; no horses, no cows, no hogs, and no lots about the place, but with a home fine enough for an English duke, with a 30,000 bushel capacity granary, and with 1920 acres of the finest wheat that is to be found in Deaf Smith county, these are the facts about John Heiselman's wheat farm, which is located some thirty-five miles northwest of Hereford.

This man has three sections in one solid block of wheat, and the whole field will average close to 40 bushels per acre, while a lot of it will yield fifty. Everything on this farm is done by tractors, and there is not a horse or a cow on the place. Five hundred small white leghorn chickens roam about the place, and will later make the laying flock for the Heiselman farm.

The home cost around \$7,500. It is of stucco material, with a large basement, an individual lighting plant, and a frigidaire cooling system for foods, and is equipped with other modern conveniences which make for more comfort. The home is completely surrounded by wheat, and a winding trail leads out to the highway. A 30,000 bushel capacity elevator stands nearby.

Mr. Heiselman came to the Plains country in 1914 from Cincinnati, Ohio. He settled in Crosby county, but traded his holdings there three years ago for Deaf Smith county land. Two years ago this man made 20 bushels per acre on this three section tract, after getting several thousand dollars from hail damages. He practices the summer fallow system, and attributes much of his success as a wheat farmer to this style of farming.

A veritable army of men, boys, combines, threshers, tractors and teams have been mobilized in the Texas Panhandle the past ten days for the work of harvesting the great wheat crop in the history of the country. Nothing like it has ever before been seen here. It will undoubtedly be years before another such crop, acreage considered, will be gathered again. It is simply tremendous. Unless all signs fall this crop marks the turning point in financial and farming conditions in the Panhandle. The wealth realized from its golden yield will pay many an old account, many an apparently hopeless note, and many a mortgage yellow with age. The daily flood of checks into the local banks has quietly stopped of late and instead the daily deposit totals have climbed. Everybody and his family is busy these days. The stores are full, help of all kinds is at a premium, the busy hum of industry is heard about here. Strangers appear from nowhere and the population is growing. Unless all prophecies fail, this country is on the threshold of a new era of solid development.

A total of seventy-five cars of wheat had been shipped out of Hereford through July 7. The largest number loaded in one day was twenty-two, of this number nine were shipped in June. In addition, eight cars have been shipped during this period from Summerfield and three from Dawn. Last year practically all the wheat raised in the country was kept for seed and there was nothing like the amount shipped out that has been brought in in 1926.

The car situation has been bad and the elevator men have been at their wits' end to secure cars in which to ship out the grain. A hopeful note was sounded Thursday, however, when it was learned that grain cars sent out early are now beginning to head this way from the south and will soon be available for another loading.

"It would take a car every hour to handle the situation here quickly and satisfactorily," said E. M. Harrison Wednesday. Mr. Harrison, worn and gaunt from sleepless nights, was grinning cheerfully, as always, and doing about three men's work. His elevator has been the show place of the town since the rush started, with trucks and wagons lined up for blocks at a time, waiting their turn at the dump.

The garage and filling stations of the town have practically all kept open day and night in order to serve the wheat haulers, and everything else has been pushed into the back-

#### Lynch Davidson Speaker Here on Saturday - at the Court House

The local supporters of the Hon. Lynch Davidson, candidate for Governor of Texas, have just been advised that the Honorable Claude Miller, attorney of Waco, Texas, will speak at Hereford in advocacy of Mr. Davidson's candidacy next Saturday afternoon at 2:00 o'clock. The meeting will be held at the courthouse.

Mr. Miller is said to be an eloquent and forceful orator and the best man the campaign committee has on the stump for Mr. Davidson. Arrangements are being made to extend him a cordial welcome and to secure as large a crowd as possible to hear him.

#### Public Concert by Band To Be Given Friday Nite

Director Ralph Smith of the Hereford Band announces an open air concert for the benefit of the public, to be held in front of the South West Trail Garage, across the street south from the courthouse, Friday evening. The public is cordially invited to come out and hear the music.

The band boys have been practicing faithfully and a splendid program is ready for all the music lovers of the community.

#### Kidnaped Evangelist



First picture of Mrs. Aimee Semple McPherson, the noted Evangelist, taken in a Los Angeles hospital after her kidnaping. Mrs. McPherson was found wandering in a dazed condition near Douglas, Arizona.

ground in order to give service to the harvest workers. There has been an unanimous spirit of helpfulness in this respect all along the line.

The price of wheat has held up marvelously well, too. The price has been above a dollar nearly all the time, and during the past few days has held around from \$1.05 to \$1.10.

An amazing thing about this big crop, too, has been the top quality of most of it. The elevator men are simply taking it for granted that everything is No. 1 wheat, and it is only occasionally that a load is docked for light weight, smut or trash.

"The general high quality of this whaling big crop is the most astounding thing about it all," remarked a buyer Thursday.

Yields are ranging anywhere from thirty to over fifty bushels per acre. The top figure sounds phony and those who have not actually been out in the country often doubt the accuracy of the figures. But there are undoubtedly fields after fields in Deaf Smith and surrounding counties that run around fifty bushels per acre. Especially is this true of certain farms in the northern part near Vega.

Everybody is too busy to sit down and figure it out, and individual instances of yields and results cannot be given until there is a breathing spell. The Brand hopes to be able to print a number of concrete instances of what the crop has meant to some men.

And last, but not least, it is hoped to show from these figures that the man who summer followed his land, even in this wheat year, is the man who has made the "killing" and will continue to do so in the future.

#### Homes and Garden Contest Campaign Is Growing Warm

Twelve days from the date of this issue of The Brand the judges in the Better Homes and Gardens Contest will be in action. The first date of judging will extend from July 20-31. All contestants are therefore urged to keep their premises clean and cultivate their flower beds to the utmost extent.

The Central Committee, composed of Mrs. John P. Slaton, Mrs. Bobo McLean, Mrs. J. H. Pittman and Ralph Barnett, have been working for weeks on the drive and the results will be reflected in a cleaner and more beautiful Hereford. Rev. Jas. T. Ross and Mrs. A. A. Foster were in charge of the east and west side of the city respectively, and their work has been outstanding. Each one had a corps of workers that helped to make the drive a success.

While the entries in the Home and Garden contest close tonight, the work will go on through the summer. People will be urged to keep their yards clean, and to beautify their places before the close of the contest.

Mrs. A. A. Foster turned in the following names that were entered in the Home and Garden contest from the east side of Hereford, but several more from this section will be announced next week: A. W. Gregg, Arthur Thompson, J. F. Ward, Mrs. W. B. Phillips, Mrs. J. H. Wilson, A. A. Foster, O. S. Tatman, Mrs. A. T. Sutton, D. F. Ashbrook, Mrs. C. C. Rockwell, Mrs. C. G. Murray, Mrs. D. L. McDonald, Mrs. E. E. Ramsey, Mrs. Frank Marrs, Mrs. C. B. Williams, Mrs. Emil Bowsher, Mrs. Nes-Price Slaton, Mrs. Bobo McLean, Mrs. Gass, H. B. Webb, Mrs. Nettie Mrs. L. C. Peary, Dr. Bowe and Mrs. Branson.

The entries for the east side of Hereford will be announced in The Brand next week.

#### Mrs. H. L. Rice Recovering from an Accident

Mrs. Harry Rice is about recovered from a painful accident which occurred Monday, June 28. Mrs. Rice stepped out of the back door to throw out some water and caught her heel on the cement step. She was thrown to the ground and dislocated her right elbow. Physicians snapped the bones and ligaments back into place and, while badly swollen and very painful, the arm gradually regained its usefulness and Mrs. Rice is now nearly back to normal.

#### Concrete Poured For Paving; Delays About Over

At last the paving program for Hereford seems to have gotten under way. For several weeks the work has dragged, due to the multitude of vexing delays, but Thursday morning the big concrete mixer on West Third street was fired up and work actually started in laying the concrete base for the brick on this thoroughfare.

Material and brick was delayed for quite a time in arriving here, and when it did come, thirty-six cars arrived in one day, which necessitated the withdrawal of all hands from all other work and their concentration upon the task of unloading and hauling all this material.

It seems that the delays are now behind the contractor and rapid progress from here out may be expected.

#### Brunk's Comedians Close Successful Week's Show

Brunk's Comedians closed a successful week's engagement here in their tent theatre last Saturday night. The show drew large crowds all week and seemed to give general satisfaction.

### \$25,000 Brick Residence Will be Built by T. E. Seigler, Structure To be Completed by September 1

Another fine brick home for Hereford is assured. It is to cost around \$25,000 and will be completed by September 1.

This is the satisfying information given after the recording this week of a deed whereby Anderson Witherspoon sold to T. E. Seigler a plot of ground 132 feet wide and running through the Witherspoon property north and south between Mr. Witherspoon's home and the Henry Wilkinson home. This is the old D. C. Laird property occupying the east end of the triangle owned on the southwest corner by Mr. Wilkinson and

#### Need For Hotel Is Stressed at Luncheon Mon.

The increasing necessity for a first class hotel for Hereford and an urgent appeal for immediate action along this line was the theme of a forceful address by W. E. Dameron at the weekly luncheon of the Chamber of Commerce, held Monday at the City Cafe. Mr. Dameron, who has been chairman of the old Hotel Committee and has studied the subject deeply, asked that a new committee, who could get right in behind the project, be appointed. He favored the erection of a hotel large enough to take care of Hereford's growing transient population, and one that the town could point to with pride.

Vice-President Parker, presiding, appointed a committee composed of Mr. Dameron, chairman, Geo. L. Muse, C. H. Dyar and Mayor Ireland, to work out a project and report back as soon as possible.

Chairman Parker and Attorney J. Frank Ford were called upon to say something in tribute to the day—the official Fourth of July. Both delivered eloquent and inspiring addresses on the history of the day and what it meant to the life and inspiration of the American people. Mr. Parker's talk dwelt largely with the amazing growth of America since the Declaration of Independence and the problems she has now to face with the "mixed" population she has accumulated. He gave comparative figures on the wealth and importance of the United States and foreign countries, and surprised his listeners with the completeness of his information, without adequate preparation, either. Mr. Ford took the American Mother as his central figure, stating that upon her devolved the real responsibility of rearing the youth of the land in the ways that lead to better and better citizenship and patriotic service.

The luncheon was honored with the presence of Mrs. C. H. Dyar, who accompanied her husband. Mrs. Dyar reported that the Music division of the coming County Fair was working out plans for that occasion, and had in mind the possibility of a Benefit Concert, participated in by the Music Study Club and the Hereford Orchestra, the proceeds to go to the expenses of the department.

Superintendent N. C. Vogele and Secretary Moss discussed various phases of the work for the coming fair, and both reported increasing activity and interest.

Next Monday the luncheon will be held at the Hereford Hotel.

#### Reported Oil Contract Signed For Drill Test Here

It is reported on the streets of Hereford that independent operators from Amarillo and Oklahoma signed a contract this week by which they took over a twenty thousand acre block of oil leases, ten miles west of Hereford for drilling.

It is alleged that the contract provides that the well is to be spudded in by September 1. The report is that Mr. Roy McCormick of Amarillo and Mr. George W. Barnes of Oklahoma secured the contract from Judge John P. Slaton of Hereford, and they have associated with them a number of other operators.

The territory west of Hereford in Deaf Smith county has been entertaining numerous scouts and strangers for the past several weeks. Several other tracts in various parts of Deaf Smith county and Eastern New Mexico are being blocked up with a view to getting test wells, and this section is expected to become the scene of much activity during the next few months.

#### Cyril Layne, 17, Is Hurt In Automobile Accident

An unusual accident which has terminated happily, when possible consequences are taken into consideration, occurred late Sunday afternoon. Cyril Layne, 17-year-old son of Mr. and Mrs. Hugh Layne, was riding on the running board of his father's car near the Deaf Smith county hospital. Mr. and Mrs. Layne were in the coupe. Cyril's foot slipped and he was pitched off on his head.

When Mr. Layne succeeded in stopping the car and picked up the boy he was having convulsions and blood was flowing freely from his mouth and nose. He was hurried to the hospital and physicians summoned. He regained consciousness about 11:00 p. m., and beyond a slight concussion is not believed to be badly hurt. He was taken home from the hospital Monday afternoon.

#### D. F. Ashbrook Moves Office to Own Building

D. F. Ashbrook recently moved his insurance office from the upper floor of the First National Bank building into the building next door, occupied by J. O. Newell and owned jointly by Mr. Newell and Mr. Ashbrook. Messrs. Ashbrook and W. S. Williams will continue their partnership in the land business, although Mr. Williams will remain in the old offices.

Mr. Ashbrook explains that he made the move in order to look after the tenants in his building and to be closer to conditions there.

### TWO CARS WOOL SHIPPED TO BOSTON BY LOCAL SHEEPMEN; 7,000 SHEEP PRODUCED CROP

#### 17-Year-Old Boy Loses Foot in Accident on Combine at Dawn

An unfortunate harvest accident which cost a young man his left foot occurred July 5, on the Green Valley ranch, east of Hereford. Reuben Mayfield, aged 17, son of W. F. Mayfield of Dawn, was working on a combine for Glen Greer. The housing over the machinery is supposed to have given way. Or at any rate the boy's foot slipped down into the mesh of the wheels, the flesh was badly torn off his leg and his foot crushed so badly that it was necessary to amputate the leg below the knee. The amputation was performed at the Deaf Smith County Hospital, where the sufferer was rushed. Thursday morning hospital officials said the boy was dangerously ill but doing as well as could be hoped for under the circumstances.

