

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 38.

Hereford, Deaf Smith County, Texas, Thursday, October 6, 1927.

Seth B. Holman, Publisher.

## VOTERS WILL DECIDE FATE OF PROPOSED CITY HALL MONDAY

### Brand's \$5,000 Opportunity Club Automobile Campaign Rapidly Nears Finish; Crucial Third Period Expires at 9:00 P. M. Saturday!

## ONLY TWELVE DAYS MORE TO SECURE WINNING VOTE; FINAL WEEK DAWNS MONDAY

Names of All Inactive Workers Will Be Omitted from Next List. Next Week Credits Will Be Slashed Twice. Effort Now Will Count Heavily in the Final Tabulation. Finish May Be Close One.

**IMPORTANT NOTICE!**  
Names of all those who are not working to win will be withdrawn from next week's paper, thus forfeiting all right to a prize or commission under the published rules. Saturday is report day again, and the names of any contestants who fail to make a subscription report will not be included in next list.

With only twelve days remaining in which to secure the winning credits, contestants in the Hereford Brand's \$5,000 Automobile and Prize Opportunity Club Campaign are beginning to enact stirring scenes in their frenzied rush to see everybody and obtain every possible vote before the time expires. All realize that many a race is won in the home stretch, hence every subscription, either new or old, is of utmost importance. Less than two weeks from today, the fortunate winner will be riding around in her own big Chrysler 62, hers to keep for all time by right of conquest.

**LAST OF ENTRIES**

Name	Amount
Miss Lois Baker	554,000
Mr. Frank Ball	410,000
Mr. Aris Daniel	553,000
Mrs. C. E. Eubanks	501,000
Miss Inez Jewell	550,000
Mrs. G. M. Chapman	34,500
Mrs. A. T. Frye	192,000
Mrs. Carlos Reynolds	500,000
Miss Emma Beth Center	67,000
Miss E. Dora Smith	67,000
Miss Velma Caldwell	400,000
Miss Sadie Allred	220,000
Miss Eva Noland	555,000
Mrs. K. L. Durrett	215,000

This is 75,000 extra credit week. Until 9:00 o'clock Saturday night, October 8, a bonus of 75,000 extra credits is allowed for each and every \$20.00 stub of subscriptions turned in. Several contestants did not accomplish nearly as much on the 100,000 extra credit offer last week as they desired due to the weather, etc., and these are planning to make every minute during the remaining hours of the 75,000 offer count for them. Because of inactivity last week, several who apparently had the chance almost within their grasp faltered, and unless they show some speed this week they will not need to worry much about gas and oil bills for the Chrysler. It seems a pity that some of those who stood so well when the first period ended should now be losing their advantages through inactivity. To win in a competition of this kind it is necessary to be right on the job every minute. One must not hesitate to telephone in to let some other contestant forge ahead and claim the prize that might have been yours. That is just what is happening in this campaign, apparently.

**Farm Sale Dates**  
Farmers and breeders who are interested in a real opportunity to improve their stock will do well to attend the auction sale of Duroc sows and gilts to be held this Saturday at the Jones & McLean feed yard at 2:30 p. m. According to Al Vaughn, owner, a very select lot of bred sows and gilts is being offered at a rare opportunity to save.  
Another sale of interest Saturday afternoon, October 8, is the big furniture auction to be held at the Beene & Shaw barber shop, at which time all of the furnishings of the Omer Baker rooming house will be put up for auction. This sale begins promptly at 3:45 p. m., and Col. Ray Barber is the auctioneer.  
J. B. Phillips will hold a big dispersal sale Friday, October 14, at his place one mile north of Hereford, on 25-Mile Avenue. A high class bunch of milking Jersey cows and heifers and a complete line of farm equipment are the main features of the sale. Col. Ray Barber is to conduct it.  
Steve Sanders announces a live stock sale at his place, 16 miles southwest of Hereford, 8 miles south and 2 miles east of Sumnerfield, on October 19. In the sale will be extra heavy horses and mules, and 20 head of dairy stock which he says are some of the best to be found in Castro county. Col. W. S. Williams and Col. Ray Barber will cry the sale.

**Better Work Now.**  
From now on the race will grow swifter. The time is so short that it is absolutely necessary for those who want the automobile to lay everything else aside and hustle for credits. Ten days from now it will be too late, and then you can look back and see where you might have won. But that isn't going to put you up in the driver's seat of the Chrysler. Not by a long shot.  
Next week the credits will be reduced twice. The 75,000 offer which ends Saturday night is the largest remaining offer. From 8

### Cattle Shipping Light With Fifteen Cars Out

Shipping activities this week were fairly light, although within the next month they are expected to increase very rapidly, according to information just received. Within the past week fifteen cars of cattle have been shipped out, and if shipments of previous years may be taken as a criterion, it will only be a short time until that many cars are shipped daily.  
Last week W. E. Hicks shipped seven cars for various points in Nebraska. Beck Brothers sent three cars to Kansas City market Friday night. The Adams ranch sent out five cars, two Saturday and three Monday.

### Water Tower Painting Rapidly Being Finished

Painters have nearly finished painting the municipal water tower, according to City Marshall Charlie Bennett. The work was finished on the inside of the tank and water was turned in to it Sunday morning.  
According to Mr. Bennett, the painting has been done along a new line this year, and instead of the usual lampblack with which the water tower has been painted inside, it was given several coats of white enamel.  
During the first part of this week the water has had a slight taste of paint, which Mr. Bennett says will soon disappear. The painters are of the opinion that this type of job will give much longer service than any in the past and that it will probably not be necessary to repaint the tank inside for at least five or six years.

### Large Increase Shown In County Tax Values

That the total assessed valuation of property in Deaf Smith county has increased \$441,906 since 1926 is shown in figures recently tabulated at the office of the county assessor. The tax rolls have just been completed and show that the tax increase in the county has been decreased two cents on the hundred dollars valuation, while the rate for the state has been increased two cents.  
Total assessed valuation on all property in Deaf Smith county for the year 1927 is \$8,340,891, as against \$7,898,985 for the year 1926. The total taxes for county and state for 1927 are \$156,512.37 and in 1926 were \$147,090.73.  
This year the tax rate for county purposes is 70c on the \$100 valuation, and last year it was 72c; for state purposes the rate this year is 67c, compared with 65c last year.  
The general average of assessed value on land in 1927 is \$5.30 per acre, and in 1926 was \$6.17 per acre.

### DEAF SMITH WINS FIFTH FAIR AWARD

Competition Strong In the Agricultural Display at Wichita Falls Exposition. On to Dallas.  
Fifth place and a cash premium of \$150 was awarded Tuesday to the Deaf Smith County agricultural exhibit at the Texas-Oklahoma fair held at Wichita Falls. Competition was reported as the strongest in years.  
In the order in which they placed, counties entering exhibits were Garza, Hardeman, Wheeler, Hemphill, Deaf Smith, Dallam, Collingsworth, Hale, Grayson, Floyd Baylor and Wilbarger.  
T. D. Moss and R. O. Dunkle arranged the exhibit at Wichita Falls. Mr. Moss leaves there tonight to take the exhibit to Dallas for the State Fair, which opens October 8. Mr. Dunkle returned to Hereford to get the county club boys who were awarded the trip for their showing in the Deaf Smith county fair held here recently.  
Those who will make the trip include Marvin Purcell, Leonard East, Ray Chapman and Gay Walker. They will be in Dallas October 10, 11, 12 and 13. The trip is being financed by the three banks, the R. R. Implement Company, Thompson & Ireland, and Claude Roberts.  
According to Mr. Dunkle, sixty-two counties have already entered exhibits at the Dallas Fair.

### Henderson Chickens Go to State Fair at Dallas

Between fifteen and twenty-five of the J. M. Henderson & Son prize White Leghorns will be sent to the Fair at Dallas next week, according to Roy Henderson, who will take the chickens down there. The exhibit will consist of cocks, hens, pens, cockerels and pullets, most of which have several awards to their credit.  
According to Mr. Henderson, many of these birds have won prizes in shows all over the country. Competition at the Dallas Fair will probably be as strong as any in the world, he said. Henderson will leave tomorrow for Dallas.

### High School Principal Married Friday Night

The marriage of Gay Myers Hudson, of Hereford, and Miss Margaret McMahan, of Weatherford, Texas, was solemnized last Friday evening at the Central Presbyterian church of Amarillo by the Rev. Jas. T. Ross of this city. J. F. Riggs of Hereford was best man and Miss Bees Westbrook, Mrs. Hudson's roommate at College, was maid of honor.  
Mrs. Hudson is the eldest daughter of Mr. and Mrs. John McMahan of Weatherford, and an ex-student of East Texas State Teachers College at Commerce.  
Mr. Hudson is a graduate of the same college. He is well known in Hereford, having held the position of principal in the high school for the past two years. Mr. and Mrs. Hudson are at home in Hereford.  
Dr. W. F. Gabbert returned Friday morning after a trip to Chicago to see the Dempsey-Tunney fight and thence to the Mayo Brothers clinic at Rochester, Minn.

### OPINION SEEMS UNANIMOUS FAVORING PROPOSED BONDS AS DAY OF ELECTION NEARS

Fate of New City Hall and Fire Station Rests On Action of Voters Next Monday. Work Promised to Start At Once If Necessary \$25,000.00 Bond Issue Is Approved.  
Next Monday, October 10, has been set as the date on which will be held an election for the purpose of voting bonds in the sum of \$25,000 for the erection of the proposed new combined city hall and fire station. If authorized, the building will be located on the southwest corner of Third Street and Miles Avenue.  
Plans have already been received from the office of the architect and, providing the bonds are voted, provide for a two-story structure to contain offices for the city administration as well as housing for the equipment of the fire department.

### Rural Schools Show Increase In Enrollment

Opinion in Hereford this week seemed to be in favor of such a structure, although it was generally believed that more interest must be stirred up among the citizens who will be called upon to bear the burden of the bond issue. All property tax payers are eligible to vote Monday.  
**Opinion Favors It.**  
A survey of the opinion of merchants and business men of Hereford failed to reveal a single objection to the proposed building and most of them seemed to feel that there was not the slightest ground for objection of any sort. In answer to the question, "Are you in favor of the new city hall and fire station?" among others, these opinions were expressed:  
Fire Chief Dow Mercer: "Am I in favor of it? What a question to ask me! I've only been working about eighteen years on the thing and am glad to see that at last some definite action is to be taken. The item of added fire equipment would be worth the entire amount of the bond issue. In the winter especially our men are handicapped by the poor place to store the equipment and people who are not willing to provide for a better place should reason that it takes a good deal of time, under the present arrangement, to make the equipment ready for use; people expect too much when they ask us to render 100 per cent efficient service with our present facilities."  
F. H. Oberholser: "Certainly I'm in favor of it and will be only too glad to pay my share of the very small tax increase necessary."  
A Good Advertisement.  
M. D. Womble: "Absolutely yes. Besides actually needing a new fire station and city hall, we should be ashamed of the present inadequate building. A new structure such as is planned would be one of the best advertisements Hereford could have."  
E. W. Harrison: "Undoubtedly it would be a good thing. Of course the fire department and housing to the immediate need, but it is very evident that the city also needs a city hall."  
When asked concerning the possible effect of the proposed building upon insurance rates, John Patton of the Plains Insurance Agency, said: "Already the insurance rate is reduced because of the high efficiency of the volunteer fire department here. With equipment housed so it wouldn't freeze, it stands to reason that we could have an even lower rate because the department would be even more efficient during the winter months."  
A. H. Streu: "I am absolutely in favor of it, if for no other reason than that it would give the fire boys a place to meet and call their own, a thing which is obviously impossible in the present shack."  
"No Objections Possible."  
D. F. Ashbrook: "In the first place, when the present fire station was built it was intended to be only temporary anyway. It has just reached the time when

## MAYOR DISCUSSES ADVISABILITY OF VOTING BONDS FOR CITY HALL AND FIRE STATION

AS IS GENERALLY KNOWN, an election has been called by the City Commission for Monday, October 10, 1927, for the purpose of building a City Hall and Fire Station.  
That Hereford is badly in need of a Fire Station is admitted by all. It is an absolute necessity, and should have been provided several years ago. Our fire department is one of the most efficient to be found in any town of our size, but it cannot operate to its greatest efficiency unless its equipment is kept in good condition, and that is impossible with it housed in the present shack that we call our Fire Station.  
The only question in the minds of anyone with reference to the proposed bond issue is the need of a City Hall. Hereford has gotten along in the past without a City Hall, and could manage to get along for some time in the future without one. While we could get along without a City Hall for a time, yet if Hereford grows as we all know she will grow, it will be only a matter of short time until a City Hall will be an absolute necessity.  
The City Commission has been considering the matter of a Fire Station and City Hall for more than a year. We have considered the matter from every angle, and after taking everything into consideration, decided that it was best to build a City Hall and Fire Station at the same time, and our reasons for so doing are as follows:  
First: The practical thing for any town to do is build their City Hall and Fire Station together.  
Second: A City Hall can be built in connection with a Fire Station for much less money than it would require to build them separately and at different times; and  
Third: The City Government needs larger quarters NOW to properly accommodate the public. Some may question this who do not realize the fact that Hereford is a growing town and that it will continue to grow.  
The above facts being true, to our minds, the only question for us was to decide just what size City Hall we should build, and this question was also duly considered by us before we made any decision. We realized that we could build a Fire Station with a small City Hall in connection that would serve our needs for the present, but we do not believe the people of Hereford would be satisfied with such a plan, and we concluded that while we were taking care of our present needs, we should also look to the future needs of our City, and that is exactly what we have tried to do.  
The building as planned will be 60 x 72 feet, two stories high, to be located on the corner of Miles Avenue and Third Street, the present location of the old Fire Station. The first floor will be completed to fully take care of the present needs of the fire department and city government, while the second story will not be finished inside, as it would require considerable more money than the proposed bond issue to fully complete both stories of the building.  
Some may question the wisdom of the City Commission in adding this second story and not completing it at this time. At first we did not consider doing so, but when we learned that the additional cost would be only about \$4,000 over the cost of a one-story building, we decided that it was the only practical thing to do. While providing for the present need of the City, we are at the same time anticipating its future needs, and making it possible to take care of them at a small additional expense.  
The proposed bonds would bear 5 per cent interest, and to pay the interest on the issue, would require a tax levy of only eight cents on each one hundred dollars valuation, and this rate will create a little surplus over and above the amount required for interest to be used in caring for payment of principal in the future. The city's tax rate for 1926 was \$1.36 on each \$100 valuation, and our rate for 1927, with the eight cents added, would only be \$1.40. The reduction in rate was made possible by the city retiring some obligations during the year.  
This bond issue has been put up to the people by the City Commission for their consideration, and everyone should express their wishes in the matter by voting next Monday. We believe the issue should carry, and if it does, as we believe it will, we promise you that we will use our best efforts in seeing that Hereford gets value received for every dollar expended.  
Respectfully submitted,  
E. S. IRELAND, Mayor.

### Arizona Girl Marries Earl Dyer of Hereford

Miss Lois Parker, daughter of Mrs. Gillian Parker, formerly of Hereford and now of Phoenix, Arizona, was married September 9 at the Christian church parsonage by the Rev. Thurman Morgan to Earl Dyer, son of Mr. and Mrs. R. E. Dyer of northeast of Hereford.  
Both of these young people are well known here. Mrs. Dyer is a graduate of Hereford high school and attended the W. T. S. T. C. at Canyon this spring. Mr. and Mrs. Dyer will make their home in Hereford.  
Rev. and Mrs. Olin W. Carter, of Borger, visited Monday night at the home of Mrs. Carter's parents here.

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# The Hereford Brand

PUBLISHED EVERY THURSDAY

ARTHUR HOLMAN  
Publisher

Also Publisher of  
THE FRONT STAR, PRIONA, TEXAS.

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DORIS MITCHELL, Floorman

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Subscription Rates: Zone 1, per year \$2.00  
Zone 2, per year \$1.50  
Zone 3, per year \$1.00  
All Subscriptions Strictly In Advance.

## THANK YOU, HEREFORD!

Last Saturday the Hereford Chamber of Commerce sent their high school band down to play for the Castro County fair. All expenses were paid by Hereford and nothing was asked in return. This spirit of friendship and co-operation is deeply appreciated by the citizens of Castro county and we take this means to thank the good people of Hereford. Director Smith and each member of the band for the excellent music and for the spirit that prompted that action.

Thank you, Hereford!  
—From Castro County News.

## Regular Radio Program For Farmers Broadcast

People living in farming communities will have the opportunity again this year to hear the series of farm and household programs by the U. S. department of agriculture which will be broadcast this year by 50 stations in 24 states. The 1927-28 programs began Monday of this week and will continue until April 30.

According to the popular demand last year the Housekeeper's Chats, Noon-time Farm Flashers, and U. S. Radio Farm School are the features most in demand over the air this year. Other regular programs are Poultry Chats, Tuesdays; young folks program Fridays; Chats by the weather man, 11-weekly, Wednesdays; Wild life friends and foes, Mondays; and Primers for town farmers, Thursdays.

## Large Cast of Stars for 'Follies' at Midland

Theatre goers of Midland are anxiously awaiting the presentation this week of "The Midland Follies," a musical comedy put on by an all-star local talent cast. The play is sponsored by the Midland Cemetery Association.

This is said to be the largest local talent production ever staged in the district. More than 300 are in the cast, and the play will be staged along the line of such shows as Carroll's "Vanities" and Stegfeld's "Follies." Miss Frankie Terrell, who is directing the comedy, is known throughout the state for her successes with stage productions.

Curried veal is a good dish to serve when lima beans are in season, because the flavor of the curry goes well with lima beans. Cut two pounds of stewing veal into small pieces and simmer in water enough to cover until almost tender. Then add two cups of fresh lima beans. In another pan cook one medium sized onion chopped fine, and one-half green pepper, chopped, in a small amount of butter. Add to the meat. When the beans are done, thicken the liquid slightly with a little flour which has been mixed with one-fourth teaspoon curry, one and one-half teaspoons salt and a little cold water. Add one cup diced cucumber and cook a few minutes longer. Sprinkle chopped parsley over the top when serving.

## ELIZABETH ARDEN

London Paris New York



The Arden Venetian Toilet Preparations are on sale at

CLARK'S DRUG STORE

## Dimmitt Castro County News

DIMITT, October 4.—The Castro County Fair, held here last week was said by several visitors to have been the best of any county fair held in this part of the country. Nine communities had booths and the Sunnyside community won first place with Jumbo second and Nazareth third. Friday evening the Dimmitt Orchestra rendered a program, then Saturday afternoon Director Smith of Hereford brought his high school band and gave a fine concert. The new auditorium, where the exhibits were placed, has been greatly needed for some time for just such large gatherings as this.

Mr. and Mrs. W. D. Dugas and family visited in the home of Mr. and Mrs. F. W. Hyatt at Earth Sunday.

Mr. and Mrs. W. H. Cauldwell made a business trip to Hereford last Saturday.

M. B. Brown of Priona who recently purchased land from W. G. Baxter and built a home on it, has bought the meat market from T. Scott Wilson.

Among those attending church at Cleo last Sunday afternoon and evening were Messrs. and Meses. E. D. Woodlee, Sam Allen, H. C. Webb, W. H. Cauldwell, F. W. Malone, W. A. Murphy, C. R. Fisher, J. E. Williams and Mrs. Etta Brashers.

Fred Welch was in Dimmitt on Monday.

Mrs. M. A. Ferguson returned Monday from Mt. Calm, Texas, where she has been with her daughter who underwent an operation some six weeks ago.

Miss Ruth Joy Haberer spent the week end with relatives in Hereford.

E. W. Harrison was here Saturday attending the fair and visiting Castro county friends.

Mr. and Mrs. Wes Anthony of Hereford spent Sunday with relatives here.

Mr. and Mrs. C. C. Reynolds and son, Floyd, and daughter, Christine, and Mr. and Mrs. S. C. Huskaby and son motored to Lubbock Sunday to visit with Rankin Reynolds who is attending school there.

Mr. and Mrs. Perry Graham and family and Mr. and Mrs. Bill Graham were guests in the M. L. Hardy home Sunday.

Edwin and Mr. and Mrs. Edgar Hamey were in Flagg Sunday.

Mr. and Mrs. H. Y. Buchanan motored to Plainview Saturday to hear Marvin Jones speak.

Mr. and Mrs. L. P. White were in Clovis last Sunday.

Mr. and Mrs. C. E. Delk of Amarillo spent Sunday in the home of Mrs. Delk's sister, Mrs. Clarence Golm.

Messrs. Stalup and Ayers motored to Plainview Saturday.

J. A. Maynard started a new home for Mrs. Bessie R. Gill this week just north of the B. A. Fuller home.

Mr. and Mrs. J. E. Turner and Mrs. Esther Noble and son spent a few days last week in the W. J. Slover home in Lubbock. Kenneth Turner and Esther Noble went Saturday evening.

Mr. and Mrs. Oscar Ayers and family and Mrs. W. T. Gollehon and Miss Clara Turner visited in the home of Mr. and Mrs. Oscar Jones in Hobbes, New Mexico, Sunday.

Mr. and Mrs. R. B. Boren and Jackie Boy motored to Lubbock Saturday evening.

## C. E. PROGRAM

Sunday, October 9:

Topic: How can we help the younger boys and girls?

Learner, Ophelia Savage. Song, No. 177.

Song, No. 208.

Scripture reading, John 21:15-17. Prayer, Nina Crawford. Song, No. 290. Helping younger boys and girls, Dorothy Playlock. Getting the right start, Euwall Howton. The right kind of entertainment, Paul Barnett. Don't and when to say them, Charles Jowell. Song, No. 200. Business. Discussion. Benediction.

## PRESBYTERIAN C. E. PROGRAM

Sunday, October 9, 10:00 p. m.

Topic: How can we help younger boys and girls?

Scripture, John 21:15-17. Learner, Miss Agnes Fox. Preliminary song and prayers service.

Leader's talk. By examples of love and loyalty to Jesus, Miss Ethel Waters.

By loving younger boys and girls, Miss Velma Reed.

Reading, Miss Velma Carroll. By a sympathetic interest in boys and girls, Miss Sadie Rigler.

Business session. Closing song. Miss Agnes Fox.