#### Fourth of July Observed Quietly in This City

Monday, July 5th, was generally observed in Hereford as the Fourth, practically everything in town, with the exception of the elevators and filling stations, closing their doors at noon. No special program had been prepared and nearly everybody went to the ball game or else to the creek for fishing. The golf links were also very popular. Taken as a whole, however, it was exceedingly quiet Fourth of July.

#### Wins Trip to Europe



David Wilson, 15 years old, of Lincoln H. S., Portland, Ore., is the winner of the League of Nations essay contest, in which 4591 contestants were entered. He gets a free trip to Europe.

#### Sheep Are Taking Important Part in Agriculture.

Wool to the value of approximately \$15,000.00 was landed out of Hereford July 5, by the firm of Jones & McLean. The shipment was loaded into two big fifty-foot box cars and consigned to Boston buyers, being routed via Galveston and boat to New York and thence by rail, owing to differences in water and freight rates.

The shipment represents wool produced by the flocks of three ranges, Jones & McLean, Frank Lambert and F. H. Woods. The latter gentleman lives on the old Captain H. Trow place.

About 7,000 head of sheep produced this wool, and the price this year has ranged around twenty-six cents. This is about fifteen cents lower than the past three years, but even at that represents a good clean profit for the sheep men.

There are lots of sheep in the country this year and this shipment is but one of many either already made or to be made soon. Wool buyers have been thick about here for some time and the industry is assuming a steadily increasing importance in the agricultural-live stock program of the Plains country.

#### Canyon Bunch Walloped Locals Three Straight

The Canyon baseball team came over last Saturday and played the locals three games on Saturday, Sunday and Monday. They won 'em all, too. The first two were tight battles, especially the first which went ten innings. The last was not so good.

Canyon showed a number of consistent hitters, good team work and the needful pep. The Hereford boys put up a good brand of baseball but not good enough. Steady practice will now be the order of the day in preparation for a better showing in the games to come.

#### Ashlock and Daughter Lease Quick Lunch Cafe

The Quick Lunch Restaurant, next door to the Cloyd Meat Market was leased this week by Cloyd & Sons to J. M. Ashlock and his daughter, Miss Marie. The latter will have charge of the business. Regular meals, lunches and short orders at all times will be served. Miss Ashlock invites the patronage and support of the public.

#### J. E. Milburn Purchases Cafe from J. M. Edwards

Another business change which took effect this week was that whereby the Edwards Cafe was sold to J. E. Milburn, who has been connected with the Quick Lunch Cafe. Mr. Edwards' health has been failing him for some time and he desired a vacation in Yellowstone Park, where he formerly worked and is well known. He expects to return here in the fall and make Hereford his permanent residence.

Mr. Milburn has been here since last February. Houston is his original home. He is an experienced restaurant man, promises up-to-date service, and asks the support of the people. He has changed the name of the cafe to the Dixie Lunch Room.

#### Boy Scouts Court of Honor in Good Meeting

The regular Boy Scout Court of Honor met on Monday night at the Court House. After the main address, which was delivered by G. A. F. Parker, awards of rank were made. It was decided that the local council will cooperate with the executive force of the Panhandle Area in a Boy Scout camp near Hereford. Pursuant to this action Ralph Barnett was selected to locate the camp site.

The camp will be held during the last three days of this month and will be under the supervision of a camp expert furnished by the Panhandle area office. In addition to the camp diversion ample opportunities will be afforded for the passing of tests toward rank and merit. The number of merit badges which a scout may pass in this camp is unrestricted.

The regular court of honor meetings are suspended for the summer, but a court of honor may be called by the chairman if necessity arises.



# The Hereford Brand

ISSUED EVERY THURSDAY

SETH E. HOLMAN  
Publisher.

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

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Six Months - - - - - \$1.50  
Three Months - - - - - \$1.00  
All Subscriptions Strictly in Advance

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

## THIS WEEK

By ARTHUR BRISBANE

### OUR SUN A CANNON APATHETIC CITIZENS ROCKEFELLER BUILDS WE ARE VERY RICH

Professor Snyder of the Philadelphia Observatory says the earth was shot into space by our sun, a sort of cosmic cannon.

All "rotating suns," says he, thus shoot out planets and build up solar systems.

It seems frightfully gigantic to us but a hen laying an egg would seem just as impressive to a microbe.

It seems reasonable that suns, like hens, should lay eggs, thus creating new organisms. Nature works along the same paths in big and little things.

John Hayes Hammond says "the citizens are apathetic," indifferent to public questions—and they are.

He wants a civic campaign to do away with public apathy. That won't work.

If you want the public interested you must make politics and public questions INTERESTING.

The other day in an American community above the average in intelligence, many citizens went to the polls to vote on a dog ordinance and returned without taking the trouble to vote, at the same primaries for members of Congress.

Ninety per cent of Americans, unless you arouse them with religious or racial antipathy, or with the high price of coal, feel that government is somebody else's business.

John D. Rockefeller, Jr. invests in decent homes for working people at reasonable rents.

Mr. Rockefeller's intention is to avoid charity, demonstrating that dwellings can be constructed on a big scale, with every comfort, including playgrounds for children and private parks attached to the buildings, bath-rooms, resident doctor, etc., within moderate prices, about \$9 per room per month.

The thing will be done on a small

scale at first, sufficient for a few hundred families. Success might lead to the investment of hundreds of millions in such enterprises and enable families of small means to live in comfortable, healthful apartments at a rent no greater than has been charged by landlords in the slums. The plan won't please slum landlords.

The President, in a thoughtful speech on the budget says: "Your Uncle Sam is rich, that's true. We have actually \$390,000,000 more than we need for 1926. But that is no excuse for squandering. We must be MORE economical, cut down expenses every year."

Another cut of \$836,193,888, reduces the public debt to nineteen billion, six hundred and eighty millions of dollars. If necessary Uncle Sam could pay all that debt by using one-third of the national income for ONE YEAR.

We are rich, but as the President says, that is no excuse for waste.

A magnificent new electric locomotive, the world's largest and most powerful, weighs 283,350 pounds, is sixty-five feet long, driven by six motors, with 4,500 total horsepower. One man can handle this locomotive that will pull an express train with ease at more than 100 miles an hour.

Will it run between the Atlantic and the Pacific, cutting the time to two days? No, unfortunately, it will run in Switzerland, where government owns railroads and seems to do well, in spite of our theory that government ownership cannot succeed. Perhaps, the Swiss are abler than we are, perhaps more honest, perhaps both.

Dr. Butler says the world outgrew Communism 2,000 years ago, and Socialism in the sixteenth century.

The world has never really tried Socialism or Communism, and never will. When socialistic and communistic ideas are tried out we give them other names.

A great public park, or magnificent public school, paid for by taxes and free to rich and poor, represents both communism and socialism. But we call such socialism "intelligent government."

### Sunny Side News

Everyone is busy with the wheat harvest. There are about four different combines running in our community.

The party given at Mrs. Tucker's on Saturday was fairly well attended, and those present reported a fine time.

Dr. Rodgers of New York, Mrs. Rodgers and daughter, Mrs. Rutherford of Plainview, and Miss Carr of Plainview were Saturday visitors in the George Abbott home.

Chester and Oliver Caldwell were week-end visitors in our community. Mr. Carl Baker of Earth, and his sister, Dora Baker of Dimmitt were visitors at Sunday school Sunday.

Mr. and Mrs. Gordon Doss of Weatherford, who have been visiting in the T. J. Bridges home, have left for a further tour of Texas and Oklahoma.

Misses Verna, Zedell and Francis Goodwin and Nettie Abbott spent Wednesday afternoon with Mrs. L. E. Tucker.

Mr. and Mrs. John Armstrong made a business trip to Plainview Thursday.

Mr. Tom Moore of Clovis was visiting in our community Tuesday and Wednesday.

Mr. Bert Abbott of St. Vrain, New Mexico, was over in our midst Wednesday on business.

The B. Y. P. U. was fairly well attended Sunday night. The new officers are as follows: LeRoy Shive, president; Nettie Abbott, vice president; Mrs. Ossie Lewis, secretary; Verna Goodwin, assistant secretary; Lena Marian, group captain, No. 1; Nell Lewis, group captain No. 2; Mr. John Turner, chorister. Come on, young folks, and let us make our B. Y. P. U. the best in any community.

Those who attended the Muleshoe picnic reported an enjoyable time. Mr. Howard Bridges said the platform looks like glass, but he didn't have the nerve to tackle it.

Several also attended the picnic at Olton, where many enjoyable talks were made by candidates, preachers and the President of Wayland College. Everyone had a big laugh at the boy who rode the steer sideways during the rodeo.

Mrs. Tucker and Ollie Caldwell made a business trip to Dimmitt Saturday afternoon.

### MRS. ELDORA MAJOR

Mrs. Eldora Major, wife of C. G. Major, aged 65, passed away last Thursday night, July 1, at 11:30 o'clock, at the residence in South Hereford. Mrs. Major had been ill several weeks prior to the final day.

Mr. and Mrs. Major were united in marriage in the early fall of 1890 at Lampasas, Texas, at which place, and in Mills county they made their home before coming to Hereford.

The Majors came to the Panhandle country about 25 years ago and finally located on a farm 11 miles southeast of this city where they remained for several years, afterwards moving to South Hereford on the small farm on which the family now resides.

Mrs. Major in early years, became a member of the Methodist church, where she was known as a faithful and untiring worker. About 25 years ago she severed her relations with her church and became a member of the First Church of Christ Scientist in Boston, Mass., and a member of the local Christian Science Society, during its organization.

The funeral services were held at

the home Friday afternoon at 3:00 p. m., followed by the interment in the city cemetery, Rev. J. O. Haynes officiating.

The visiting relatives and friends were M. M. Major of Huntsville, and T. P. Major of Iowa Park, Texas, sons of Mr. Major; a grandson, Major Garrett of Claude, and Mrs. R. A. Clements, a sister-in-law and son, Earl R. of Lubbock, Texas, Mrs. Lester Weaver of Canyon, Texas, an old friend of the family was here.

The deceased leaves a host of friends to mourn her departure.

### LIFE'S MIRROR

Reflections by Panne.

Smoke.  
No, I am not of the fire, the flame, the spark.  
I am but the smoke  
Which lingers in the atmosphere  
And slowly disappears.  
I am not that substantial part  
Which is food for fire,  
And neither am I  
The ashes which remain.  
I am that bit of gray nothingness  
Which slowly passes on  
My inheritance is a fire which  
burned too fiercely,  
My legacy is but perhaps a flitting  
thought  
Which is at best non-consequential.  
My purpose—to teach that even  
Smoke ascends.

Some flappers are like brown sugar so sweet and unrefined.

Quick Job Service at The Brand!

NO. 274.

THE STATE OF TEXAS, to the Sheriff or any Constable of Deaf Smith County, greeting:

You are hereby commanded to cause to be published, once a week for ten days, exclusive of the first day of publication, before the return day hereof, in some newspaper of general circulation published in said county, which has been continuously and regularly published in said county for a period of not less than one year, the following notice: and you are also hereby commanded to cause to be posted for ten days, exclusive of the day of posting, before the return day hereof, at three of the most public places in Deaf Smith County, one of which shall be the courthouse door, and no two of which shall be in the same city or town, copies of the said following notice:

The State of Texas, To all persons interested in the estate of Ethelyn Slagle, deceased.

W. G. Slagle has filed in the county court of Deaf Smith county, Texas, an application for the probate of the last will and testament of the said Ethelyn Slagle, deceased, filed with said application, and for letters testamentary of the estate of said Ethelyn Slagle, deceased, which will be heard at the next term of said court, commencing on the first Monday in August, 1926, the same being the 2nd day of August, 1926, at the court house of said county, in Hereford, at which time all persons interested in said estate may appear to contest such application, should they desire to do so.

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

Given under my hand and seal of said court at my office in Hereford, Texas, on this, the 6th day of July, 1926.

(Seal) BERRY OR,  
Clark County Court, Deaf Smith County, Texas. 25-St

### Achievement



When Miss Louis Lerch of Allentown, Pa., was 9 years old she started singing in the church choir. Last week she received a contract from the Metropolitan Opera Company for a 1926 premier.

In every City or community, you will find leaders, whether individual or INSURANCE AGENCY, their success is based largely on the SERVICE THEY RENDER.

This Agency was organized for service in 1898.

**HEREFORD INSURANCE AGENCY**  
Ralph Barnett, Manager

## POLITICAL ANNOUNCEMENTS DEAF SMITH COUNTY

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the primaries in 1926.

### DEMOCRATIC TICKET

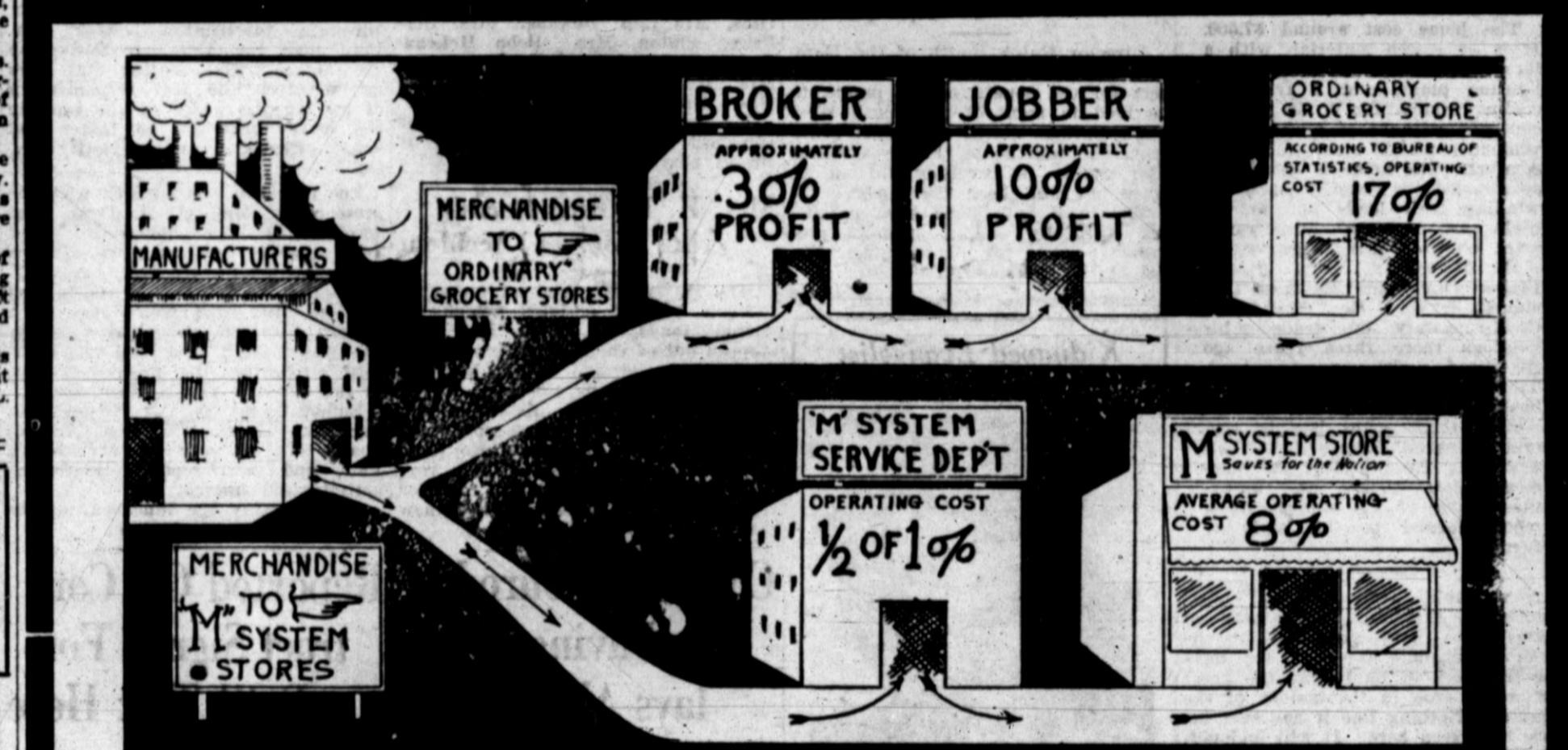
- For State Representative, 123rd Dis: **LEE SATTERWHITE** of Panhandle, Texas
- For District Attorney: **B. N. RICHARDS** of Dallam County
- For District and County Clerk: **A. L. BIGGS**  
**J. G. (GANO) HASTINGS**  
**MONT E. BAKER**  
**L. H. FOSTER**
- For Sheriff and Tax Collector: **CLAUDE BENTON** (Re-election)  
**W. B. PHILLIPS**
- For County Judge: **EARL W. WILSON** (Re-election)  
**G. M. SUGGS**
- For Tax Assessor: **IRA RICKETTS**  
**W. A. (AL) MILLER**  
**J. H. DANIEL**  
**ALBERT MURPHY** (Re-election)
- For County Treasurer: **J. H. HEAD**  
**MRS. E. F. CONNELL**  
**J. H. WEEMS**  
**MRS. RUSSEL DANIEL**
- For Public Weigher: **E. W. HARRISON**
- For Commissioner, Precinct No. 1: **C. J. PADDOCK** (Re-election)  
**W. A. KNOX**  
**WES BRADLY**
- For Commissioner, Precinct No. 2: **H. G. CONKWRIGHT**  
**W. B. (BOB) HIGGINS**  
**G. P. OWEN**
- For Commissioner, Precinct No. 3: **HERMAN A. GRAY** (Re-election)  
**J. T. GUINN**
- For Commissioner, Precinct No. 4: **W. T. WOMBLE**  
**J. C. ALLED**  
**E. J. MECASKEY**

### REPUBLICAN TICKET

- For Governor: **H. H. HAINES** of Harris County  
**E. P. SCOTT** of Nueces County
- For Lieutenant Governor: **W. H. HOLMES** of Potter County
- For Congressman, 18th District: **S. E. FISH** of Potter County
- For District and County Clerk: **GLENN SNYDER**
- For Sheriff and Tax Collector: **A. FRISBIE**  
**W. S. (Sherm) WILLIAMS**
- For Tax Assessor: **D. F. ASHBROOK**
- For County Judge: **L. BASKIN**
- For County Treasurer: **A. W. GREGG**
- For Public Weigher: **J. B. JONES**
- For Commissioner, Precinct No. 1: **RAY HERSHEY**  
**H. H. BOARDMAN**
- For Commissioner, Precinct No. 2: **L. F. BOYD**  
**E. L. DONNER**
- For Commissioner, Precinct No. 4: **M. L. STEWART**

## POLITICAL ANNOUNCEMENTS Castro County

- The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1926:
- For District and County Clerk: **MRS. E. B. BOREN**
  - For County Judge: **J. F. EASTER**  
**M. E. AVERY**
  - For Sheriff and Tax Collector: **BILL BURNAM** (Re-election)



**These Prices Special For Sat. July 10th**

<b>LETTUCE</b> (Limit 2 to Customer)	<b>6c</b>
<b>COFFEE</b> 3 lbs. Maxwell House (None sold to merchants, not sold alone)	<b>\$1.48</b>
<b>CORN</b> No. 2 Can Standard (Limit 6 Cans)	<b>11c</b>
<b>SALMON</b> No. 2 Can Pink (Limit 6 Cans)	<b>17c</b>
<b>SPUDS</b> Burbank's No. 1 New (Limit 10 Pounds)	<b>5c</b>
<b>Pork and Beans</b> No. 1 Van Camps	<b>7c</b>
<b>CAKE</b> Angel Food (Large)	<b>95c</b>

On account of Hot Weather, we will discontinue buying eggs until further notice. It will save one man's salary, the saving in overhead being passed on to you.

**"Yes"--We Deliver**

Phone 249 Phone 249

Phone Orders Given Prompt Attention



**John D. Rockefeller**



History retains for John D. Rockefeller his place as pioneer in America's big business, which has had so much to do with the prosperity and growth of our nation. Keen students claim that his vision has been just as great in educational and medical charities—and that time too will prove these out. This is a most recent photo of the world's "Oil King."

**Ward**

Miss Norene Powell returned home last Saturday from a two-weeks' visit with relatives and friends at Clovis. Mr. and Mrs. E. W. Harrison are the proud parents of a nine-pound baby girl.

There were 57 at Sunday school Sunday. After Sunday school, all enjoyed a good sermon by Brother Reddick.

Mrs. J. P. Vernon is on the sick list this week.

Mr. and Mrs. Fred Sultzman attended the annual picnic at Kibbeson Sunday last.

Mr. and Mrs. Bob Higgins spent Sunday at the home of Mr. and Mrs. Mosley.

Mr. Harrison is improving nicely and he is expected home in a few days.

Mr. Duck and Mr. and Mrs. Pink Duck took a trip over to New Mexico last week.

They have graded the road north and south of the Word school house. A good rain will put the road in fine shape.

Let's have a large crowd at Sunday school next Sunday. There will be preaching and lots of good singing.

Mr. Blackburn of Amarillo is visiting his mother, Mrs. C. W. Snowden.

Mr. Luck of Oklahoma is visiting in the home of his two sons, Pink and Allen Luck.

There will be literary at Ward on July 16. Everybody come and have a good time.

**Wyche**

Mrs. Cook and daughter, Montie, visited in the Jackson home Sunday. The farmers are all getting along fine with their harvest.

Mr. Kuper is helping the community harvest with his combine.

There was a good attendance at Sunday school last Sunday, but we hope to see more next Sunday. Everybody come at 10:00 o'clock next Sunday.

Mr. Clarence Schuette and Mr. Charles F. Paddock motored to Paducah Sunday evening to visit friends.

Mrs. Arnold and daughter, Alden, left for Vernon Monday to attend the funeral of Mrs. Arnold's daughter, Mrs. T. B. Berkenly. They returned home Thursday.

Loys Carlmichael spent Saturday night with Homer Brumley.

Mr. Bill Knox, Miss Jewel Applegate and J. T. Applegate visited in the Clayton home Sunday afternoon.

Mr. and Mrs. Tom Sanders and Mr. and Mrs. Doak spent Sunday with Mr. and Mrs. J. E. Woolery and family.

Homer Brumley visited Troy and Loys Carlmichael Sunday.

Mr. and Mrs. Doyle Rose and small daughter have returned home from Roswell, New Mexico, where they have been visiting.

Mr. and Mrs. H. D. Blythe and family visited in the Arnold home Sunday afternoon.

Mrs. J. A. Goodwin and children Newton and Marguerite, and Mrs. Garner and small son, Billy, motored to Plainview Saturday morning to

visit relatives and friends. They returned home Sunday evening.

Mr. and Mrs. Fred Curtis and family were callers in the Morris home Sunday afternoon.

Mrs. H. D. Blythe and small children visited in the Pickering home Friday afternoon.

Mr. and Mrs. Fred Curtis and family took dinner in the J. J. Kibbles home Sunday.

**Progressive**

Program for next Sunday night's singing: Song, Mrs. Lewis; vocal duet, Mrs. Monaghan and Mrs. Roberson; son, Augustine Gregory; quartette, Perry Caldwell; song, Old Folks, arranged by Mr. Sharp; ladies' chorus, arranged by Mrs. Roberson; reading, Katherine Ricketts; quartette, Askren; song, Walter Galley; song, Gladys Lewis; mens chorus, Mr. Ricketts; reading, Zelma Sharp; guitar solo, Elmer Patterson; song, Grit Critzinger; junior song, Mrs. Monaghan; song, Bill Knox; benediction, Mr. Caldwell.

Miss Marguerite Russell of Canyon spent last week with-end with home folks.

Mr. and Mrs. C. P. Caldwell and daughter, Eunice, spent Sunday visiting in the home of Mr. and Mrs. Ky Lawrence of Summerfield community.

There was a pretty good attendance at Sunday school Sunday afternoon. Those present heard a good program given by Mrs. Ivan Monaghan's class, the Juniors.

There was a patriotic program given by the Intermediates Sunday evening, which was enjoyed by every one.

The announcement was made Sunday evening that the Canning Club ladies and Agricultural girls and boys would meet at Mrs. David Thompson's next Wednesday afternoon, July 7.

The Canning Club ladies met at the canning house last Monday afternoon and canned English peas for Mrs. Ira Ricketts.

Mr. and Mrs. Bob Bowers of Memphis, Texas, spent Sunday night in the home of Mr. and Mrs. Brit Boyd of this community.

Miss Velma Caldwell, Mr. Cecil Hodges and Mr. Miles Roberson were dinner guests in the Jeff Roberson home Sunday.

**A Poor Wind.**

A lot of people stood before a garage looking at a balloon which floated above the floor.

"What's the matter?" I asked.

"Oh, a boyish trick. You see that rack of inflated tires?"

"Yes."

"Well, some boys were on the way home from school and one of them said he would remove a valve and blow one of the tires up still more."

"Oh, I see. This is the tire he blew up."

"Not at all, that is the boy."

Quick Job Service at The Brand.

**FRANK BARBER**  
Southwestern Life Insurance Co.  
Representative  
Life Insurance and Loan Loans  
Hereford, Texas

**DR. G. W. HEARD**  
Dentist  
Special X-Ray Equipment  
Over Corner Drug Store

**Renew Your Health by Purification**

Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs—once or twice a week for several weeks—and see how Nature rewards you with health. Calotabs are the greatest of all system purifiers. Get a family package, containing full directions. Only 25 cts. At any drug store.

**Ford Doings**

This community passed a "safe and sane" 4th last Monday. One of the quietest and busiest we remember in a long time. A few of the combines were running in the wheat fields yesterday, and the past week was perfect harvest weather.

T. E. Major is the only one here who has finished harvesting. He made 1500 bushels on 70 acres, part of which was sod, and the wheat was sown early last fall also. But it is pretty good when one makes that much and has it safely harvested, and sold and loaded out at Vega.

Rev. A. M. Dowell of Vega preached Sunday afternoon, also taught the Bible class. The regular Bible class teacher was absent.

Rev. Edwin Hill of Vega will preach next Sunday afternoon. Be on time and more of you come. We were late last Sunday and only a few were present.

J. E. Hill made a business trip to Amarillo Saturday.

Raymond Orr was taken suddenly sick Saturday with acute indigestion while at work in the field. He is doing nicely since receiving medical care.

Yes, we, too, have been having callers, who leave little white cards requesting ones vote and influence.

Mrs. Floyd Benson and daughters, Adella and Evelyn, and Mrs. George Benson were shoppers in Amarillo Wednesday.

Misses Ruby and Veda Parker, Mac Reed and Price Parker attended the literary meeting at Word Friday night.

A number of young folks enjoyed themselves in the Andy Thomas home Sunday night. Some singing was done, and a vast amount of ice cream was eaten.

Mr. and Mrs. George Benson ate Sunday dinner with Mr. and Mrs. Floyd Benson.

Mr. and Mrs. B. J. McCaskey were in Hereford a while Saturday. For

See the new Buicks on our floors. Twelve beautiful cars, latest models, several models. Norton Buick Co.