"If you'll bring the one next to you and I'll bring the one next to us, in no time at all we'll have them all. So was them one by one."

## WHIPPET ASTOUNDS AGAIN

Locked in high gear, a stock WHIPPET roadster last week traveled more than 300 miles over the mountains of Maryland and Pennsylvania in eight hours, on a non-stop run from Baltimore, Maryland, to Cumberland and return.

Such performance records as these are becoming common occurrences in the annals of WHIPPET and page after page of such history is being written daily.

## Whippet - Knight Motor Company

HEREFORD TEXAS

## Gigantic Auction

# Sale!

## OF FURNITURE

# SAT., OCT. 8th

SALE BEGINS PROMPTLY AT 3:45 P. M.

Furniture on display at Mrs. Rayzor's building adjoining Beene & Shaw barber shop.

I am offering in this sale the entire furnishings of a twelve-room rooming house, consisting of the following articles: Simmons Beds, Mattresses, Springs, Pillows, Sheets, Dressers, Heating Stove, Chairs, Wash Stands, Rugs, Slop Jars, Etc. These furnishings are all practically new. This is a rare opportunity for housewives to furnish their homes with good, clean furniture at your own price.

**Omer Baker, Owner**  
RAY BARBER, Auctioneer

## DISPERSION Auction Sale

Of High-Class Jersey Cows and Heifers, Work Mares, Farm Machinery and Chickens.

# FRIDAY, OCT. 14

Sale begins promptly at 1:30 o'clock p. m., at my place located about a mile north of Hereford on 25-Mile Avenue, and one block east.

HORSES	FARM IMPLEMENTS
1—Team bay mares, 6 and 7 years old, weight 2,600 lbs., safe in foal to pure-bred Mammoth jack.	1—Osborne row binder, practically new.
1—Black horse, 8 years old, wt. 1,100 pounds.	1—Disc harrow.
1—Black saddle pony, 8 years old, 900 pounds.	1—New 3-section drag harrow.
1—Bay mare, 6 years old, weight 1,100 pounds.	1—One-row lister.
<b>JERSEY MILK COWS AND HEIFERS</b>	1—16-inch sulky plow.
15—Head, from 2 to 4 years old; nine head of these cows are giving milk now and the balance of them will be fresh this fall.	1—Two-row corn planter.
This is a very select lot of milk cows and heifers and any one wanting to improve their herds cannot afford to overlook this rare offering.	1—Co-devil.
1—Registered two-year-old Jersey bull. This bull is good enough to lead any dairy herd.	1—Good box wagon.
	1—Bundle wagon, with feed rack and bed.
	1—De-horning chute.
	1—Set good leather harness. Collars, bridles and lines.
	1—Scalding vat.
	1—Primrose cream separator, practically new.
	Scrape shovels, spades, forks, grubbing hoes, post-hole diggers, and numerous other articles which you are sure to need.
	<b>CHICKENS</b>
	A nice lot of pure-bred Plymouth Rock chickens.

TERMS—All sums of \$25.00 and under, cash; sums over \$25.00, six months' note, 10 per cent interest, with approved security; 5 per cent discount for cash.

**J. B. PHILLIPS, Owner**  
CLIFF ACKER, Clerk. RAY BARBER, Auctioneer.

File

**FRESH MEAT**



**Satisfying MEALS**

Selection is why here because we have all cuts and the prices are most reasonable.

Make our show your chef.

**Texas Meat Market**

PHONE 225 WE DELIVER

**Arney News Items**

(Too late for last week.)

Several Arney people attended a program at Edward school house Thursday night.

Mrs. Ford visited the Boyd, Cox and Morton homes Friday.

J. B. Boyd and sons, Ross Campbell, J. E. Morris, Mingo Holden and E. Kincaid were in Happy Friday afternoon.

Mr. Kimber, of Missouri, visited the Jones home Monday.

John Cole and family of Tulsa visited in the Ray Cole family Saturday.

H. E. Ferguson was in Amarillo and Pampa Monday.

Ross Campbell visited the Gillmore home Monday.

Mr. Tipton spent Saturday night and Sunday with Jim Tipton and Mr. Kress.

W. Campbell and wife of Happy spent Sunday in the Ross Campbell home.

Ross Campbell and wife, Jim Graham moved a bunch of cattle near Hereford Monday.

Miss Beulah Cox spent the week end in the Ray Cole home.

Mrs. Chas. Hage and daughters visited Mrs. J. P. Hudson Monday.

John Hendrix, J. E. Boyd, Ross Campbell and J. E. Davis were in Happy Wednesday.

E. Tipton was a caller in the Hayes home Monday.

Opal Hutson who has been visiting Messes Margaret and Ellen Brooks in Amarillo, cleaned home Friday.

Mrs. Paul Larson of Happy is visiting her parents, Mr. and Mrs. Chas. Hage.

Mr. and Mrs. Robert Hura spent the week end with her parents, Mr. and Mrs. John Hendrix, Messrs. and Mrs. Marion Davis,

and John Hendrix were in Hereford last Saturday.

H. E. Ferguson was in Amarillo Monday on business.

A good crowd attended Sunday school Sunday.

Claude Fox and family were in Canyon Saturday.

Miss Opal Hutson was here from Amarillo visiting her parents, Lee Hutson and wife, over the weekend.

Ray Cole and wife visited her parents, Chas. Cox and wife, last Sunday.

J. E. Boyd and wife were in Dimmitt one day last week.

Horace Tipton spent last Saturday with Ollie Boyd.

A large crowd attended the party Saturday night at the Claud Fox home.

Good rains have fallen here the past several days. Some farmers have good feed crops, other having need the rain.

Bufford Tipton spent the week end visiting in Hainview.

Altus, Oklahoma, people have purchased some of the Ward land and plan to improve in the future.

F. W. Forner and wife returned home Friday from a two weeks visit with her parents, Mr. and Mrs. S. J. Taylor in South Texas.

Wheat farmers have an excellent season for planting.

A. L. Sims of Happy was here Sunday.

Marquis Burks was in Happy last Wednesday.

B. Campbell and wife returned from Crowell Sunday where they have been visiting their parents.

A pie supper is planned by the school the funds to be used in buying athletic supplies. All are invited. The women and girls are to bring pies and the boys and men plenty of money. The date will be announced later.

day and expect to make their home in this community.

Vance Winery was in Bellview Saturday.

Mr. Moore has moved to Canyon where his children will attend school this winter.

Messrs. Vaughn and Wilson spent Friday afternoon with Mrs. Hartman.

Mr. Cochell has been plowing for Mr. Gilliland.

Women of this community will meet with Mrs. Wilson Wednesday for an all day quilting.

School work is going ahead with all earnestness on the part of teachers and students. Ball teams are organized and practice begins soon.

Good attendance at the Sunday school and church services Sunday afternoon and young peoples' union in the evening.

Rev. Cloyd will preach here Sunday afternoon following Sunday school. Neighboring communities invited.

Sunday night's program follows: Bible study meeting. Choices determines character. Leader, Jewel Owen. Introduction, Leader. Character contrasts, Mrs. Reese. Second part of No. 1, Veda Short. Value of unions and dreams, Mrs. Owen. Making the most of opportunities, Alma Jacobs. The cry of the hour reading, Mildred Wilder. Truth taught by Jesus, Bernice Rice. What saved the Prodigal Son? Raymond Pierce. Special song, Jewel Owen and Alma Jacobs. Prayer, Miss Myers. Business meeting.

**MONTGOMERY W. M. S.**

The report by the secretary of the W. M. S. at quarterly conference last Wednesday showed the rounding out of a successful year. All departments have done excellent work. Under guidance of Mrs. J. P. Ward, president, the society has grown spiritually and we have striven to demonstrate in our lives the things we have felt and learned. We are now studying the Straight Way Forward Tomorrow, the most interesting book we have ever studied in the society. It treats of the home, parents and child life in foreign lands in a most vigorous and clear way. These children and parents are dearer to our hearts than ever. Mrs. Chas. Williams is leader for our next chapter and we anticipate a strong presentation of the matter. There will also be a discussion as to what book has helped us most in our lives. Members and friends are invited to come.


**The Whittington Clinic**

H. D. Whittington, M. D.  
Diagnosis, Surgery, Consultation.  
J. E. Lawson, M. D.  
Infant Feeding and Diseases of Children.  
J. W. Hendrix, M. D.  
Internal Medicine, Diseases of Women, Obstetrics.  
503-4-5 Oliver Baskie Building  
AMARILLO.

**DR. J. W. HENDRIX**

CHIROPODIST MASSAGE

Residence Phone 225 Hereford, Texas  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.



**TIME FOR REPAIRING**

And it is time to have us look over your roof, gutters and metal flue to see that the area is in good condition. We do a world of damage if it is not attended to in time. Have these flues fixed now and avoid danger when winter weather comes.

**HERFORD SHEET METAL WORKS**

**CARD OF THANKS**

We wish to express our appreciation for the sympathy and the many kindnesses extended to us during the recent illness and death of our little daughter.

Mr. and Mrs. T. E. Major

**Here and There**

Several attended the Dimmitt fair and all report a fine exhibit. Mrs. Green and Miss Brunley, W. S. Nixon and K. R. Hunter had charge of the display from Frio and the community thanks them for the time and work they put into making the booth and letting people know Frio is on the map.

Messrs. Vick and Boyd have been on the sick list the past week.

Arthur Rogers and family spent Sunday at the E. E. Rogers home.

Mr. and Mrs. Earl Lance spent Tuesday at the Carl home.

John Gaetz and wife spent Sunday at Summerfield attending a dinner given in honor of Mrs. G. J. New, who is visiting here from Boulder, Colo.

Mr. and Mrs. Roy Kincaid spent Sunday at the Chas. Bell home.

Mrs. L. W. Berry who has been visiting in Bethany, Mo., for two months, returned Thursday, accompanied by her parents who will visit her a short time.

Messrs. Mack Dixon and Tom Mobley called at the Ludsey home Wednesday afternoon.

Mr. and Mrs. J. W. Mobley and Mrs. Powelson spent Friday at the H. M. Mobley home.

Mrs. R. T. Green and Mrs. Applegate spent Thursday afternoon at the Bell home.

Earl Springer and wife spent Sunday at Wushoe.

Mr. and Mrs. John Sulpes of Hassel, N. M., spent part of the week visiting the Bell home.

Earl Lance and wife took dinner at the Chas. Waiser home last Sunday.

Mr. and Mrs. Lester Sparkman spent Sunday at Henry Allums.

Several farmers have finished sowing wheat and are now cutting feed.

Mrs. M. S. Hall of Hedley and Mrs. Lucy Campbell of Wellington have been visiting in the Mosley home. Mrs. Hall is a sister of Mother Mosley.

Joe Andrews and wife spent Sunday afternoon at Campbell's.

Mrs. Mobley of Lovina is spending the week in the H. M. Mobley home.

Messrs. Carter, Brooks, Taylor and Springer called at the Lindsey home Sunday to see the new daughter, Mary Lavone, who arrived there September 26 to make her home.

Mr. and Mrs. C. E. Tice and Lloyd spent Sunday in Hereford with Mother Tice.

Harry Taylor and family took Sunday dinner with the W. A. Springer family.