A prominent surgeon always tells a Scotchman the price before he operates. It saves the cost of ether.

**L. C. PENRY**

LAWYER  
First State Bank & Trust Co.  
Building.  
Office Phone 3. Home 190



**Beauty! Charm!**

Guard It Jealously

Hair-bobbing, shampooing, scalp treatments, marcel waving and facials at prices that are within the reach of every woman.

**Ladies Bob Shop**

Phone New For Appointment

some reason Barney knows everyone now, talks a while and then presents them with a small, neatly typed card. Mr. and Mrs. Harold Smith made a flying trip to Hereford Sunday morning.

George Benson was painfully hurt Sunday, when a milk cow knocked him down, ran over him and bruised him up considerably.

**Summerfield**

The farmers are all very busy in the wheat fields, those who do not have any wheat are helping those who have.

Most of the Summerfield folks attended the singing at Friona Sunday and some fine singing was reported. Mr. and Mrs. C. P. Caldwell and

family of the Progressive neighborhood spent Sunday in the home of Mr. and Mrs. Ky Lawrence.

Mr. and Mrs. Joe Kendall and family spent Sunday in the home of Mr. and Mrs. Earl Lance.

The W. M. U. met with Mrs. L. Johnson last week, with a large crowd present. The next meeting will be July 15, with Mrs. Joe Kendall.

Several people from this part of the country attended Brunk's Comedians in Hereford last week.

Mr. and Mrs. Charlie Roberson of Panhandle spent the week-end with home folks here.

Rev. Holman of Hereford, preached Sunday night after B. Y. P. U., to a well filled house.

Mr. and Mrs. D. B. Atchley and family of Vega spent last Friday night in the B. A. Atchley home.

The wheat in this part of the country is thrashing out better than some expected. Ray Johnson reports 40 bushels per acre, while most of the rest is somewhere around 35 bushels per acre.

The new elevator that is being constructed here was not completed in time to care for the wheat, but a buyer for the Great West Elevator Co., is here and several cars of grain are being loaded each day, although there has been some trouble in getting cars.

Miss Dollie Ward of Hereford spent part of last week in the J. B. McMinn home.

Mr. McAlister of Abilene, Texas, who owns the farm formerly belonging to Joe Smith, was here last week looking after the harvesting and threshing of his wheat.

**More Dependable Than Ever**



Dodge Brothers, Inc., achieved third place in world production this Spring because they have been able—WITHOUT SACRIFICING FUNDAMENTALS—steadily to improve the smartness of their product.

Owners and engineers know well that mechanically the car is sturdier than ever—cost of upkeep lower—and performance more dependable.

Refinements and lower prices have been made possible by spectacular increases in sales. Not by violating the basic tenet of Dodge Brothers success: NEVER TO LOWER QUALITY IN A SINGLE DETAIL.

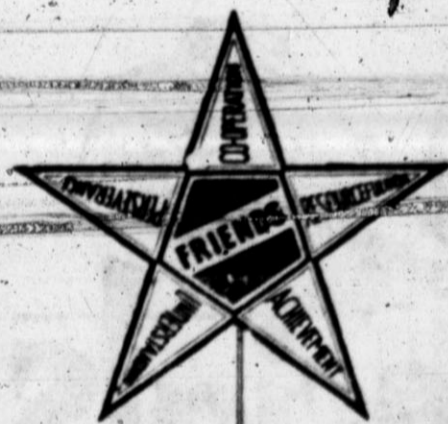
**BEAVERS BROTHERS**

Hereford, Texas

**DODGE BROTHERS MOTOR CARS**

**Each Day's Demand—**

Each day brings with it a growing demand for a bank account.  
Why not a growing account to meet these everyday needs?  
Money in the bank is the connecting link between man and his opportunity.  
A growing bank account makes a possibility of every opportunity. It is the only positive, unfailing assurance of success.



Read our message in this week's Farm and Ranch

**First State Bank & Trust Company**

OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS

**Day and Night Service**

To Grain Haulers

We are right on the job to serve our Wheat Customers—at any hour of the day or night.

Plenty of help—plenty of good oil and gas—plenty of Free Air and Water.

Trucks ready to deliver wholesale gas anywhere—any time.

TRY US OUT ONCE!

**Abo Filling Station**

LOUIE OLSON, Manager



# CLASSIFIED Wants

## Lost and Found

**STRAYED OR STOLEN**—One bay, heavyset pony, from the Carl Gilliland place, north of the cemetery, in Hereford. Please notify Lem Carlyle. Herford. 22-4t

## Wanted

**WANTED**—Plowing and discing with McCormick-Deering tractor. See or write Lynn C. Fowelson, Hereford, Tex. 24-4tp

**WANTED**—A farm hand, by the month. Phone 9010-FJ. H. H. Boardman. 21-1f

**WANTED**—To buy small pigs and sows. Phone 137. H. C. Bowsher. 23-1f

## For Rent

**FOR RENT**—Lovely front room. Plenty hot water. Piano and reference library. References required. Phone 190. 25-1f

**FOR RENT**—By the 15th, two unfurnished rooms with hall. Three blocks west of Main street. Anton Bekker. 25-1tpd

**FOR RENT**—Two light housekeeping rooms; also sleeping room. Phone 41. Mrs. Lon Shores. 23-1f

**FOR RENT**—Light housekeeping rooms. Phone 146. 24-1f

**FOR RENT**—Nicely furnished bedroom, private home, suitable for gentleman. Phone 443. 24-1f

## For Sale

**Hogs on Time.** I have 50 bred gilts, to farrow in September. Will sell on six months' time, with approved security. Also some Jersey cows and horses.—G. W. Brumley. 24-2t

**FOR SALE**—10-acre tract, well improved, at a bargain; in north Hereford. Mrs. Lela F. Rogers. 24-2tp

**FOR SALE**—Three modern bungalows. Inquire at Panhandle Lumber Co. 24-1f

**FOR SALE**—Good home, eight rooms all modern improvements, fine orchard, barn, chicken house, with three to seven acres of land, in four blocks of General school. W. F. Orr. 19-1f

**FOR SALE**—Residence east part of city. See O. E. Higgins. 17-8t. pd.

**FOR SALE**—Dwarf maise seed, government tested. Free from Johnson grass and weeds. O. Wilder, Hereford, Texas. West Way school. 16-16-pd.

**FOR SALE**—Thirty barrel covered tank, for use as granary. Phone 124. Hill Garrison. 25-1f

**FOR SALE**—A Electrac tractor, completely overhauled, just the thing for your combine, at a bargain. Inquire at Beaver Bros. Garage. W. L. Branston. 25-1f

**FOR SALE**—Two good milk cows. E. A. Heine. Phone 119-J. 25-2tp

**FOR SALE**—Good wagon, team and good set leather harness; team weighing about 3,000 pounds. Also some farm tools. J. I. Funderburg, second block North Central school. 25-2tp

**FOR SALE**—Alfalfa at all times, stored in barn; satisfaction guaranteed; Heard's farm. Signed, O. L. Rutherford. 25-2tpd

**FOR SALE**—Land for Sale—Two desirable tracts of land, some improvements on them, well located. Address owner—Box 323 Hereford, Texas. 11-4f

## Lost and Found

**LOST**—Saturday night, June 26, at the Star Theatre, one mesh bag with vanity attached. Initials L. M. W. Notify Marie Warren. 25-1f

**FOUND**—One sack of Bran in front of Seth B. Holman's house. Owner can claim same by paying for this ad. Clyde Carroll. 25-1f

**MAPS**—Deaf Smith county maps for sale, 50c each. Thompson & Ireland. 24-2f

One, two, three, four, five, six, seven—watch the kiddies come in for Steffen's.—Corner Drug Store. 24-2f

## Oldest Senator



The oldest member of the U. S. upper house is Senator Warren of Wyoming. He is 82 years old and has spent 34 of them in the Senate. His recent birthday was celebrated by his associates who set a huge cake in his honor.

# The Passing Day

By WILL H. MAYES  
of Austin, Texas

## Hotel Building in Texas.

A hasty calculation shows that the hotels now being built or under contract in Texas represent construction of approximately \$50,000,000. San Antonio is building several hotels or additions to those already there. One of these is to cost \$2,700,000. Twenty years ago all the hotels in Texas together were hardly worth more than that. Galveston is to erect a new \$1,350,000 hotel. Many towns not yet in the city class are putting up hotel structures that are costing from \$100,000 to \$500,000. Most of the money that is going into Texas hotels is being furnished by Eastern capitalists. Almost everywhere in Texas the hotels are full of people and the new ones have capacity business from the time they open. Any convention or unusually large gathering held anywhere taxes the hotels to their utmost, for they are full most of the time with the regular patronage. Hotels prosper only when the people prosper. Capital seeks investment only where it is assured a regular and permanent return. No better evidence is needed as to the permanent prosperity of Texas than the investments being made in hotels.

## Housing the Grain Crop.

A San Saba county news item says that the largest building activity there just now is in granaries for the housing of the immense grain crops being harvested. Perhaps the same thing might be said as to half the counties in Texas. The grain crop was never better and the weather has been favorable for harvesting. Remembering the high prices they must have paid for stock feed and for flour in the past, many farmers have decided to hedge against any such contingency in the future. Therefore, they are storing a part of their abundant crop for use on their own farms or to sell, when it is more needed to their less provident neighbors. Texas farmers will eventually learn to live largely and sumptuously on the products of Texas farms.

## The Worth of Water.

The San Antonio Express thinks that an artesian well in that section is worth at least a million dollars, and doubtless the Express is right. It is merely a wild guess on my part that such a well will irrigate a thousand acres of land. Suppose it does. What, then, would a storage reservoir that would hold enough water to irrigate 30,000 acres be worth to the owners of the land? Certainly something like \$30,000,000. Yet there are Texas districts where lands are now largely useless because of floods and drouths, where irrigation systems could be constructed for less than \$1,000,000 and made to irrigate from ten to thirty thousand acres of land. It is easy to see the large waste that Texas allows through failure to conserve its waters.

## Texas Snake Census.

The United States government has been making a snake census or survey of Texas to determine the number of deadly snakes and the deaths of animals and human beings attributed to snake bites. While there are probably no more venomous snakes in Texas than in many other states they have become a menace in some sections and every possible effort should be made to exterminate them. Because of lack of concerted action in destroying them, they have increased rapidly in some parts of the state, and in a few counties the loss has recently been from one to five per cent annually. The loss of human life has been large enough to arouse the people to the necessity of exterminating the snakes. There is need for leadership and for suggestions as to the best way to make complete extermination.

## The Tourist Business.

Those whose business it is to know estimate that three and a half million people annually make trips or tours exceeding 200 miles in Texas.



BUY IT FROM THE  
**OLDEST FILLING  
STATION MAN IN  
HEREFORD!**

Not the OLDEST MAN, No, Sir!—not by a long shot, but the Man with the  
**Oldest Selling Record  
Here!**

Don't you believe it? If not, come on in here and I'll PROVE IT!  
And, say, after all that experience, I am selling  
**Magnolia Gas and Oil!**  
Drive by!

**MAGNOLIA FILLING  
STATION**  
Arthur C. Thompson, Mgr.

# The Sunday School Lesson

Thurman Morgan.

JULY 11th, 1926.

## CHILDHOOD AND EDUCATION OF MOSES.

Golden Text: "Train up a child in the way he should go, and even when he is old he will not depart from it."

And there went a man of the house of Levi, and took to wife a daughter of Levi. And the woman conceived and bare a son; and when she saw him that he was a goodly child, she hid him three months. 3. And when she could no longer hide him, she took for him an ark of bullrushes, and daubed it with pitch; and she put the child therein and laid it in the flags by the river's brink. 4. And his sister stood afar off, to know what would be done to him. 5. And the daughter of Pharaoh came down to bathe at the river; and her maidens walked along by the river side; and she saw the ark among the flags, and sent her handmaid to fetch it. 6. And when she opened it, and saw the child; and, behold, the babe wept. And she had compassion on him, and said, This is one of the Hebrews' children. 7. Then said his sister to Pharaoh's daughter, Shall I go call thee a nurse of the Hebrew women that she may nurse the child for thee? 8. And Pharaoh's daughter said to her, Go. And the maiden went and called the child's mother. 9. And Pharaoh's daughter said unto her, Take this child away and nurse it for me, and I will give thee thy wages. And the woman took the child, and nursed it. 10. And the child grew, and she brought him unto Pharaoh's daughter, and he became her son.

That is at least a day's travel with a stop over at night. Most tourists prefer country outings and would rather stop over night in the country or in the small cities or towns if they could be assured suitable stopping places and accommodations. It pays in dollars and cents to treat tourists well, to welcome them and to take care of them properly. The place that isn't doing this is overlooking an opportunity. Poorly kept tourist parks are a dull-smelling tourist hotels give a place harmful publicity.

## Good Local Boosting.

The Cameron Enterprise, edited by Moulton Cobb, is running an "Our City" column, which tells about the good things and the good people of Cameron. Last week the column called attention to some 20 of the beautiful home yards of Cameron and mentioned the people who keep these attractive places in such a way that this writer wanted to go right over to see Cameron. There is much beauty about most Texas towns and villages, if only we would look more closely about us, and the country is even prettier than the towns.

## Small Irrigation Plans.

Ivy McLemore has a farm in Jasper county where there is usually plenty of rain if only it would fall when most needed. Last year he saw that he would lose an acre of cane from drouth. He put in a small irrigation plant and started watering the cane patch. The result was that he paid for the plant and had left \$511.00 for his labor and for profit from the one acre. The irrigation plant, which cost \$300.00 is there for use whenever McLemore needs it. This is a good business example for others. "God helps those who help themselves."

## Granite Fields of Texas.

Llano and Burnet counties are beginning to attract the attention they deserve as the great granite fields of the county and unusual development is starting there. As the people come to know more of the beauty and the climate of that part of Texas thousands of persons of wealth who would escape the rigors of winter and the heat of summer will establish homes among the beautiful hills and along the lovely streams of those favored counties.

her son. And she called his name Moses, and said, Because I drew him out of the water.—Exodus 2:1-10. 22. And Moses was instructed in all the wisdom of the Egyptians; and he was mighty in his words and works.—Acts 7:22.

**Introduction.**  
Interwoven into this beautiful human story is the Divine plan. Providence is working out Divine designs by the play of human motives. God always has cared for his own. His chosen people needed to be delivered from this Egyptian bondage. Where could he find a man with the qualifications for this big undertaking? Very quietly and unknown to the people, both friend and foe, God prepared a man for the job.

It was needful that Moses, the deliverer, should come from the heart of the system from which he was to set his brethren free. Saul was trained at the feet of Gamaliel; Luther from the convent of Erfurt; Moses was trained in Pharaoh's palace and taught in the wisdom of the Egyptians against which he was to contend. Providence placed him close to the heart of all the evil he was to fight. If he was to hate and fight idolatry he must know the rottenness of its system.

**The Story.**  
The prodigal son story goes directly to the heart. It is so true to life. This beautiful story makes its strong appeal because it is so human. It is a story of human life. In simple words it tells a life story. The decree of the Pharaoh was nothing unusual for a king in that age of the world's history. In all ages we read of the killing of the male children. In these days it was thought to be a usual procedure. The men were the ones who made war, the women were not so apt to revolt. And then where they believed in a plurality of wives the male children had to be killed so as to furnish a number of wives for the ones who survived.

Pharaoh's purpose in this wholesale slaughter of the male children was to prevent the Hebrews from becoming so numerous. Every male child must be killed, said the King. But this King made one grand mistake; he pitied himself against the love of the mother heart—and he lost. It is the strategy of "mothers" that has saved the world. Jochebed, the mother, loved her child. When it was no longer possible to hide her babe, she devised a beautiful plan. Notice how well planned her scheme was. The little ark, basket, was well made and placed exactly in the right place. Miriam, her little girl, was placed on guard duty. Did you ever know of a sister who failed in her responsibility to her baby brother? And the story doesn't say, but I imagine that the mother was not very far away when her child was found by the King's daughter. God took care of her boy more wonderfully than she could have dreamed.

Verse 6.—And she opened it and saw the child; and, behold, the babe wept. Behold; a weeping boy; and she had compassion on him. Here the simple words go straight to our hearts. The princess could not resist the cry of this helpless baby.

**Training.**  
Miriam promptly secured a nurse, who was the boy's own mother. Just think of a mother being paid to care for her own child. Moses was adopted by the princess. He became her son, and thus became an heir to the Egyptian throne. But he was not alone in his new environment. He was the adopted son of the King's daughter in an Egyptian palace. But in this same palace he was the son of his real mother, who was his teacher.

In later life when this boy, now the man Moses, had to make the great decision of his life, he chose to suffer with his own people rather than to enjoy the pleasures of the Egyptian royalty. Why do you think that he made such a choice? It was his mother who had the greatest human influence upon his life. She was his early childhood teacher. Read the Golden Text. (The great

need of the world today is the proper home training for children.)  
The other training of Moses was in the Egyptian schools. He was instructed in all the wisdom of the Egyptians, says Stephen. He was mighty in words and works. Moses was an educated man. Do you think God approves of education for his leaders. Paul was an educated man. Read your Bible and church history and pick out the educated leaders.

**Worth of a Child.**  
What is the worth of a child? The saving of this one Hebrew boy, Moses; what has it been worth to the world? We need not answer these questions in material terms. And in moral and spiritual realms we cannot begin to estimate.

Contrast pagan treatment of children with the Christian treatment. It was Jesus who changed the value of a life. In His time, life was very cheap. It was Jesus who changed the estimate of a child. Wherever Christianity has gone it has found an appalling disregard for the life of the child and it has planted the orphan's home, the school and the hospital to care for the children.

The child has physical, mental and spiritual resources undeveloped. Shall we cultivate and train or shall we neglect and ruin?

I have seed to raise and I plough the field  
And I plant my crops with care,  
And I thank the Lord for the rain  
He sends  
As I watch them growing there.  
But I don't sit down with a book by day  
And let my crops run wild,  
For Crops won't grow by themselves,  
I know;  
Is it different with a child?  
—Edgar A. Guest.

**Lessons.**  
This is the lesson of the idealism of love. It plays its part in the drama of history, but also in the life of everyone of us.  
There is no record of events so interesting or clever which have defeated the will of a cruel monarch.

The love and strategy of a mother defeated the schemes of state.  
God is over all. His purpose is not to be defeated by the malevolence of men. It is easy for God to fashion a human life to suit his purpose. He can make use of the most unlikely instruments—here a woman of the enemy race—to further his own high ends. Human pity can break through the boundaries created by national animosities. And the last but not least of the great lessons found herein is: The influence of a mother's training.

## Adrain Sims Items

The combines are busy cutting wheat. Good yields are reported. Mrs. Fields, mother of Mr. Rector, came in Wednesday to spend the summer with them.

Mrs. Jim McCaskey's parents of Dallas, who have been visiting with them, have returned home. Mrs. McCaskey and children accompanied them for a short visit.

Mrs. Shoemaker and children, who have been visiting in the Rector home, have gone to Amarillo to visit a friend there before returning to their home in Dallas.

John Rector, Jr., and Streeter Moore left Thursday morning for Dallas.

Mr. Wimberly was in our community Friday. Mr. and Mrs. Andy Godwin and Mrs. Niland and son, Bill, were visitors in the J. M. Chapman home Saturday night and Sunday.

## NOTICE

Anyone picking up wheat along the railroad tracks that belongs to the West Texas Feed & Seed Company are hereby warned that they are doing so without authority, and at their own risk, and will be dealt with accordingly.

"Strive for the higher things," was the advice of a lecturer before an audience of women who had already shortened their skirts, built up their heels, raised their voices, and heightened their complexions.

# We Did Not Realize It Ourselves

We started out to enumerate below the list of merchandise this store carries for the benefit of its customers—and nearly wore out a typewriter ribbon doing it!

## Here's 62 Items

and there are lots more left.

## Service to Farmers

is our motto, and we sure have the stock to make good. Read over this list—and then come to see us.

## PURINA FEEDS

- |                 |                  |
|-----------------|------------------|
| Chick Startena  | Omolene          |
| Chicken Chowder | Steer Fatena     |
| Growena         | Chicken Fatena   |
| Baby Chick Chow |                  |
| Hen Chow        | Oyster Shells    |
| Cow Chow        | Pearl Grit       |
| Bulky Las       | Charcoal         |
| Calf Chow       | Dried Buttermilk |
| Pig Chow        | Alfalfa Meal     |

## SEEDS

- |               |       |
|---------------|-------|
| Alfalfa       | Rape  |
| White Clover  | Sudan |
| Sweet Clover  | Cane  |
| Bermuda Grass | Rye   |
| Blue Grass    | Wheat |

## MISCELLANEOUS

- |                   |                         |
|-------------------|-------------------------|
| Alfalfa Hay       | Sulphur Block Salt      |
| Cane              | Grey Block Salt         |
| Baled Hay         | No. 4 Crushed Rock Salt |
| Cotton Seed Meal  | No. 1 Fine Stock Salt   |
| Cotton Seed Cake  | Fly Salt                |
| Cold Pressed Cake | Meat Salt               |
| Linseed Meal      | Table Salt (wholesale)  |
| Wheat Bran        | Dr. Hess Stock Tonics   |
| Rice Bran         | Dr. Hess Poultry Tonic  |
| Shorts            | and Remedies            |
| Corn Chops        | Dr. Hess Dip            |
| Maize Chops       | Dr. Hess Fly Chaser     |
| Kafir Chops       | Star Parasite Remover   |
| Maize             | Sprays                  |
| Kafir             | Lump Coal               |
| Wheat             | Nut Coal                |
| Oats              | Anthracite Coal         |
|                   | Tankage (Swift)         |
|                   | Meat Scraps             |
|                   | SALT                    |
| Plain Block Sale  |                         |

# Jones & McLean

"If Its Anything in Feed or Seed, we Have it"

# Specials

For Sat., July 10, Only

Cream Pail and CRACKERS, \$1.25 value	\$1.00
1 package, 4 pounds ASSORTED CAKES	\$1.00
7 Cans No. 2 STRING BEANS	\$1.00
1 Pail No. 5 Imp JELLY	45c

FOR CASH ONLY

## Frank A. Gyles



## CHURCH ANNOUNCEMENTS

### Baptist Church W. R. Hill, Pastor

The Sunday school meets at 9:45 for studies of the Bible, with Alex. O. Thompson, the general superintendent. Trained teachers in all departments. Let all who really love the Lord foster the learning of the Scriptures of God. No single institution does quite so much to teach the Bible as the Sunday school. It deserves the support of all who love their country. "Looking upon the family Bible as he lay dying, Andrew Jackson said, 'That book, sir, is the rock upon which the republic rests.'" Daniel Webster said, "If we abide with the principles taught in the Bible, our country will go on prospering and to prosper; but if we and our posterity neglect its instructions and authority no man can tell how sudden a catastrophe may overwhelm us and bury all our glory in profound obscurity." Then let us at least be patriotic citizens!

Preaching service at 10:45. "The Declaration of Independence of a Baptist Church" will be the pastor's sermon-subject.

Preaching service at 3:00 o'clock at Bippus community, 37 miles northwest of Hereford.

B. Y. P. U. meetings at 7:30. Evening preaching service at 8:30. The pastor's subject will be "Religion in Politics."

A cordial welcome extended to visitors and friends. Come and welcome!

### First Presbyterian Church Jas. T. Ross, Pastor

Last Sunday was a good day in our church life. Sunday school was well attended and a still larger congregation was present for the morning worship. Messrs. George E. Shepard and H. H. Boardman were elected deacons and the installation of all elders not now designated as ruling elders was authorized. The service at Easter in the afternoon was well attended.

For next Sunday the following are the announcements: Sunday school at 9:45 a. m., C. O. Lee, Superintendent. At 11:00 a. m., and 8:30 p. m., Health Messages, by the Pastor. Is health a subject for religious discussion. Ought the church to be concerned about it? Has the layman a right to an opinion on health questions? These and other questions discussed, but then—you should hear the messages. At the morning hour Miss Evelyn Witherspoon will sing. At 7:30 the Senior Endeavor meets in the Sunday school room.

In the afternoon at 3:30, the pastor will preach at Flagg. With respect to the services of next Sunday, will you be one who will say: "I was glad when they said to me, 'Let us go up to the house of the Lord.'" The usual mid-week services will follow Sunday. Strangers will find a sincere welcome to our services, and all others are welcome. Welcome to the house of God.

### First Christian Church T. Morgan, Pastor

Sunday morning the Sunday school will start promptly at 9:45. The Superintendent, Mrs. J. C. Ricketts, has arranged with one of the classes to give this part of the service and they are to begin on time. Better not be late.

9:45 a. m., church school.  
11:00 a. m., Communion and preaching services.

7:30 p. m., Senior and Junior C. E. Societies.

8:30 p. m., Gospel preaching. All new citizens and visitors are cordially invited to come worship with us. You will receive a welcome at each and every service. Come and bring your friends.

### Methodist Church J. O. Haynes, Pastor

"Things that Destroy Nations" is the pastor's subject for Sunday evening at 8:30. Every loyal citizen who is interested in preserving the best traditions of our country is invited to hear this message. If we see the breakers that threaten us we can better steer our bark to avoid them.

The pastor will preach also at 11:00 a. m. Special music. Let our members be in their place on the day of worship. All visitors are welcome.

Sunday school at 9:45 a. m. Be on time. Junior church at 11:00 a. m. Epworth League at 7:20 p. m.

A Chicago citizen has applied to the municipality for a job as night watchman. He says he has to walk all night with the baby anyhow; so he might as well have a regular route and get paid for it.

Mrs. Mabel DeOliviera of Amarillo last week bought the Orr Beauty Parlor from Mrs. W. F. Orr. Mrs. DeOliviera took charge of the business on Monday, July 5. She is an experienced beauty specialist and solicits the patronage of the ladies of this community.

Miss Anna Karcher, nurse at the hospital, who has been vacationing in Temple, Texas, is expected to return Sunday. Miss Louise Walton of Amarillo is taking Miss Karcher's place while she is away.

See the GLEANER Combine glean that wheat clean. Demonstration this week-end on the old Elliston place, just west of the Tourist Camp ground, adjoining the Garrison Grove. The Gleaner is turning out the cleanest job of harvesting shown here this year. Hereford Motor Company.

One of the Western States is now using gas for capital punishment. Down in Washington, gas has been the favorite form of capital punishment for many years.

## From A Mother's Viewpoint



Warranted pride shines these days in the eyes of Mrs. Byrd, who but yesterday was a young Virginia mother with hopes for her two stalwart boys, Harry and Dick. She has just returned home from the East where she witnessed the nation bestow great honors—on Dick—the younger son, who is Lieut.-Commander R. E. Byrd, the first to fly over the North Pole—carrying the Stars and Stripes ahead of all nations. Brother Harry helped in the welcome home, leaving his desk as Governor of Virginia long enough to join in. Can you imagine this mother's pride as she saw her two boys riding down Broadway while thousands cheered the hero of the North?