Singing was well attended Sunday night, with several visitors present. On the first Sunday afternoon in November at 3 p. m. neighboring communities are invited to come and sing with Frio. Mr. Summers, president of Castro singing class, will be there and hopes to meet a good many singers. An invitation is extended to all.

**DR. T. M. MONTGOMERY**

Associated With Green's

630 Polk Street Amarillo, Texas

—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

**5% LAND LOANS**

**Correct Abstracts**

**THOMPSON & IRELAND**

Hereford, Texas

**HOW ARE YOU TODAY**

How often does that friendly question find you in pain and aches caused by kidney, liver and bile troubles? Keep your health while you can. Begin to Gold Medal Haariam Oil Capsules at Hardy Hollanders have used this remedy over 200 years. Sealed boxes, at all drug stores. Look for the name on every box.

**GOLD MEDAL HAARIAM OIL CAPSULES**



**You Need Never Change Your Oil if You Own a Buick**

Last year Buick said: "Change your oil only four times a year." Buick tests at that time had shown that oil changes would never be necessary, with the Oil Filter to remove impurities, and the Crankcase Ventilator to prevent oil dilution. Now, more than a year has passed, and Buick owners in every section of the world—under every climatic condition—have also proved that you never need change your oil if you own a Buick—replenishment and inspection of the Buick Oil Filter only are required.

Sedans \$1195 to \$1995 Coupes \$1195 to \$185  
Sport Models \$1195 to \$1525

**BUICK for 1928**

Norton Motor Company  
Hereford, Texas

**Walk in Smartness AND COMFORT**

**DISTINCTIVE** in outline, attractive in the selection of materials from which each individual model is developed, our **FOOTWEAR** presents for your approval a most varied range of the newest styles.

—For real comfort, be sure to see our complete line of Arch Preserver Shoes.

**Sprohls - Cronin & Co.**

**Ready to help you get More Eggs at Lower Cost!**

**POULTRY** raisers say our service is worth talking about, and you can bet we are mighty glad of that. But, what pleases us most is that our customers who are feeding Purina Poultry Chows are making more money from their flocks. These customers stay with us and the growing number of new customers is proof that Purina Chows get results. We can help you get more eggs from your hens. When we sell you Purina Poultry Chows we will give you egg record cards free to check up. Then in your own figures you will have positive evidence that you are getting your money's worth and then some, by feeding Purina Poultry Chows. We are ready right now to help you get more eggs at a lower feed cost.



**Jones & McLean**  
Hereford, Texas

**Established Credit**

Hoarding money, being secretive about business affairs is not necessarily good business. Establishing good banking connections, letting one's record speak for itself over a period of months or years—may be the means to far greater advancement and success, as many men have learned.

When all your business dealings are above board, all transactions a matter of record and verification, then you often have an established credit which makes it possible to carry through plans which would be impossible if you were unknown and your assets only what you could produce in cold cash.

Young men—and young women, too—should know these facts and start early in their business career to build and establish such credit.

**First State Bank & Trust Co.**



File

# SPECIALS

For Friday and Saturday

## SWEATERS

Heavy weight, made by Scalding; coat or pull-over—

\$8.95

## LADIES' ADJUSTABLE GARTERS

Made of 7-8 inch rayon cable web, in fancy patterns. Pair—

24c

## BLANKETS

Solid colors, with borders, good weight. Better get a pair or two at these prices. A Pair—

\$1.95      \$2.45      \$5.65

## BOYS' MOCCASIN BOOTS

2.95

## SWEATERS

In all wanted colors. Yard—

23c

## LADIES' CHIFFON HOSE

Silk from toe to top. Pair—

95c

## MEN'S DRESS TROUSERS

New patterns and colors; all wool; satisfaction guaranteed; new pair or money back—

\$1.50 a Pair Less

## LADIES GLOVES

Made of suede, with fancy petal cuff. The Pair—

98c

*Strawbaugh Dry Goods*  
HERFORD, TEXAS

## Cool Weather No Hindrance To Big Revival

Despite the cool weather, large audiences are reported to have been attending the DeMerchant revival services being held in the tent on the corner of Sixth and Main Streets. The services are conducted by Oldeon C. DeMerchant, of Path, N. E. Canada, and E. Ralph Foster, of Rockville, Maryland. Mr. DeMerchant will preach this evening.

DeMerchant's sermon last Sunday evening on "Faith Healing" was said to have been one of the best of the revival, which is entering now on its second week. Mr. DeMerchant cited instances after instances in substantiation of his belief, both in the old and new testaments. He says that the age of miracles has not passed and that God, who wrought wonders in the days of the Apostles, is causing or working miracles in the twentieth century.

## Court Orders New Survey of Boundary Line

With the purpose of locating the 100th meridian and thereby establishing the actual boundary line between the Texas Panhandle and Oklahoma, a crew of surveyors has been in the vicinity of Higgins, Texas, for the past week. The survey was ordered recently by the United States Supreme Court, which believes that the 100th meridian is the true boundary between the states from Red River to Beaver County.

The line now in use was surveyed before the Civil War and has long been in dispute. A number of lines have been run, one of which, made by Arthur D. Kidder, of the General Land Office, was accepted by the State of Texas in 1893. The United States Government has not accepted this line as official, however.

Surveyors now at work believe that the Kidder line is approximately correct, probably about 1700 feet too far west at the north end and about 700 feet too far west at the south end, average of about 2700 feet for the entire length of the Panhandle, which is 133 miles.

In the event that the present boundary is found to be incorrect, the titles of many landowners who now believe themselves to be in Oklahoma may become involved in litigation. Court decisions are expected to be the only way of unravelling such tangles as may arise out of the shift of boundary.

## DOUGLASS VISITS HERE.

D. J. Douglass, formerly of Dimmitt and now of Hawthorne, California, was a visitor this week at the home of his sister, Mrs. J. C. Casarink. Mr. Douglass lived for about twenty years in this country and has been in California for the past eight years. He will take his mother, Mrs. George Douglas, of Dimmitt, back with him to California, after first going to Kansas City on business.

## Baptist Association Meets Here Next Year

Hereford will be the scene of the next annual session of the Tierra-Blanco Baptist Association. It was announced when the organization met at Tulla September 20-22.

Many speakers of note were on the program at Tulla and the meeting was generally regarded as one of the most successful of its kind ever held.

Rev. V. M. Cloyd, pastor of the First Baptist Church of Hereford, was elected corresponding secretary of the organization.

## Club Resolves to Ask State for Legislation

Whether the county agriculture exhibit now on display at the Texas-Oklahoma fair at Wichita Falls should be taken to the state fair at Dallas next week, was the chief question dealt with Monday at the regular luncheon meeting of the Hereford Chamber of Commerce. After some discussion as to the cost of such an exhibition, it was decided that the value to be derived from the advertising which would thus be obtained would far outweigh the nominal cost of sending the display to Dallas. The organization voted to authorize T. D. Moss, who is now in Wichita Falls, to take the display on to Dallas following the Texas-Oklahoma fair.

President A. O. Thompson discussed a letter which he had just received from his daughter, Miss Margaret Thompson, in which she thanked the Chamber of Commerce for the privilege of representing it and the City of Hereford at the celebration for Colonel Lindbergh at Abilene recently. Miss Thompson took the part of the "Spirit of Hereford" in a parade held in connection with the celebration there.

The action to be held next Monday for the purpose of authorizing bonds for the erection of a new city hall and fire station was the next subject in the program. The program has been arranged calling for speeches pro and con on this question, but no one present seemed inclined to argue that Hereford does not need the new building, so the sentiment of the club went on record as unanimously in favor of the bond issue.

Along the line of last week's discussion concerning the class of amusements which are some times brought here in connection with the county fairs, G. A. F. Parker stated that he had looked into the law on the matter and found that there was no way in which the city or county authorities could keep out objectionable amusement enterprises provided the shows were willing to pay the required fees. He introduced a resolution for the purpose of getting state legislation on the matter and the resolution was passed by the organization. It follows in full:

"Resolved by the Hereford Chamber of Commerce: That we request our state senator and representatives to get a law passed by which the proper authorities of all cities, towns and counties shall have full power and authority to exclude from their territories any exhibition, amusement or show of any kind which in their judgment is detrimental to public interest or public morals."

The meeting next week will be held at the Hereford Hotel.

## Nurses Entertain With Party Thursday Evening

A number of friends were present at a forty-two party given at the hospital last Thursday night by Misses Townsen and Taylor. Following an evening of forty-two and bridge, the hostesses served dainty refreshments.

Among those present were Mr. and Mrs. Roy Jackson, Mr. and Mrs. Hal Bruner, Mr. and Mrs. Paul Foster, Mr. and Mrs. Artis Martin and Russell Rogers. Mrs. Bruner was awarded first prize for high score and consolation was given Miss Townsen.

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

Next time you buy calomel ask for



The thoroughly purified and refined calomel combined with potent laxative

## Men's Chorus For Hereford Is Organized

With about twenty-five men reporting regularly for rehearsals, the men's community chorus, recently organized, has been making rapid progress and bids fair to soon become one of the finest groups of its kind in the Panhandle.

It is the plan of Director J. H. Spratt to some day have every man in Hereford who can carry a tune enrolled in this organization. There is no limit, he says, to the possibilities of such a chorus. Already it has ceased to be a novelty and is taking its place as one of the accepted institutions of Hereford.

The chorus appeared in its first public concert Sunday night, September 27, at the Christian church. According to Mr. Spratt, all of the members are serious in their efforts to make the community chorus a success.

Enrollment of the organization includes D. F. Ashbrook, W. B. Anthony, J. E. Boyer, J. H. Brooks, N. M. Bartley, E. B. Black, C. E. Eubanks, A. A. Foster, A. M. Jones, F. M. Kester, C. G. Murray, J. L. McAdams, A. L. Ott, Roy Onstead, Elmer Patterson, L. C. Penry, Rev. Jas. T. Ross, J. P. Robertson, Dick Roberson, C. D. Shaw, J. L. Shorman, I. H. Spratt, Henry Trefel, R. W. Woode and M. D. Womble.

The roster is by no means full, Mr. Spratt says. Rehearsals are held every Friday night and anyone interested is urged to come out and sing.

## INEZ RICKETTS LEAVES.

Miss Inez Ricketts left Tuesday morning for Los Angeles, California, where she will take a special two months' course in beauty culture. She accompanied home her sister, Mrs. Maud Davidson, of Taft, California, who has been visiting here the past two months.

**LAUNDRY**

**Husbands Answer This Question:**  
Have you the right to allow your wife to do the work which great washers such as these can do at little cost?

**FIGURE IT OUT, NOW!**

**CANYON STEAM LAUNDRY**  
Deane & Shaw, Local Agents.  
We Call For and Deliver. Phone 760

**EAT AT HOME**

When Possible, but when you can't, come here for the best home-cooked meals in town. We serve "pastry like Mother used to make" that she could make.

**THE GRILL LUNCH**  
230 MAIN

### Increase Reported In Population of Canyon

That the population of Canyon has grown within the past seven years to a total exceeding 3,000 was indicated last week by the check-up of a religious survey made there Sunday, September 25. Although the results were not officially announced until the latter part of last week, it was thought that this is a correct unofficial estimate.

The census as taken by the government in 1920 gave the city a population of 1,628, little more than half of what is thought to be the present population.