### STORK SPECIALS

Born, June 30, to Mr. and Mrs. Fred Duran, a boy.  
Born, July 3, to Mr. and Mrs. W. R. Harrison, a girl.

The Fox-Mercantile Company carries a double page ad in this issue of The Brand, announcing their regular July Semi-Annual Clearance Sale. The Sale started Thursday.

## Sample DEMOCRATIC OFFICIAL BALLOT

I am a Democrat and pledge myself to support the nominees of this primary.

### For Governor:

KATE MILLER JOHNSTON of Bexar County  
LYNCH DAVIDSON of Harris County  
MIRIAM A. FERGUSON of Bell County  
O. F. ZIMMERMAN of Morris County  
DAN MOODY of Williamson County  
EDITH E. WILMANS of Dallas County

### For Lieutenant Governor:

BARRY MILLER of Dallas County

### For Attorney General:

THOMAS SIMPSON CHRISTOPHER of Dallas County  
CLAUDE POLLARD of Harris County  
T. K. IRWIN of Dallas County  
CHARLES L. BRACFIELD of Rusk County  
JAMES V. ALLRED of Wichita County  
JNO. W. HORNSBY of Travis County

### For Comptroller of Public Accounts:

S. H. TERRELL of McLennan County

### For State Treasurer:

W. GREGORY HATCHER of Dallas County  
ED A. CHRISTIAN, JR. of Bexar County  
GEORGE G. GARRETT of Dallas County  
G. E. JOHNSON of Jones County  
LON GARNER of Stephens County  
J. R. BALL of Fannin County  
GROVER CLEVELAND HARRIS OF Dallas County

### For State Superintendent of Public Instruction:

J. A. HUMPHRIES of Hockley County  
W. W. BENNETT of Dallas County  
S. M. N. MARRS of Travis County

### For Commissioner of Agriculture:

T. R. BOLIN of Morris County  
GEO. B. TERRELL of Cherokee County

### For Land Commissioner:

P. B. TERRELL of Titus County  
J. T. ROBISON of Morris County

### For Railroad Commissioner:

C. V. TERRELL of Wise County  
CHARLES E. BAUGHMAN of Brown County  
ROBT. E. SPEER of Dallas County

### For Associate Justice of the Supreme Court:

WILLIAM PIERSON of Hunt County

### For Judge of the Court of Criminal Appeals:

F. L. HAWKINS of Ellis County  
LEE P. PIERSON of Dallas County

### For Associate Justice Court of Civil Appeals, 7th District:

HAL C. RANDOLPH of Hale County

### For District Judge, 69th District:

REESE TATUM

### For District Attorney, 69th District:

ART SCHLOFMAN of Dallam County  
B. N. RICHARDS of Dallam County

### For Congress, 18th District:

MARVIN JONES of Potter County

### For Representative, 123rd District:

MRS. R. S. THOMPSON of Amarillo  
LEE SATTERWHITE of Amarillo  
A. D. PANNE of Amarillo

### For Sheriff and Tax Collector:

CLAUDE BENTON  
W. B. PHILLIPS

### For County Judge and ex-officio School Superintendent:

G. M. SUGGS  
EARL W. WILSON

### For County and District Clerk:

L. H. FOSTER  
J. G. HASTINGS

### For County Tax Assessor:

ALBERT MURPHY  
J. H. DANIEL  
W. A. MILLER  
IRA RICKETTS

### For County Treasurer:

J. H. HEAD  
MRS. RUSSELL DANIEL

### For Commissioner, Precinct No. 1:

W. A. KNOX  
C. J. PADDOCK

### For Commissioner, Precinct No. 2:

G. P. OWEN  
W. R. HIGGINS  
H. G. CONKWRIGHT

### For Commissioner, Precinct No. 3:

J. T. GUINN  
HERMAN A. GRAY

### For Commissioner, Precinct No. 4:

W. T. WOMBLE  
B. J. MCCARKEY  
J. C. ALLRED

### For Justice of the Peace, Precinct No. 1:

J. H. WILSON

### For County Surveyor:

A. O. THOMPSON

## National Guard Boys Leave For Summer Training

Company E, 142 Infantry, 36th Division, National Guards, packed their camp luggage and personal effects in a baggage car Wednesday afternoon, and Thursday departed for far-off Palacios, Texas, on the Texas Gulf Coast, where they will undergo their annual two-weeks' period of training and will also enjoy a splendid outing, vacation and the Gulf swimming.

The Company, about 40 strong, was in charge of Captain Joe Landrum and First Lieutenant Sank Ramey. Second Lieutenant Fred Schultz was unable to go. Top Sergeant Frank Carl had immediate charge of the bunch.

The boys were in high spirits and anticipated a splendid vacation and change from routine duties.

Mrs. K. B. James, Mr. and Mrs. Tom James and daughter, Pattie, and Elizabeth Hancock, all of Ft. Worth, and little Mary Catherine and John Thomas Sharp of Dalhart, were visiting Mrs. J. R. Sharp at the hospital on Tuesday. Mrs. K. B. James and Tom James are mother and brother of Mrs. Sharp, and they brought the children over to see Mrs. Sharp for a few hours.

The Popular Store, Gaston Baer, proprietor, announces a Golden Harvest Sale with a full page ad in this issue. The Sale begins Friday.

## Board of Equalization, Schools, Is in Session

The board of equalization for the Hereford Independent School District began its session Thursday morning in the office of Tax Collector Belton, with Deputy Al Miller assisting. The board is composed of D. F. Ashbrook, G. A. F. Parker and J. H. Pitman.

Mrs. G. A. Copeland, sister of G. A. Chandler, left Saturday for her home in Falls, Texas, after a pleasant visit with her brother. Mrs. Copeland is eighty-eight years old, but still retains her youth and interest in life to a surprising degree.

Mrs. C. C. Ferguson was called to Fort Worth by the death of her mother, Mrs. S. T. Howard, who was stricken with paralysis on Thursday night, passing away at 9:50 o'clock Friday morning, July 2, at the age of 78 years. Mrs. Howard had many friends in Hereford as the family formerly lived here for seven years before moving to Medford, Oregon, in 1906. A daughter, Mrs. L. G. Jordan of Fort Worth accompanied the remains to Medford, Oregon, where she was laid to rest by the side of her husband, the late Col. S. T. Howard.

Should an executive carry his stenographer on business trips, asks a business man's magazine. Not if she weighs more than 120 pounds.

# The Best Battery

THAT'S EASY

IT'S THE

# WILLARD

STANDARD OF THE WORLD

If you get in trouble, just Phone 284—we will be on the job right now!

## ELECTRIC SERVICE STATION

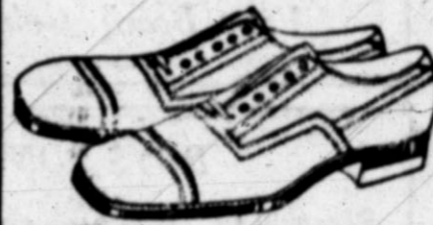
VERN WITHERSPOON, Manager



Wear three or four times longer. They're the new EX TOE

### Holeproof Hosiery

For Men  
Priced at  
35c to \$1.00



Men's Shoes for Summer in two popular colors, Florida Tan and Ivory Blond—Priced at—  
\$6.00

New Silks, Crepes, Prints and Georgettes, priced at—  
\$2.50 to \$3.75 yard

New Lace Collars from—  
75c to \$1.50



We give and redeem Gold Bond Stamps.

## STAMBAUGH'S STORE

## With Your Printing



You rightfully expect more than a mere filling of your order when you get printing from this shop.

We promise you service. Service includes an intelligent study of manuscript; the proper faces of type to be used; perfection in alignment; exact quality of paper; how to cut it, print it, and fold it.

No Job too Small for our Quality Printing Standards

## The Hereford Brand

"Printed Matter of the Better Kind"

# Bring us your CREAM

POULTRY, HIDES AND GRAIN

We pay highest Market Prices. Dairy Feeds, Poultry Feeds, Salt. Service for farmers.

## West Texas Feed & Seed Co.

Hereford

Phone 265

Dimmitt

"THE HOTTEST NUMBER IN HERFORD"



Two Wonderful Things — One a Golden Harvest, the Other a Golden Sale

# GOLDEN HARVEST SALE

Beginning Friday  
Morning for a Short  
Time Only

Beginning Friday  
Morning for a Short  
Time Only

**Free! Free! Free!**

*My Gift to You During This Sale*

- With Every \$5.00 Purchase, 1 Pair 50c Gloves.
- With Every \$10.00 Purchase, One \$1.00 Shirt.
- With Every \$20.00 Purchase, 1 Pair of \$1.75 Overalls.
- With Every \$30.00 Purchase, 1 \$3.50 Suit Case.
- With Every \$40.00 Purchase, One Pair 7.50 Shoes.

## The Popular Store <sup>Hereford,</sup> ~~Hereford,~~ <sup>Texas</sup>

Gaston E. Baer, of the Popular Store, who has sold you dependable goods for 5 years offers you an opportunity to save.

Entire stock of Men and Boys' Clothing, Shoes, Furnishing Goods, Women's Shoes, Trunks, Suit Cases, nothing reserved!

Everything in this fine \$20,000 Stock Cut to a Frazzle! You will marvel at the Bargains! You will rejoice in the savings.

**Free! Free! Free!**

*My Gift to You During This Sale*

- With Every \$5.00 Purchase, 1 Pair of 50c Gloves.
- With Every \$10.00 Purchase, 1 \$1.00 Shirt.
- With Every \$20.00 Purchase, 1 Pair of Overalls.
- With Every \$30.00 Purchase, 1 \$3.50 Suit Case.
- With Every \$40.00 Purchase, One Pair 7.50 Shoes.

### OVERALLS and JACKETS

A good weight, high back or suspenders, Golden Sale Price—

**\$1.29**

### BOYS' OVERALLS

Special, sizes 3 to 16

**\$1.00**

### GO WAY SUIT CASES AT COME BACK PRICES

Black or brown—

**\$1.28 up**

### TRUNKS

Regular \$18.75 for

**\$10.50**

Only have a few

### GLOVES

Good weight Canvas

**10¢**

## HARVEST SALE OF HATS



### STETSON HATS INCLUDED IN THIS SALE

Only have a few straws left—  
1/4 Discount

Felt Hats of all kinds at... COST

### HANDKERCHIEFS

Nice handkerchiefs

**5¢**

Also pure Linen Handkerchiefs, at a reduction—

**15¢**

### COLLARS

Van Heusen, 3 for

**\$1.00**

All other soft Collars or linen—

**15¢**

## Clothing Prices Smashed to Pieces



We are making room for our New Fall Merchandise and we are smashing our profit on all our Suits. They will start from—

**\$9.50 up**

Men's and Boys DRESS PANTS will also be marked right down.

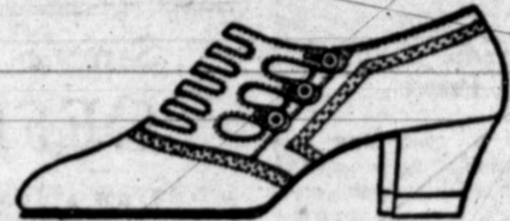
*Palm Beach, Gaberdines, Worsteds, etc.*

### BOYS LONG PANTS SUITS

Sizes 3 to 18, good colors, Extra Special

**\$6.95**

## Ladies' Shoes at Nearly Cost



A nice Special lot at Golden Sale Price—

**\$2.98**

All other Pumps and Straps reduced Considerably

### Bathing Suit Sale

We have about 100 Suits left, suitable for the whole family. Priced ----- **95¢ up**

### MEN'S SOX

Cheaper Than Dirt

Light work sox, regular 15c seller, all colors ----- **09¢**

### SILK SOX

Fancy and others **28¢** and up

### UNIONALLS

Good weight for harvest time, blue or khaki, Golden Sale Price—

**\$2.89**

### NECKTIES

A nice assortment of Silks and also knit, your pick ----- **39¢ up**

## Tremendous Savings, Bargains Galore, Be Sure to Come!

### Khaki Pants

A special lot, all sizes—

**\$1.38**

### Belts

A nice lot of wide Belts, of latest patterns, special ----- **89¢**

### Night Shirts

and also Pajamas

**20 per cent off**

### Garters

All colors, EXTRA SPECIAL ----- **19¢**

## Shoe Prices Go Down In This Sale!



Again we will offer a nice assortment of Men's and Young Men's Oxfords, in the latest styles and colors, solid leather, Golden Sale Price ----- **\$3.98** Boys' Shoes and all other Shoes are included in this Sale.

COME AND SEE OUR REAL PRICES

### A Personal Statement from Gaston Baer

Folks, I can not ask you too strongly to attend this Sale. I give you my personal guarantee, and the guarantee of my Store, that everything will be sold as advertised; that everything you buy here will give satisfaction. Big Crowds will attend this sale. Come early and buy all you can, for such a Sale as this will not be held again for a long time.

## SHIRTS BY THE HUNDREDS

AT LESS THAN WHOLESALE PRICES

A nice assortment of Men's Dress Shirts, collars attached, latest colors, Golden Sale Price ----- **98¢**

All Others at Cost—We have to Make Room

### Work Shirts

Gray, Blue Khaki, Golden Sale Price ----- **69¢**

## Ladies' Hose Go Tumbling Down

All Latest Shades, Pure Thread Silk, also Chiffon—  
**89¢**

### House Shoes

A nice new stock of latest colors, your choice—  
**69¢**

All sizes



Men's Regular \$1.25 Suit, Golden Sale Price ----- **89¢**

Also a nice regular 75c seller for ----- **44¢**

All sizes

Boys' Underwear at the same prices, and Men's Knit Underwear, white and ecru **89¢ up**

Hereford

# THE POPULAR STORE

Texas



Hot but Happy



He's Happy because he has just enjoyed some of  
**The City Drug Store's Cooling Fountain Drinks!**

IT'S COLD STUFF! SNAPPY SERVICE, TOO! TRY IT!