While there has as yet been no official statement that the new figures are correct, they tally so nearly with the indications shown in the increase of public utilities customers that they are thought to be accurate.

Quick-See Service at the Brand.

When you order a monument from us, you receive the product of skilled workmen, fashioned from the best of material and backed by the guarantee of a company of unquestioned stability.

**IRVING S. HAMILTON, Local Agent.**

## When Looking Over the New Home

For goodness sake, don't overlook the vastly important item of good doors. It often happens that the builder is afraid to offer to his experienced contractor and architect such suggestions as to the material he prefers. Never be afraid to specify "LAMINEX" doors—such a specification will stamp you in the eyes of your contractors as a man of good judgment, intent on getting the very best at the most reasonable price.

"LAMINEX" doors simply will not warp or stick. Unlike ordinary doors, a "LAMINEX" door has the stiles and cross rails built on a core of stress-balancing blocks. Any attempt of one block to warp swell or shrink is immediately counter-balanced by forces in the opposite direction exerted by neighboring blocks.

"LAMINEX," you know, is the door that withstands the famous water-soaking test. Specify the best and when you want it, come to

**Kemp Lumber Company**  
Good Service

## At The Popular Store

Hereford, Texas

# An Important Event

Our patrons in the past will be glad to receive this message of new goods—of savings. They will take advantage of it. And those of you who are our patrons-to-be will do well to make this great selling event YOUR time to get acquainted with a store policy and a merchandise policy which, during the many years of our existence, has made for us thousands of sincere and trusting friends.

### NEW FALL SUITS—Men's and Boys'—

Made to Wear and to Fit. Every suit guaranteed to give Satisfaction. Prices, with two pairs of pants, ranging from \$18.50

### OVERCOATS

Of the Latest Design, for Men and Boys \$18.50 up

### MEN'S OXFORDS

The Latest Patterns \$2.98 up

### HATS

Of the Latest Styles \$3.48

BLANKETS of every kind 72 x 80 \$1.95 up	Heavy UNDERWEAR Men and Boys \$1.00 up	A hundred and one cold nights coming, this is your chance!
--	--	--

Ladies' Hose 89c  
House Slippers 69c up

If You Want to Save Money On Your Fall Purchases, Don't Fail to See Us Before You Buy.

**WE HAVE EVERYTHING IN YOUR NEEDS! FREE GIFTS TO ALL THE CHILDREN!**

CLASSIFIED

WANTED - Clothing and ironing to do. Call second north of hill. 38-1tp

WANTED - Five to seven years agricultural leave on section not too far out; also want to lease or rent several farms. W. O. T. McCURRY. 38-2t

FOUND - Young girl's coat, near Santa Fe crossing during fair. Call at Brand office and identify name. 38-1t

LOST - Bundle containing outing blanket, hose and thread. Call at WARREN'S GROCERY STORE. 38-1tp

LOST - On road to Canyon, within two miles of Hereford, a brown paper parcel containing decorated book-ends, white wood blankets and girl's dresses. Please phone MRS. H. L. BRADWELL at 152.

LOST - Some time last week, a rectangular-shaped Swiss wrist watch. Call Mrs. FULWOOD, Grill Lunch. 38-1tc

LOST - Parker Fountain Pen with broken file-cap. Return to ROGERS ORR. 37-2tp

FOR SALE OR TRADE - Twenty acres in cultivation; close in. Also have bundle mace, kafir and sorghum for sale. FRED MILLARD. 38-1t

FOR SALE OR TRADE - Listen, planter, cultivator, hay binder and gentle pony that child can handle. Half mile north of stockyard. G. A. PILLAW. 37-2tp

FOR TRADE - Good grain truck and No. 3 International combine, used two wheat seasons for chickens, cows or hogs. JOE MITCHELL. 36-4tp

NOTICE - Will the person who found the Jewell South Bend watch in the freight depot laundry please return same to The Brand office. 37-2tp

NOTICE - Let me handle your new and renewal subscriptions for Holland's Magazine. FRANK BALL, Phone 147. 37-2tp

NOTICE - Farm and Ranch, the best farm paper published in Texas, will be put free the remainder of the year to all those who subscribe now for three or five years at the new low rate of \$1.50 and \$2.00. Write or call W. Frank Ball, authorized representative for Deaf Smith and adjoining counties. Phone 147. 36-4tp

FOR SALE - About 200 White Leghorn pullets four months old. Call C. C. COX, at Bramley Chevrolet Company. 38-2tp

FOR SALE - Fresh bundled sorghum. O. J. SPEER. 38-2tp

FOR SALE - Brand new Fordson tractor; one six foot tandem John Deere disc; one 7 foot wheat plow, and one triple disc Oliver plow. See CHARLIE BENNETT. 38-1t

FOR SALE - One Jersey cow; a good milker. Also gentle horse, suitable for children. Box 31, Sumnerfield. 38-2tp

FOR SALE - Beautiful Beauvais art square; Japanese design. 9x12 feet; almost new. Victrola and records; a bargain. MRS. R. F. BOGERS, Phone 38. 38-1tc

MAPS - Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND. 38-1tp

FOR SALE - Half section of land northwest of Hereford about 17 miles. For particulars write BOX 25, Itasca, Texas. 37-2t

FOR SALE - One row binder in good condition, ready to go to work. See it at LANK'S BLACKSMITH SHOP. 37-3tp

FOR SALE - Residence in good location; near all schools and the churches; south and east fronts; a real bargain. Phone 396 W. Box 712. 37-2tc

FOR SALE - 1926 McCormick Deering tractor; good terms. O. K. HIGGINS. 37-4tp

For Rent - One furnished bed room. MRS. J. M. BOONE, Phone 424-J. 38-1tc

FOR RENT - Two nice, clean rooms completely furnished for housekeeping. DR. F. L. BONCE MILLER, Phone 152. 37-1t

FOR RENT - My building now occupied by the Calyx Brewery. A. H. ELLISTON. 36-1t

FOR RENT - Bedroom for couple, close in. Phone 208. 38-1tc

FURNISHED rooms to rent, also bedroom. MRS. E. CONNELL. 32-1tc

FOR RENT - Modern five room apartment. See L. WASKIN, or phone 188. 29-1t

FOR RENT - Two furnished rooms. Phone 234. 28-1t

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Learn of Marriage of Former Hereford Girl

Word has just been received here of the marriage of Miss Eunice Parker of Phoenix, Arizona, to Herbert Wilson, of Bisbee, Arizona. Mrs. Wilson was formerly of Hereford and is a graduate of the Hereford high school of the class of 1925. She is a daughter of Mrs. Gillian Parker, formerly of this city and now living at Phoenix.

What's Doing In WEST TEXAS

El Paso - In recognition for the services rendered to the El Paso country, the Border City, numerous towns in its state territory and a number of New Mexico cities have taken record affiliations with the West Texas Chamber of Commerce. This is the first time that the section has come in line with membership support in line with that given in other districts. El Paso's affiliation is approximately 500, ranking her next to Fort Worth in point of numbers. Fabens, New Mexico, and Azules are the other new towns numbered as West Texas Chamber of Commerce members.

Sweetwater - Gov. Dan Moody is to be the featured speaker at the West Central District Convention of the West Texas Chamber of Commerce to be held here some time during the middle of November. Monte E. Owen, Sweetwater secretary, is already hard at work on plans for the meeting.

Abilene - Fire prevention week is to be observed in Texas from October 9 to 15. The West Texas Chamber of Commerce is calling attention to this observance in line with their aim to show that fire insurance companies should reduce losses and physical fire hazards rather than attempt to raise insurance rates.

Christoval - Christoval will be host to the 35th annual reunion of the United Confederate Veterans and sons of Confederate Veterans of Texas October 7. The three day convention meets at San Angelo, beginning October 6, but their second day session is to be held in this scenic beauty spot of the West.

Lavin - Conditions are good in and around this place for sowing winter wheat and a number of the farmers are contemplating planting oats and wheat. Cotton picking is well under way.

Richard Springs - Engineers and surveyors are at work looking over the right of way for a proposed branch line of the Gulf, Colorado and Santa Fe Railway from Richard Springs to Coleman.

Rising Star - Secretary Frank Robertson of the Rising Star Chamber of Commerce, has completed collection of the fund subscribed by local business and professional men and firms for the work of the new May-Rising Star road, and settlement has been made for it.

Newcastle - A record crowd here greeted the Graham fair boosters who visited this city October 1 in the interest of the annual fair of Young county. Newcastle merchants reported a fine trade day.

Canyon Canyon - is now using natural gas as fuel. Several hundred homes are enjoying the new convenience and others are being piped.

Clarendon - The greatest exhibit of diversified products that Donley county has ever shown will feature the annual tree fair to be held here October 14 and 15. One of the most outstanding displays will be that of the Cruise and Reynolds truck farm of Lella Lake.

Bowie - November 21 is the date that has been set for the 1927 Red River District Convention of the West Texas Chamber of Commerce to be held here. The 1926 convention was successfully rained out, being scheduled to meet at Henrietta several different times. A large attendance is expected for this year's meet.

"INSIDE" INFORMATION.

When cooking wienies out of doors, try a wire corn pepper. Use the vinegar from a bottle of sweet mixed pickles for making salad dressing.

You can bring some of the late vegetables and green tomatoes for making pickle later on. The U. S. Department of Agriculture will tell you how.

A bit of garlic rubbed around the salad bowl - just enough to give a new suggestion of flavor - makes an acceptable improvement in flavor for many people. Corn, or any other food that is

Three Named On Honor Roll from Hereford

Three Hereford women were placed on the list of honor students for the summer term at W. T. S. T. C., according to an announcement appearing in The Prairie, official school newspaper. They are Misses Madge Childre, Martha Griffin and Frances Wilson. Ninety-three names were placed on the honor roll this year, the largest number ever issued at the college for the summer term. To be eligible for the honor roll, students must have a "B" average or better. The copy of The Prairie in which this announcement appears was issued last Tuesday and is the first number of the year. It is published every Tuesday by a staff of student writers selected on the basis of merit. As yet the regular staff has not been chosen and Editor Elmer Ashworth has issued a call for writers.

Texas & Texans

By WILL H. MAYES

Need Substantial Encouragement. One of my newspaper friends writes to say that he endorses what was said recently in Texas and Texans about the little encouragement the average editor gets in his work, that he gets at least a dozen criticisms to a word of praise, although he tries constantly to be of help to his town and all its people. He says the knothead in his community are evidently much more energetic than the builders and that some of those for whom he does most will even dodge him when he goes out to collect his bills. He wonders if other towns are like his in that respect. The idea seems to prevail that a newspaper man in a small town merits no praise and needs no money, though I can't think that this is true of all towns, for most Texas newspapers appear to be prosperous. At least that seems true of those using this column, which are about the only papers I ever see. To do his best work the newspaper man needs a little praise and much money. Should any reader of this paragraph have been a bit niggardly with either, I hope he may have a change of heart.

Natural Gas in Texas. Texas has an over-abundance of natural gas, so much that Texas gas is being sent to other states. Gas for household use is as great a luxury as electric lights or the telephone and wherever it is possible to obtain it should be provided. One of the inquiries now made by people who contemplate locating in a town is whether it has natural gas at reasonable rates. For this reason as well as for the better comfort of the people enterprising towns are hurrying to contract for gas. In one day's news reports I noticed that Bryan, Miles and Slaton, three widely separated places, are each negotiating for getting gas, and dozens of other towns over the state are studying how they may avail themselves of this comfort-giving fuel.

Enforcing Nepotism Law. It is stated that the anti-nepotism law is to be enforced more strictly in the state departments at Austin. It is said that relatives of state officials in some cases are holding positions under persons related to them. Whether this is true or not, numerous instances could be found where the spirit of the law is violated through direct or indirect trading. An official wanting a place for a relative, asks a position for the relative in some other department, and in turn is obligated to help the department head who favors him by employing his relatives. The efficiency of state service would doubtless be greatly improved by eliminating these trade positions.

Too Many Employees. This seems a good time to say that in some departments there are too many employees for the most effective work. They crowded each other and the advanced business encourages all to idle. Both branches of the legislature set a bad example in this respect by using many more employees during the sessions that are really needed. Employment in the state service of more help than is needed and of incompetent help is a form of graft that should be stopped and the beginning should be made by the legislature itself.

Nacogdoches School Gets Them. East Texas schools are also proving drawing cards. Seventy-five families located in Nacogdoches in two weeks at the opening of the fall term of the State Teachers' College drawn there by the school. Other good school towns are making like reports.

Sweet Potato Marketing. The sweet potato curing plant has wasted a wonderful crop in the

ty, is perhaps the leading market of the state and will ship this season some 400 cars of potatoes. Potatoes are now shipped in crates and under trade labels, the marketing lasting the year around. One Pittsburg firm now has seven curing plants with a total capacity of about 100,000 bushels.

East Texas to Tech. The fall enrollment shows that many East Texas students are going to Texas Technological College at Lubbock. The boys from Athens will go back with a lot of the pep that has made West Texas prosperous and Athens will get much of the Western enthusiasm. Modern travel has almost eliminated distance and the habitual stay at home are the only people who do not progress.

Longview Canning Plant. Longview has a canning plant that has been canning cucumbers the past season; the cucumbers having been grown with profit by neighboring farmers. One farmer realized \$20 from an acre. The cucumbers are grown on small tracts of from 1 to 13 acres. The canning plant has cleared a 10 per cent dividend for its stockholders. The capital stock is to be increased to equip the plant to handle other vegetables beside cucumbers and to run the entire year. It doesn't take a mathematician to figure that a well managed cannery pays all, including the merchants.

Rock Not Fertilizer. San Saba wants to sell its rocky hills for fertilizing sections not so rocky. San Saba usually succeeds in what it undertakes, but while the Texas Agricultural Experiment Station found that the limestone rocks contain nitrates and potash salts, they were not in sufficient quantities for commercial purposes. Give San Saba plenty of time and some use will be found for those limestone hills.

Building New Courthouses. A number of East Texas counties are building new courthouses, the old buildings of a half century or more ago now proving inadequate. San Augustine is replacing its antiquated brick structure and Rusk county will soon begin a new building. It is difficult for Texas people to foresee the public needs

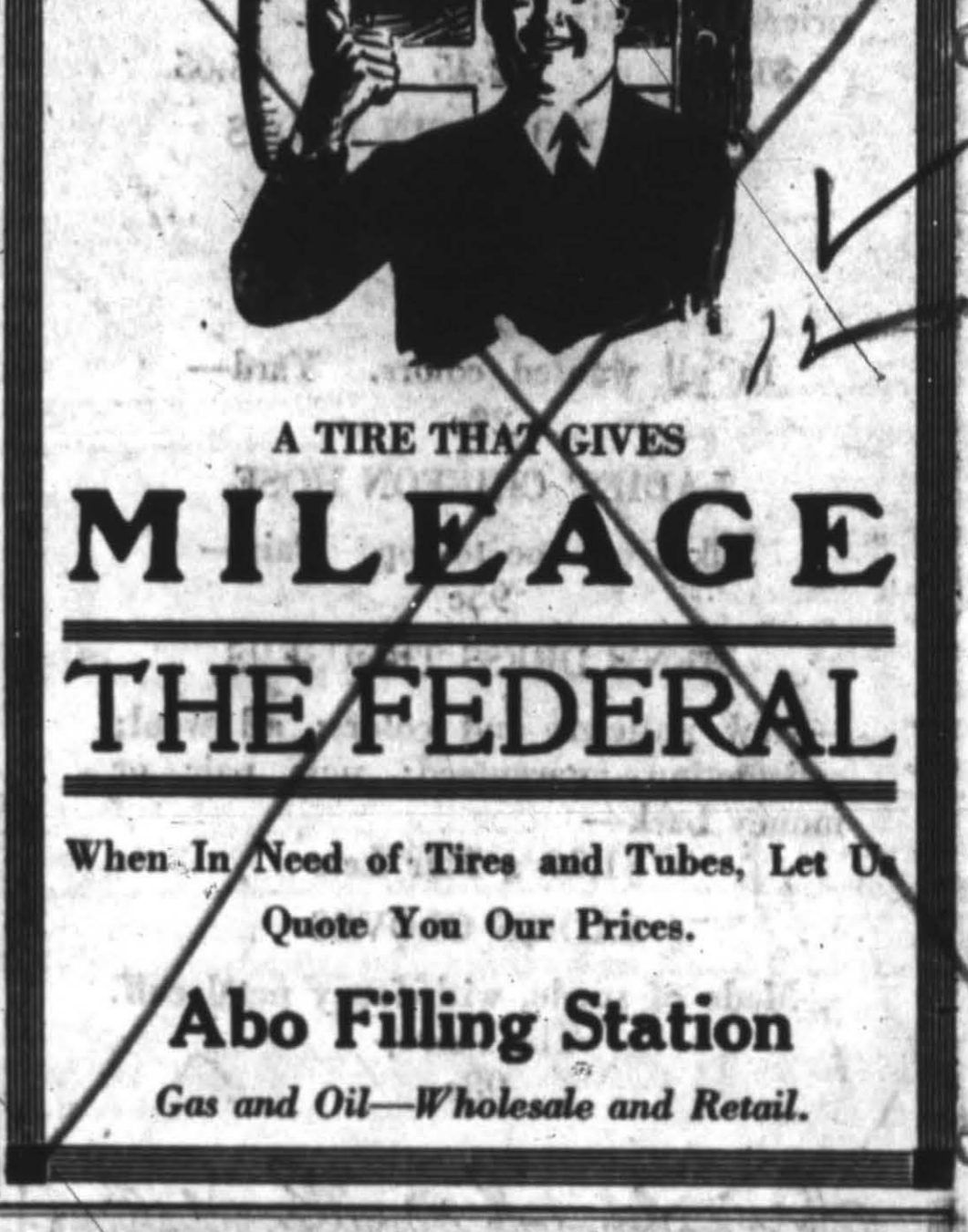
a half century ahead or to plan to meet those needs.

Football Season Here. The football season has opened, and it may be mentioned incidentally that the schools are opening, too, to accommodate the football players, if one may form an opinion from the newspapers which are devoting whole pages to reports of the games and only a few lines to the educational features of the school rooms. The papers are not to blame, however, for they play up the things in which the reading public seems most interested.

Forty Years Service. Frank Gaston of the Granbury News has completed forty years of service as editor and publisher of that paper. In referring to it he modestly gives a large part of the credit to his wife and children and friends. I know Gaston and his work well enough to say he has worked conscientiously and faithfully for his community and that he has conducted a paper clean in tone, broad in its interests and persistent in its efforts for the general good - a record of which any one may be proud.

Forget Father. Distracted Parent - "John, will you speak to those children?" Father - "Good evening, children."

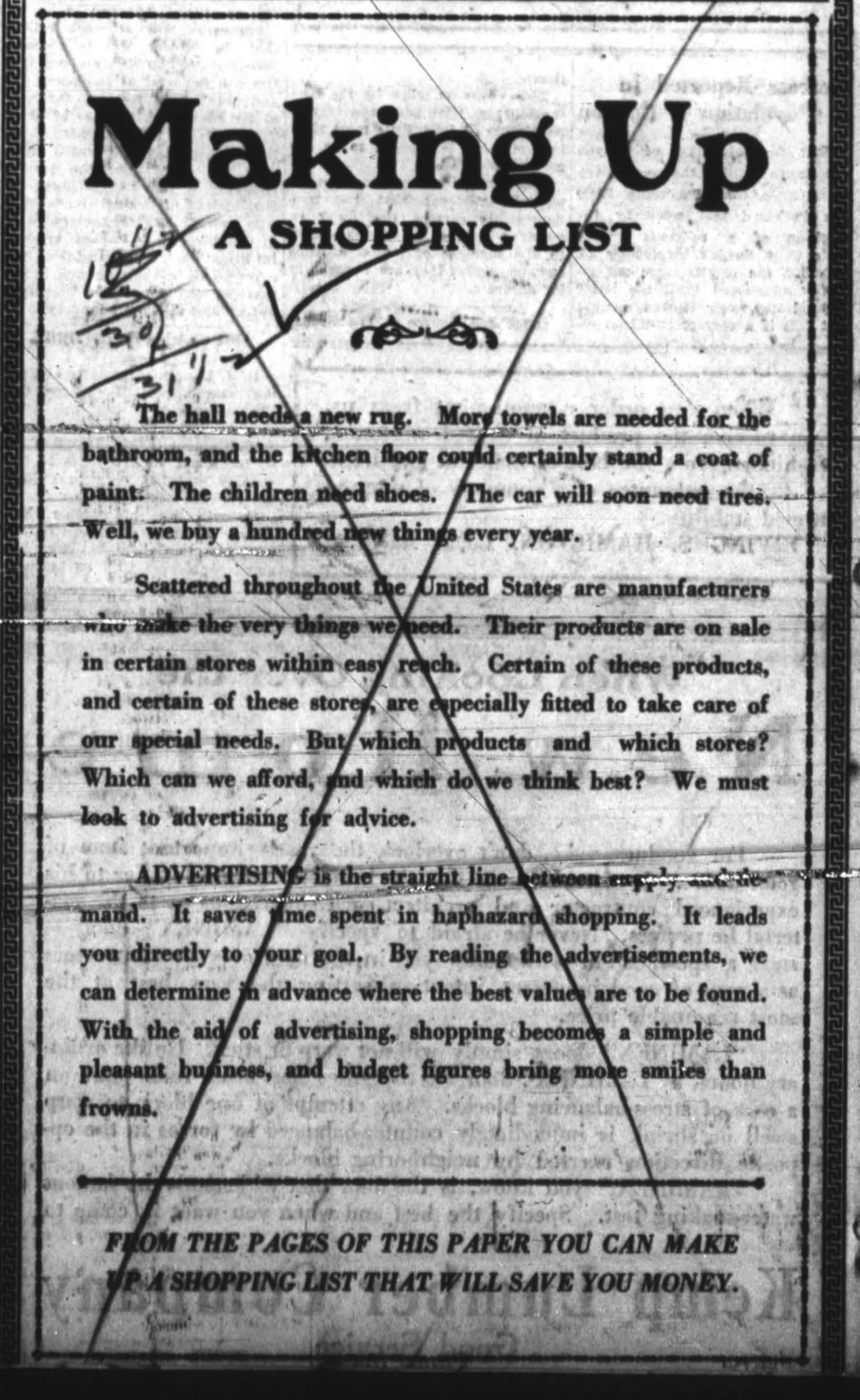
A Pleading Pair. "This is rough on me," chortled the dumb co-ed as the Stude-baker didn't shave, kissed her.