**CITY DRUG STORE**

"Hereford's Summer Resort"

# Dimmitt, Castro County News

**DIMITT, Texas, July 5.**—Wilbur Patrick arrived last week from Paso and has taken up his duties as instructor of vocational agriculture in the Dimmitt and Nazareth schools. M. E. Avery having recently resigned. Mr. Patrick comes to highly recommended and we hope people will give him the support and cooperation that they gave Mr. Avery.

The members of the B. Y. P. U. and few visitors enjoyed a picnic supper on the front lawn at the home of Mr. and Mrs. L. P. White last Sunday afternoon before going to the regular meeting at the church. Each brought a dish and a great time was enjoyed.

Mr. and Mrs. Sherman Lockhart and daughter of Plainview spent Sunday in the parental C. H. Butolph home.

Mr. and Mrs. J. E. Hyatt and family attended Brunk's Comedians at Hereford last Saturday night.

Mr. and Mrs. Donald Duree and Miss Dora Hyatt motored to Hereford last Friday night.

T. W. Malone made a business trip to Amarillo Monday.

Miss Lura Vaden of Amarillo has been visiting Mrs. George Douglas the past week.

Miss Christine Reynolds spent Sunday afternoon in Plainview.

J. W. Lile and son, Clarence, and daughter, Macie, and Fred Welch were in Friona during the past week.

L. M. Roberts was near Happy last week having his wheat crop cut on his place there.

Mr. and Mrs. Homer Roberts of Houston, Mr. and Mrs. Edgar Roberts and family and Mr. and Mrs. Harvey Hooten of Tulla visited in the home of Mr. and Mrs. L. M. Roberts Sunday.

Dr. Mayes Miller returned Sunday from the Plainview hospital.

Mr. and Mrs. A. M. Blythe and daughter of Kaufman county were prospecting in Dimmitt last week.

Old timers declare that our present wheat crop is the best ever known in Castro county. The yield is exceptionally good and the grain is of good quality, some running as high as 65 test. There is no smut or rust to speak of. The acreage this year is under that of some years perhaps, but the returns are coming in fine. Some folks will pay out of debt this summer who have not been free from debt for several years. No doubt this crop will help this country's condition to quite an extent, and we are still hoping for good row crops this fall.

Miss Luella Thomas is visiting her sister, Mrs. Henry Stalcup.

Mrs. N. G. Jackson has been quite sick.

Mr. and Mrs. H. E. Rantz and Mesdames Dow, Duree and Henry Stalcup motored to Hereford last Monday night.

Mrs. Donald Duree and children motored to Tulla last Saturday, taking Mrs. Ida Ballinger for a visit with her sister.

J. A. Maynard, who is working in Canyon, spent the week-end at home. Floyd Reynolds spent Sunday in Plainview.

Misses Mary and Bernice Minter, Ola and Sallie Moline Brashears and Loma Woodburn and Mrs. Dewey Watson motored to Canyon and Amarillo the first of last week.

Mr. and Mrs. Bruce McClean motored to Plainview on the afternoon of June 26.

Mesdames C. H. Butolph and Henry Stalcup and Misses Bernice Minter and Sallie Moline Brashears visited in Plainview last week.

**Card of Thanks.**  
 We wish to thank our many friends who ministered to us so kindly during the illness and death of our loved one. Your sympathy and kindness are appreciated to the fullest extent. May God bless you and may you find a host of friends as true, is our prayer and wish.—Mrs. R. C. Shufford and family.

The Dimmitt singing class was invited to Flagg on Sunday afternoon, June 20th, to their singing practice. Only a few went but they report a fine singing with visitors from other classes of the county. Those attending from Dimmitt were: Mr. and Mrs. A. O. Gregory, J. R. Gollehon and family, Oscar Ayers and family, Mr. and Mrs. Joe Gollehon, Mr. and Mrs. J. C. Howard and son, Mrs. J. M. Gollehon, Mr. and Mrs. S. C. Huckaby and son, J. D. and W. D. Duree.

Mrs. Frank Easter invited a few little friends of her son, Frank, Jr., to a dinner celebrating his 5th birthday last Friday. A great time was enjoyed with the birthday cake which was decorated with candles.

**Here and There**  
 The farmers who have wheat are all smiling. Even some of the hauled out districts are making 20 bushels per acre.

Let each one of us be present at Frio Sunday school and make it one among the best.

Miss Dot Owen of Chickasha, Okla., who is spending her vacation with relatives and friends here, spent last week with her sister, Mrs. Harlin.

Mrs. C. Greer and son, Charles, have been spending a few days with Mrs. Percy Estes and Joe Greer.

Mr. and Mrs. Carl Gilliland and mother came out and spent Sunday afternoon with Mr. and Mrs. Percy Estes.

Edwin Bell spent the week-end with his parents, Mr. and Mrs. Chas. Bell.

Mr. and Mrs. Neal came out early Sunday morning and spent the day with Mrs. Neal's parents, Mr. and Mrs. Vick.

Mother Mosely has been suffering considerably with a sprained ankle. She will have to read the sign, "Watch your step."

Mr. and Mrs. B. R. Dixon spent Sunday with Mr. and Mrs. Mack Dixon.

The Mobley family and Veri Sullivan family celebrated their Fourth by going over to the Knox home and besides enjoying good eats, made ice cream.

Mother Mosely enjoyed a visit from Mr. and Mrs. Bob Higgins Sunday.

Mr. and Mrs. Carl, Mr. and Mrs. Joe Kendall spent the Fourth with Earl Lance and family.

Mr. Howard Carlyle of Muleshoe, Miss Letha Hope, Gladys and Caution Bryant, students of the Canyon Normal, Mr. and Mrs. L. W. Carlyle and family, Mr. and Mrs. H. D. Bryant and Sarah Agnes Bryant spent the Fourth with Joe Greer and family.

Mr. and Mrs. J. B. Harlin were seen going over to spend the Fourth with Mr. and Mrs. Henry Allman.

Mr. Lance had 3,000 bushels of wheat contracted for to be delivered by Wednesday night.

The Estes family enjoyed eating supper with Mr. and Mrs. J. B. Harlin Sunday night.

Brunk's Comedians show was well patronized from here and the laughs did everyone good, and they can do lots more work now.

Mrs. R. L. Knox and little son visited Mrs. Estes two days while Mr. Knox assisted Mr. Estes with the farm work.

Mr. and Mrs. Mack Dixon visited in the Frank Barber home Saturday.

Mrs. W. B. Green and Miss Nettie Lee visited in Hereford Saturday and enjoyed the show Saturday night.

Mrs. Jack Roberson and children spent Tuesday with Mrs. J. B. Harlin. Master Billy remained for a few days' visit with his little cousin.

Come out to Frio Sunday night and sing with us.

Program for Frio singsong, July 15: Opening song, Mr. Knox; song led by Harvey Lindsey; Song, led by children; string instruments; song, arranged by Mr. Parish; song, led by Robert Holmes; song, arranged by Mrs. Albert Springer; song, led by Sam Kellow; song, arranged by Mr. Bell; string instruments; song, led by Greer Estes; song, arranged by Mr. Knox; song, led by Mrs. Veri Sullivan; song, arranged by Mr. Tice; volunteer music; closing songs, Mr. Knox.

Quick Job Service at The Brand.

### MRS. J. H. FLOYD

The entire community was overshadowed with sorrow and grief when on June 23 Mrs. Floyd passed on to her reward. She was living with her daughter, Mrs. J. A. Wright, as she had been in bad health for several years.

On June 14 she was feeling better so she decided she wanted to take a peep upstairs and unknown to anyone she went up far enough to see, and then started down backwards, and thinking she was at the foot of the stairs she raised, up became over-balanced and fell back, striking her back, causing broken bones and injuries which were fatal after ten days of untold suffering.

Mrs. Floyd was loved by all who knew her and was a very devoted wife and mother. She was born near Jacksonville and was 76 years old. Besides her husband she leaves seven children, Mrs. J. A. Wright, Mrs. Bob Allison, Mrs. H. Colley of Wichita Falls, Mrs. H. H. Smith of Brownwood, Frank Ed and Comie Floyd. Funeral services were conducted by Rev. J. O. Haymes.—Contributed.

### Card of Thanks.

To our many neighbors and friends who so loyally aided and comforted us, and accompanied with the beautiful floral offerings, we thank you for your consideration.

C. C. MAJOR and FAMILY.

One man has been run over twice by the same auto. A sad condition. Evidently there aren't enough pedestrians to go around any more.

A New Yorker was knocked down twice in one day by the same car. Next time, he probably becomes the property of the motorist.



## STAR THEATRE

WEDNESDAY AND THURSDAY

July 14th and 15th

Educational Comedy

"A SALTY SAP"

with Billy Dooley

Admission ----- 15c and 35c

### The Judge's Joke

ONE ADVANTAGE OF BEING A RADIO ANNOUNCER IS THAT YOU CAN TELL YOUR WIFE A FEW THINGS IN SAFETY!



Dr. D. E. Turrentine

Dentist

Over J. O. Newell Store

## Laundry

Every Day in the Week  
 Call for and deliver.  
 If you order a bundle,  
 call Phone 24.

Try to Have it Ready by Friday!

J. M. ASHLOCK, Manager.

## DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 92

Over First National Bank Free Consultation and Analysis



## How To Advertise

Men have always advertised—first themselves and their deeds; then their religion; today, their products and business.

The most effective advertising today is through the printed word — and right there is where we are qualified to serve you.

Every printed page should be a pleasing picture of type, paper, ink and illustrations. We can make it so for you, if you'll let us help plan your printing job.

No Extra Charge—Only an Extra Good Job.

## The Hereford Brand

GOOD PRINTING

# OUR BEST Knowledge



Our best knowledge is a knowledge of the needs of this section. When to modern banking-service and safety has been added an understanding of the conditions and possibilities of this particular locality, a banking connection here becomes the more valuable and necessary.

In the intelligent extension of credit, this bank is using its best knowledge for the benefit of this section and each individual depositor.

## The First National Bank



Read our messages appearing in Farm and Ranch



# Local Happenings

Mrs. D. N. Cox left Tuesday for Granbury, Texas, to visit her sister.

Bran \$1.30, Saturday, July 10, only. Jones & McLean.

Miss Beulah Lee Rutherford spent the week-end in Clovis, visiting her sister, Mrs. W. A. Perciful.

One, two, three, four, five, six, seven—watch the kiddies come in for Steffen's—Corner Drug Store. 24-25

Mr. and Mrs. R. A. Tyson and daughters, Thelma and Nina, and son, Rex, Jr., left Sunday overnight for a vacation trip to Colorado.

Watch the Star Theatre programs for June, on this page—the best ones yet!

Miss Floyd Wilson, who is with the J. I. Case Co., of Amarillo, spent the week-end here with her parents, Mr. and Mrs. J. H. Wilson.

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

Urtle Streu, accompanied by R. B. Parkerson of Amarillo, spent the 4th with her parents, Mr. and Mrs. A. H. Streu.

Watch the Star Theatre programs for June, on this page—the best ones yet!

Mrs. Lina White and children of Amarillo, spent the Fourth with Mrs. White's sisters, Mrs. Henslee and Mrs. Streu.

**BABY BEEF**—Try our tender steak and roast. Herford Produce, E. H. Spratt, Mgr. 2-44

If you want cut flowers and plants, call Mrs. J. H. Pitman, who will give every order special attention. Phone 157.

Mrs. Della Gibson, accompanied by Mrs. Daisy Almond and T. McDougal of Wichita Falls, spent the week-end with Mrs. Gibson's parents, Mr. and Mrs. T. M. Palmer.

Mrs. Harry Roberts and Miss Helen Gibson of Denver, Colo., arrived Friday for a short visit with their sister, Mrs. Glen Snyder.

Young Man: You furnish the girl—we furnish the home. E. B. BLACK CO.

Dr. and Mrs. J. W. Hicks and daughter, Vida, and Miss Imogene Wilson left Friday morning for a vacation trip to the mountains of Colorado.

Miss Eva Skelton left Thursday morning for Clarendon to visit Mrs. Ira Merchant. Mrs. Merchant will be remembered as Elizabeth Stegall, who lived here several years ago.

The condition of Mrs. J. R. Sharp of Dalhart is reported to be very satisfactory. Mrs. Sharp underwent an operation on Thursday of last week. Rev. Sharp is still at her bedside.

Mr. and Mrs. N. L. Lenox arrived home from a trip through New Mexico this week. Mr. Lenox was prospecting, but came home well satisfied with Deaf Smith county and the outlook here.

Mr. and Mrs. John Howell of Altus, Okla., spent Tuesday with Mrs. George Stambaugh. Mrs. Howell will be remembered as Miss Bertha Fuller, who was connected with the Stambaugh store some years ago.

Mr. and Mrs. Glen Snyder and children accompanied by Mrs. Snyder's sisters, Mrs. Harry Roberts and Miss Helen Gibson, left Monday for Lawrenceville, Ill., to visit Mr. Snyder's family, and to Evansville, Ind., to visit Mrs. Snyder's family.