A TIRE THAT GIVES MILEAGE THE FEDERAL

When In Need of Tires and Tubes, Let Us Quote You Our Prices.

Abo Filling Station Gas and Oil—Wholesale and Retail.



Making Up A SHOPPING LIST

The hall needs a new rug. More towels are needed for the bathroom, and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car will soon need tires. Well, we buy a hundred new things every year.

Scattered throughout the United States are manufacturers who make the very things we need. Their products are on sale in certain stores within easy reach. Certain of these products, and certain of these stores, are especially fitted to take care of our special needs. But which products and which stores? Which can we afford, and which do we think best? We must look to advertising for advice.

ADVERTISING is the straight line between supply and demand. It saves time spent in haphazard shopping. It leads you directly to your goal. By reading the advertisements, we can determine in advance where the best values are to be found. With the aid of advertising, shopping becomes a simple and pleasant business, and budget figures bring more smiles than frowns.

FROM THE PAGES OF THIS PAPER YOU CAN MAKE UP A SHOPPING LIST THAT WILL SAVE YOU MONEY.

File 17

### SCOUTING THE SHOPS

A few comments each week on what the "live ones" along Merchants Row are doing. If you are a merchant and telling your world about what you have to sell thru The Brand, then "Scouting the Shops" will get you sooner or later. But it is impossible to include you all every week. If there is anything coming in this column from time to time it will be because someone picked our "funny bone," so we may be guilty of mixing pleasure with business.

And, say! we want you to like this column because we're writing it for you. If you don't like it tell us, and if you do, please mention to the merchants that you "saw it in the Shop Scout." We want to help you so please help us.

Before we get down to business, go in and ask Arch Foster some day how he'd like to have another carnival come to town right soon. Be sure you're ready to run, though.

Have you been to the new Grill Lunch? Their meals don't taste the least "restauranty," and as for coffee—Yum!

So far the only objection heard to the proposed new fire station is that "fire sales" will probably be mighty scarce from now on.

Young men especially will be interested in the complete line of new fall Stetsons just received at the Popular Store. Some snappy numbers, too, believe us. And Mr. Baer says "Don't forget the ladies. We have everything for every member of the family."

Now that Leslie LeGrand is back from his vacation, we see that the City Drug Store has installed a new safe.

Joking aside, the City Drug Store is making an awfully attractive offer of accepting old hot water bottles in payment for new ones. That certainly is a timely suggestion, Re.

Mabel DeOliviero says the thing to which she objects most about

the modern girls is not her permanent wave but her transient nose powder.

If you want something good, get on the outside of some of that delicious hot chocolate they're making down at the Corner Drug Store. They've just got a new mixer with which to make it and it certainly hits the spot these snappy fall evenings.

Without mentioning any names, we have it on good authority that a certain Hereford father told a certain Hereford suitor that the young man's attentions to his daughter must stop, whereupon the young man replied, "Stop paying attention to her? Oh, we're not ready to marry for awhile yet."

It looks as though it were a good thing that Lem Carlyle has to move his grocery store soon, for his big removal sale is really slashing prices right and left. Half the housewives in Hereford appear to be taking advantage of the wonderful opportunity to lay in their winter's supply of staples.

Alex Thompson says "his love that makes the world go round—with that worded expression."

Actually, you can't afford to miss the big fall clearance sale which Fox Mercantile Company begins this Saturday. We talked to Homer this morning and he said that absolutely everything in stock was priced at remarkable reductions. If you're in our position, this will be your only opportunity in months to break down and buy that new suit.

The G. E. Warren grocery has a new scheme. Instead of advertising a few "specials" for Saturday they have marked every item in the store down to where each price is a "special." It's a paying proposition to the store and your saving is really wonderful.

Perhaps we shouldn't mention this, girls, but if you've been wondering about "L. H." he's moved over to Clark's store now.

This divorce business has gone too far. The other day a friend of ours proposed to a young lady

who answered him with the statement, "I have a husband already." "That's all right with me," he said, "I'll wait."

If you like to putter around the house, or better still, if you want some real pretty furniture to suit your own self, you'd better drop around at the Anthony Furniture Store and let Wes show you some of the new unfinished pieces he's just got in. They include book-racks, smoking stands and all sorts of novelties.

Only Clark's Drug Store handles the exquisite Elizabeth Arden toilettries which are proving so popular with the girls here. If you want a perfect skin or if you would keep your complexion beautiful as it now is, Elizabeth Arden has for you the very creams and lotions your skin needs.

Duck season is almost here and Stron Hardware Company has a most complete assortment of guns and ammunition. We hunters had better be getting ready for business now.

A secret! Ladies! Just this week Sprouts-Cromin has received the very latest models in fall millinery. You'd better make your choice today before they are all looked over and someone else is wearing the hat that was "made for you."

A man hawled his suit out the other day because we failed to notice the milk goat at the fair recently. The fact is, we wouldn't know a milk goat from a battering ram. That's like the time they sent us out to milk with a pail and a three-legged stool. We spent fifteen minutes trying to make the old cow sit on the stool before we gave up and returned to the house empty-handed.

Speaking of milk and cream, you're selling your cream and produce, Mr. Farmer, you're not doing a bit better than you could do at the Square Deal Produce Company. They're famous for their square deal and unexcelled service. The telephone number is 33.

We hope you liked the "Shop Scout." We're trying to please you and help you at the same time. For goodness sake please mention it to your friends and merchants. Thank you!

### Mrs. Clark Entertains Filles D'Heure Club

Mrs. J. J. Clark proved a most charming hostess Friday afternoon when she entertained members of the Filles D'Heure bridge club and a few friends at her home on 25-Mile Avenue. At the conclusion of the games, club high prize was awarded to Mrs. T. D. Moss and guest "high to Mrs. Roy Bruner. Late in the afternoon an ice course was served to the players. Guests of the afternoon were Meses Ray Bruner, W. F. Gabbert, C. B. Williams, W. E. Dameroff and R. F. Rogers.

### City of White Deer Celebrates Trades Day

Plans to make Trades Day, Saturday, October 11, the largest ever held in that vicinity have been completed by the Chamber of Commerce at White Deer. An all-day program has been arranged to which everyone within the neighboring trade territory has been invited.

One of the features of the day's entertainment will be a "man hunt." Dick Hughes, a citizen of the city will be disguised in some manner and a prize is offered to anyone who can discover him inside of any store in town. In addition to the stimulus which such an occasion will lend to trade, it is expected to strengthen relations between merchants of the city and farmers of the surrounding country.

### SUMMERFIELD COMMUNITY CLUB

Mrs. M. J. Edwards was hostess to the club last Friday and Mrs. Edwards was leader of the following program:

Roll Call, Household Hints. The child in relation to house-keeping, Mrs. Doyell. The daily thousand, Mrs. B. C. Roberson. During the social hour the hostess served refreshments. The next meeting will be October 14, at the home of Mrs. Jay. A number of Mrs. Ness' friends gathered at the L. Johnson home Sunday to spend the day with her, each bringing a dish and a dinner was served. Meses L. Johnson, Ness and Ray Johnson spent Monday in Canyon. Meses Louis Luckert, G. J. Ness and J. B. Murdock spent Tuesday in the Holly Gray home at Westway. Mrs. B. C. Roberson had as dinner guests Monday Meses J. H. Murdock, Ray Johnson, G. J. Ness and L. Johnson.

### Next Week Set As Period for Fire Prevention

October 9 to 15 has been designated as National Fire Prevention Week, according to an announcement just made by D. M. Campbell, state fire insurance commissioner. Everyone who can in any way help to lessen fire hazards in any part of the state is urged to do so.

According to Mr. Campbell, 85 per cent of the fires occurring in Texas are preventable, and about that same amount is preventable in the entire United States.

"We hear much," he said, "concerning fire prevention these days. It is not a new subject; volumes have been written on it and countless public lectures have been delivered on the subject. The screen has shown the horrors of the flames, to millions. And, yet—the extent of the fire destruction has not lessened very appreciably. The need of a careful study of the ways and means of fire prevention has steadily increased within the past few years."

The estimated loss by fire for 1923 was \$560,586,224, an average of \$1,535,750 per day, or \$1,066 for every minute of the year. The revenue from the \$2,000,000 of automobiles in the county in the same year was \$22,000,000, about half of the amount lost in fires.

Fire prevention is often intentionally neglected under the impression that the insurance companies pay for all of the fire loss sustained. This is partially true, Mr. Campbell says, but the loss sustained is only for a temporary period. Insurance companies are but collectors and distributors of the fire loss. The bread we eat, the clothes we wear, the books we read, all have in their cost a part of the national fire loss.

Over sixty per cent of the fire losses take place in fires in the homes, which means a home fire some place every four minutes of the year. Each day of the year, taking the yearly average, five schools, five churches, fifteen hotels, one hospital, four warehouses, ninety-six farms, six department stores, two theatres, eight public garages, three printing plants and three dry goods stores are burning.

The figures are given below on the fire predominating causes of fires, as reported by the Actuarial Bureau of the National Board of Fire Underwriters:

Matches, cigars, cigarettes and other "smokes" started fires costing a loss of \$7,880,000. These are preventable.

Defective chimneys and flues are responsible for \$27,022,000 loss, and stoves, furnaces, boilers and their pipes caused a loss of \$25,521,000. These fires are preventable.

Spontaneous ignition is given as the cause of fires costing \$21,739,000. Many of these fires originated in oily or paint-smearing rags, oil mops and the like. These are preventable.

Sparks on roofs destroyed \$18,350,000 worth of property. These fires are wholly preventable by the use of fire retardant roof covering. If a city does not prevent wooden shingles by ordinance, it should do so.

Electricity and electrical appliances caused a loss of \$18,961,000. Of all these fires, 46 per cent were due to carelessness with electric flat irons. These fires are preventable. Electrical fires are largely preventable by proper wiring installations.

### Good Attendance at Music Club Meeting

Twenty-five members of the Music Study Club met Friday at the home of Mrs. J. C. Gilbreath for the purpose of celebrating President's Day. A delicious four-course luncheon was served by the hostesses, Meses Gilbreath, W. E. Hicks, Ray Cogeway, Homer Fox, C. H. Dyer, H. L. Broadwell and Jesse Stanford. The house was beautifully decorated with dahlias.

Following the introductory remarks by the president, Miss Mattie Swisher of Canyon, who is a regular member of the club, gave a talk describing her summer's work at Chautauque, N. Y.

During the business session it was decided to send the president, Mrs. A. O. Thompson, and Mrs. H. L. Broadwell to Amarillo Tuesday to the organization of the Seventh District Music Clubs.

Guests at the luncheon were the Meses Grace Ferguson and Elizabeth Meyer. The next meeting will be held at the home of Mrs. H. L. Broadwell Monday, October 10, at which time the club will study the first chapter in their text book, "Musical Epochs." Mrs. H. K. Fox will be leader.