Mr. and Mrs. A. H. Streu and little Helen Francis expect to leave next week for an overland trip to Wisconsin to visit Mr. Streu's mother. They expect to visit also in Kansas and Missouri and will be away several weeks.

See the GLEANER Combine glean that wheat clean. Demonstration this week-end on the old Elliston place. Just west of the Tourist Camp ground, adjoining the Garrison Grove. The Gleaner is turning out the cleanest job of harvesting shown here this year. Herford Motor Company.

Gwynne Guthrie, son of Mr. and Mrs. B. F. Guthrie, is home for the summer holidays after a year's work as instructor in the New Mexico State A. & M. College. Gwynne first went to Kansas and visited relatives and friends before coming home. He intends to return to New Mexico next year when school begins.

Rev. M. G. Cottrell of Bellevue, N. M., reports wheat in that section making as high as 60 bushels to the acre, and is reported testing as high as 66. All other crops are looking good. In the midst of the harvest the health of the folks of the Bellevue community is generally good and the people are in fine spirits.

Mr. and Mrs. Lee Feemster of Ft. Worth, spent the week-end visiting in the home of Rev. and Mrs. J. T. Ross and Mr. and Mrs. C. A. Ross. Mrs. Feemster is a niece of Rev. Ross and Mr. Feemster had lived in Herford until about twelve years ago and was kept busy while here meeting his old friends.

Bran \$1.30, Saturday, July 10, only. Jones & McLean.

Mrs. J. H. Head is visiting her sister, Mrs. R. H. Love of Cisco, Texas.

L. Meyer of Albuquerque, N. M., representing M. L. Morris of Clovis, was here this week buying wool.

Mr. and Mrs. Otis Williams of Amarillo spent the week-end with Mr. and Mrs. Dow Mercer.

Mrs. Thornton Braden spent the week-end with Mr. and Mrs. F. U. McCutcheon of Farwell.

Van Bruner of Amarillo spent Sunday with his parents, Mr. and Mrs. Roy K. Bruner.

Mrs. Hutchinson of Tulla, came in Tuesday for a visit with her parents, Mr. and Mrs. D. R. Gass.

Mrs. Earl Bennett of Amarillo spent several days last week visiting her parents, Mr. and Mrs. D. R. Gass. She returned home Sunday.

Mrs. Laverne Dane and baby left Wednesday for O'Donnell, Texas, to visit Mrs. Dane's brother, Dr. Clyde Kibbe and wife.

Mr. and Mrs. Horace Baird and children and Mrs. Seth B. Holman spent Sunday in Canyon with Mr. and Mrs. Harvey Cash.

Miss Dorothy Cash of Canyon is visiting her aunt, Mrs. Horace Baird, of the Jumbo Community for several weeks.

Mrs. S. E. Millard of Canadian arrived last week to spend the summer with her son, George Millard and wife.

Mrs. Roy K. Bruner and daughter, Virginia, left Tuesday morning for Floydada, to visit Mr. Bruner's father.

Mr. and Mrs. R. T. Vaughan of Blum, Texas, were visitors, this week, in the home of Mrs. Vaughan's brother, J. H. Head, and her niece, Mrs. Dow Mercer.

C. S. Richards returned this week from Colorado where he spent a month's vacation with Mrs. Richards. He reports a splendid time and an enjoyable trip.

Mrs. Laverne Dane and baby of Iowa City, Iowa, arrived Friday to spend the summer months with Mrs. Dane's parents, Mr. and Mrs. R. J. Kibbe.

S. B. Edwards, former Herford banker, now of Kansas City, drove in Wednesday from the Amarillo oil fields, where he has been prospecting. Mr. Edwards looks hale and hearty and as prosperous as ever.

## WHY GROW OLD?

Frowns cause wrinkles. Corns, bunions, ingrowing nails cause frowns.

LEAP FOR JOY  
Foot diseases of all kinds forever gone. Indorsed by local physicians.

ALL WORK GUARANTEED  
Perfectly painless, purely antiseptic, above all.

## Permahent

Special low advertising rates.  
TWO DAYS ONLY  
DR. VIRGINIA MAYO  
Famous Foot Specialist.  
Cordova Hotel—Room 9

There's a Missouri chick calls his girl Radio because she's always giving him the air.

## Golfers Meeting Will Be Held on Friday Evening

The semi-annual meeting of the Herford Golf Club has been set for Friday night, July 9, at 8:15 o'clock, at the Texas Utilities Company's office. Secretary C. C. Acker sent out notices to that effect Thursday.

At this meeting memberships will be renewed and new members voted upon. Reports from officers and committees will be received, and plans laid for the last half of the year. A rousing meeting is inevitable.

The Tournament Committee is planning a novel stunt for next Sunday's play: A One-Stick Contest is the idea, each player choosing one stick in his bag, with which he will play around the course for nine holes. The committee is arranging to give some valuable merchandise prizes to winners in the various rounds. The plan will be presented to the meeting Friday night for ratification.

## Demand Developing New For Low Grade Cotton

There appears now to be a definite demand for low-grade cotton of all length of staple and of late there has been active buying of the lowest of the low grades, according to the Department of Agriculture.

Reports indicate that low-grade cotton are going into many constructions of fabrics in which finishing qualities are not important. It appears also that there has been some blending of these low grades with the high grades which were accumulated by manufacturers in the season.

With very few exceptions has any previous American cotton crop furnished so large a percentage of low-grade cotton as did the one of 1925-26. Low-grade cottons began to make their appearance as early as October, and after that time practically all picking west of the Mississippi and much of those to the eastward were low-grade cotton. These low grades, of which there was an abundance, due to the early, excessive and prolonged rains, found a very limited market, and this condition continued for some time.

Within the past few months, however, during which northern and southern spinners have ascertained, through mill tests, the extent to which low grades could be substituted for higher grades customarily used, some inquiry for them was noted. This gradually developed into an active demand, as is borne out by the recent free movement of such cotton, together with a considerable increase in their selling basis. The present situation with regard to low-grade cottons seems to promise a continuation of the use of them, the department believes, as the manufactured material from them has evidently proved satisfactory. An important feature of the situation is that owing to the greater amount of waste in low-grade cottons, a greater consumption as measured in running bales results in proportion to the amount of yarn or fabric produced.

FRIDAY AND SATURDAY MATINEE  
July 9 and 10  
TOM MIX in  
"The Yankee Senor"

SATURDAY NIGHT  
July 10  
BUCK JONES in  
The Fighting Buckaroo

MONDAY and TUESDAY  
July 12 and 13  
"Thunder Mountain"  
With Leslie Fenton and Madge Bellamy

WEDNESDAY and THURSDAY  
July 14 and 15  
RAYMOND GRIFFITH in  
"Wet Paint"

FRIDAY AND SATURDAY MATINEE  
July 16 and 17  
"The Test of Donald Norton"  
With GEORGE WALSH

SATURDAY NIGHT  
July 17  
TOM MIX in  
"My Own Pal"

Time of shows  
Saturday Matinee 2:30 p. m.  
Night Shows: 8:00 and 9:45

## Local Politics Begins to Warm Up For Finish

The Official Ballot of the Democratic party to be used in the primaries on July 24, will be found on page 5 of the first section of this issue. This ballot shows the names and positions on the ballots as drawn by the county executive committee. The work of preparation of this ballot was done by county chairman Travis Dameron, before he left for his vacation, and by his assistant, H. B. Webb.

The local political situation is tightening up markedly, and candidates are beginning to lay down a hard barrage. The campaign is handicapped, however, by the fact that everybody is exceedingly busy these days, with small time for anything but the cares and responsibilities of the moment.

See the GLEANER Combine glean that wheat clean. Demonstration this week-end on the old Elliston place, just west of the Tourist Camp ground, adjoining the Garrison Grove. The Gleaner is turning out the cleanest job of harvesting shown here this year. Herford Motor Company.

County Agent R. O. Dunkle has a corps of workers out this week getting wheat, oats and barley for the Fair exhibits. The local Chamber of Commerce board voted recently to send an attractive exhibit to the Tri-State Fair at Amarillo, but trips to other fairs were not discussed. Excellent yields, will enable this county to make a good showing with these exhibits. Last year the Deaf Smith County exhibits were shown at Amarillo, Abilene, Wichita Falls and Dallas, and the many varieties of crops caused much favorable comment. Seventy-nine bolls, the majority of which were blue, were won by products from Deaf Smith county at the four above fairs. Farmers of this vicinity who have exceptionally good wheat and oat crops are being urged to send word to Dunkle, so that a visit can be made to the farm.

Bran, \$1.30, Saturday, July 10, only. Jones & McLean.

Mrs. C. E. Kerr of Canyon came in Wednesday for a visit with her brother, E. S. Ireland and family.

Mrs. A. B. Vassey of Boyina was shopping here Saturday.

Onion is a new color for dress goods. It is said to be strong fabric.

Watch the Star Theatre programs for June, on this page—the best ones yet!

## 109 People Gather For Picnic in Kibbe Grove

One hundred and nine people ate dinner at the annual neighborhood picnic held in the grove of the R. J. Kibbe place last Sunday afternoon, after church services. A royal good time was reported and the afternoon was spent in fellowship and social intercourse.

This picnic is an annual custom which has prevailed for eight or ten years. All but two of the meeting has been held in the Kibbe Grove, and that desirable spot of shade and comfort has finally been adopted as the official picnic grounds of the assembly.

Reuben Holland of Lubbock is here this week looking after the harvesting of his wheat crop. Mr. Holland has a farm in Castro county and formerly lived at Dimmitt.

## Miss Ruby Ward Bruised When Auto Overtaken

Miss Ruby Ward, Frances Ross and Ross Green were driving in Mrs. G. H. Ward's big car southeast of town last Monday evening. Rounding a turn they miscalculated the distance and turned the car over. Miss Ward was badly bruised and shaken but was otherwise uninjured. The others escaped unhurt.

E. C. Eubanks, of the Western National Bank, returned Tuesday from a few days' vacation trip to Santa Fe, N. M., where he visited his wife and enjoyed a visit. He reports a great time and that Mrs. Eubanks is handling the assistant's work for the secretary of the Santa Fe Chamber of Commerce, and getting a lot of real "kick" out of doing it.

# ALL LEATHER SHOES



**Stylish and Durable**

Enjoy summer sports in comfort. Buy your shoes at Newell's. Every pair is fashioned of soft, quality leather—along comfortable lasts for every type of foot. All desirable models are included in this offering—brogues, semi-brogues, oxfords, strapped models, with wide, medium and narrow toes.

Also a complete selection of shoes for all other occasions—in the smartest and most wanted styles.

**J. O. Newell**

WE GIVE S. & H. GREEN TRADING STAMPS

# STAR THEATRE

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"My Own Pal"

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## That Steffens Crew at the Corner

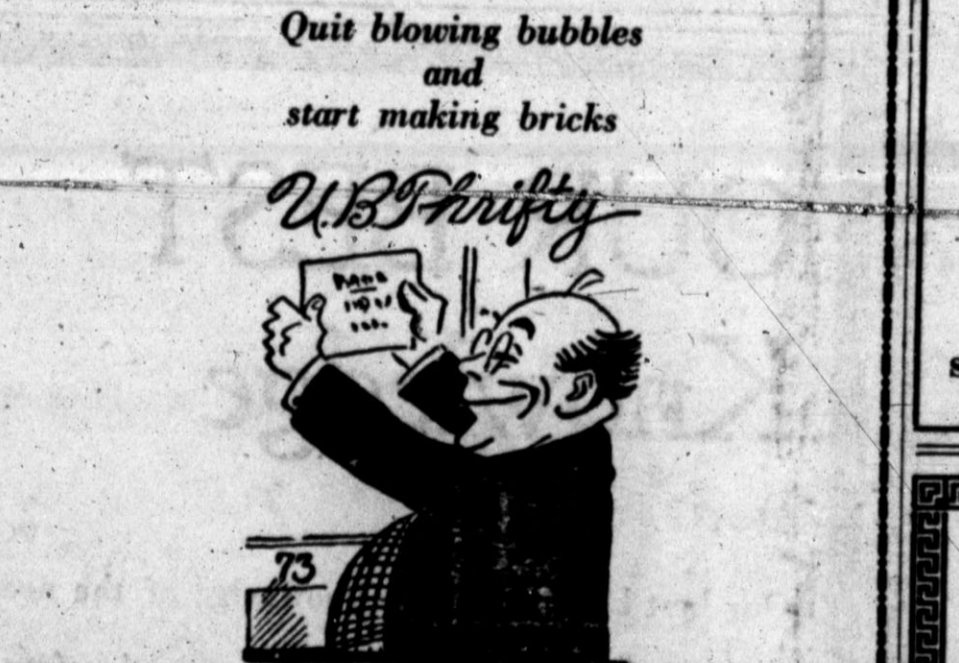
With long ears tuned to car calls;  
With swift feet tuned for speed—  
Are famous for "Right Now Service,"  
With Courtesy as their creed.

Phone 105

# Corner Drug Store

Right On the Corner  
Right On the Price  
Right Now Service

Quit blowing bubbles and start making bricks



**UNCLE SAM IS YOUR SERVANT**

That's all he claims to be—all he wants to be. Banking with us through Uncle Sam requires just as much effort and time as mailing a letter—no more, no less.

Ordinarily that is far less troublesome than a trip to the bank and the results are exactly the same.

**Western National Bank**

"There Is No Substitute For Safety"

# LUMBER FOR GRANARIES

Wheat harvest is close at hand. Farmers are needing GRANARIES in which to store the grain. See us for figures—let us help you save money on your lumber bill.

# Panhandle Lbr. Co.

PHONE 65