### MRS. WILSON ENTERTAINS.

Mrs. Homer Wilson was a very charming hostess Monday afternoon to four tables of ladies at

### College of Music Gives Concert at High School

Hereford music lovers are invited to a concert to be given here Tuesday, October 11, by the Amarillo College of Music at the high school building, according to Miss Elizabeth Meyer, head of the Hereford branch of the school.

The program will consist of a number of vocal and instrumental selections, in addition to a short talk by Emil F. Meyers, head of the school," Miss Meyer said.

"Those who will appear on the program include Emil F. Meyers, Lila Austin Meyers, Miss Helen Strite, violinist, Mrs. Addie Logan Allee, singer, and Miss Elizabeth Meyer, pianist."

### GETTING FALL EGGS.

By F. W. KAMMEIER, Bryant, Texas.

Now, that eggs have climbed up to a profitable price again and no doubt will remain there for several months, little information on this subject may be of interest.

For the next few months, the problem will be to get eggs and not how to sell them for a good price.

To get a profitable egg production, three things stand out very prominently, chickens that know how to lay, good feed and care. In this article we pass up the first important factor for some other time.

Hens at this time of year are in a moult or soon will be, hence you cannot expect many eggs from them the next few weeks. Early hatched pullets are your only chance for good producers in the fall and early winter.

Early hatched pullets will lay many eggs if given good care and feeding, especially if they are from a trapnested laying strain. The "know how" must be bred into them then good feeding and feed will bring them out.

### Good Feed Necessary.

Just what is generally meant by good feed and feeding? Some people think feeding chickens is just a question of keeping them from starving. Good feeding calls for a variety and a balanced ration.

In some sections, nothing but maize or corn is fed, this feed alone will never make many eggs. Grains alone will not make pullets lay.

A good dry mash mixture that is properly balanced is necessary to make hens lay. The mash hoppers should be kept well supplied with a good dry mash mixture. It should be kept before them all the time. Plenty of hopper space should be provided about one foot to every ten pullets.

The scratch grains are largely fed to add a variety and some times to induce exercise. As far as actual food value is concerned, the scratch grains do not provide any-

### Stop That Itching.

Use Blue Star Soap to soothe the affected parts, then apply Blue Star Ointment. It penetrates the skin, kills the germs, stops the itching at once, and relieves most cases of eczema, dandruff, freckles, Tetter or Contact Dermatitis, Poison Oak, Ringworm, Sun Burn, Itch Feet, Sunburn, Old Shin, and all of these have yielded to its wonderful healing power. 40c and \$1.00 a Jar; Soap 25c.

City Drug Store

thing that is not found in a good dry mash mixture or commercial egg mash.

**Cheap Mash Possible.** A cheap mash, can of course be mixed. You can take a little corn meal, wheat bran, wheat shorts, cotton seed meal and mix it, and call it a dry mash mixture. Such a mixture is a cheap mixture and it will of course also produce very cheap results.

The important ingredients of any egg mash or dry mash mixture are meat scraps, dried buttermilk, mineral matter and vitamins. It so happens that these ingredients are also the most expensive. For that reason, many either cut these out entirely or reduce them to insufficient quantities. At least 20 per cent of any dry mash mixture should consist of animal feed, like meat scraps, beef scraps or dried buttermilk. For best results and most economical production animal food of some kind should by all means be fed.

### Milk Is Good.

Milk in any form is a wonderful feed for laying pullets. At the same time milk contains too much water to be expected to supply all the necessary animal food. A pullet would not be able to drink enough milk to get enough animal food to keep her laying heavily for any great length of time. Our recommendation is that you give them all the milk they will drink from early morning until late at night, then if you are feeding a dry mash mixture of your own making include at least 15 per cent of some animal protein feed.

For best results, if you grow your own grains, we recommend the feeding of a home grain mixture and all the milk they can drink. The milk may be given as clabber, sour, whey, or as sweet milk. The main thing is to be sure to see to it that they get plenty.

If you wish to fore for egg production then we recommend only giving one scratch grain feeding a day and that preferably about an hour before sunset. Keep the mash before them in liberal quantities.

In a future article we will discuss a system of feeding early hatched pullets of the small breeds like Leghorns to keep them from going into a so-called neck moult. Early hatched Leghorn pullets, if forced too much for egg production will go into a neck moult and stop laying for several weeks just when eggs bring the most money.

### Grain Feed Required.

Green food of some kind should by all means be provided. From now on preparations may be made to provide a green oat pasture for the flock. Collards and rape also make good fall green food. Anything that will grow at this season of the year may be sown as green food. Or practically all farms a green oat pasture is easily provided.

Yellow corn is better than white corn, kafir or milo.

Oyster shells are cheap, yet important. Keep a liberal supply before the flock.

More than two thirds of the egg is water, therefore the importance of providing plenty of fresh drinking water at all times.

Late hatched pullets may be fed one feeding of wet mash a day, to help hurry them along.

Again we caution you to make sure your flock of pullets are not infested with intestinal worms.

J. C. PENNY  
First State Bank Trust Co.  
Building  
Office Phone 3, Home 160

**THE ONLY TROUBLE**  
With these so-called "specials" is that in order to make up the profit which such price slashing makes necessary, you are often called upon to pay a much higher price for other merchandise, so that in the long run your saving is negligible.  
Our plan, we think, is much the better. We sell ALL of our goods at the lowest possible price, and thus are saved the bother of selecting "specials" every week. And you see, these prices of ours are the REAL SPECIALS!  
**WARREN'S GROCERY STORE**

**SPECIAL NOTICE**  
—to—  
**ALL CREAM SELLERS!**  
Our Price for Cream Is  
**45c**  
Per Pound of Butter-Fat  
Until Further Notice.  
**WE PAY CASH FOR POULTRY EGGS, CREAM AND HIDES.**  
**GOLDEN RULE PRODUCE CO.**  
Dealers in Coal, Feeds, Salt, Etc.  
We Deliver Phone 109

**Stop That Itching.**  
Use Blue Star Soap to soothe the affected parts, then apply Blue Star Ointment. It penetrates the skin, kills the germs, stops the itching at once, and relieves most cases of eczema, dandruff, freckles, Tetter or Contact Dermatitis, Poison Oak, Ringworm, Sun Burn, Itch Feet, Sunburn, Old Shin, and all of these have yielded to its wonderful healing power. 40c and \$1.00 a Jar; Soap 25c.  
**City Drug Store**

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**A Smiling Cup**  
A cup of coffee made from FOLGER'S BLEND is a cup of coffee that will bring a smile of satisfaction. It costs so little to try and it may prove especially worth while knowing how good FOLGER'S COFFEE is.  
**Special at 58c lb.**  
**R & F CASH GROCERY**  
R. F. ROGERS J. B. FRANCE  
Phone 293 We Deliver

**A Complete Clearance of Dresses**  
Truly remarkable, as you will admit after seeing them, are the values we have prepared for this end-season complete clearance of all dresses. Styles are new; fit and finish of all garments guaranteed to satisfy.  
Coats, too, in all the latest fall modes, are included in this special offering.  
**D. R. GASS & SON**  
ANNOUNCEMENT  
Beginning next week, from now on, we will give Double

# HEREFORD AGAIN VICTORIOUS AS CLOVIS GETS SMALL END SCORE IN GAME LAST FRIDAY

Hard Work by Both Teams Throughout Contest and a Good Deal of Argument Features Second Whiteface Victory in Two Weeks. Team Looks Better Every Day and Likely to Prove Winner.

They've got the stuff! There's no use talking, the team that held Clovis to a standstill in the last five minutes of the game came through with touchdowns for a 6-0 score, but the "win" they knew they would win and they did.

Herford high school had no business before the game that last Friday's contest was going to be a "snap" thing, they could have taken a beating and be content to hold the formidable Clovis team to a small score. Clovis probably thinks now, however, that the Whitefaces held them to too small a score.

The Highers won the game and they deserved to win it. Fighting every minute of the game, they showed themselves to be one of the finest teams which has ever fought on the local grid.

The game was to say the very least, "rough." Much could be said concerning this roughness,

but nothing which could be said would be likely to help any. Perhaps it could as be expressed as it was so often feelingly put out there on the field. Friday, "Play by play, the game went on about like this:

**First Quarter.**

Clovis kicked to Captain Murphy on the Herford 25 yard line and he was nailed before he could make any gain. Jowell took 3 through right guard. Russell ran around left end for 4. Russell hit left guard for 5, making a first down. A pass, Murphy to Clennin, was incomplete. Jowell fumbled, recovered and went through right guard for 2. On a fake cross-back Russell handed the ball to Murphy who hit right guard for two. Murphy punted to Captain Voyles of Clovis on the 40-yard line.

B. Broome made 4 yards through center. Morgan fumbled and the

ball was recovered by Longbottom. Herford right end.

A lateral pass, Murphy to Russell, netted 5 around right end. A pass, Murphy to Clennin, was incomplete. Jowell took 5 thru right tackle; first down. Murphy took the ball through right guard for two yards. Clovis was penalized 15 yards for holding. Russell dashed around right end for two. A pass, Clennin to Russell, was incomplete. Russell handed the ball to Murphy who was stopped behind his own line for a two yard loss. Clovis took a 5 yard offside penalty. Murphy failed to gain enough yards for a first down and the ball went to Clovis. Voyles punted to the 50 yard line and it was Herford's ball. Clovis substituted Sullivan in the line.

Russell around left end netted a yard; through left guard he made another. A pass, Murphy to Clennin, was good for fourteen yards. A Murphy to Russell lateral pass did not gain. A pass, Murphy to Clennin, was incomplete. Jowell hit first guard for four. Another Murphy to Clennin pass was knocked down and the ball went to Clovis.

Voyles hit center for five. B. Broome made six and first down through left guard. Morgan got around left end for a yard. B. Broome hit right guard twice for a total of three yards. The quarter ended. Score: Herford, 0; Clovis, 0.

**Second Quarter.**

It was fourth down for Clovis and B. Broome failed to make enough yardage through left guard to get another first down. Herford's ball. Russell went through left guard for two. Clennin handed the pigskin to Murphy who took it through the same spot for three. Jowell hit right tackle for two. Russell hit center for seven; first down. Jowell failed to gain through right guard. Clennin gave it to Murphy who got a single yard through right guard. Clennin hit center for enough to make first down. It came so near being not enough, however, that head-lineman Patton came out to measure it. Russell did not gain thru left guard. A cross-back, Russell to Murphy, netted six through right tackle. Jowell tried to get through left guard on a fake punt but failed to gain. Clennin sent Russell through center for only a yard and it was Clovis' ball.

Burkett tackled F. Broome when he tried to circle right end, holding him to a three yard gain. A pass, B. Broome to Manning, was incomplete. Broome punted to the Herford 40 yard line. A Herford man touched the ball and a Clovis man recovered it, leaving the ball still in the possession of Clovis. Voyles hit center for a yard. B. Broome got four thru

right guard. Morgan began a dash through left guard but was nabbed by Captain Murphy after a five yard gain, first down. Voyles and the two Broomes hit center on three successive plays for enough yardage for a first down. Morgan got through left guard for a couple. Voyles made the mistake of trying to get through Burkett and got dumped for a two yard loss. B. Broome tried to drop kick but missed and the ball was Herford's on their own 20 yard line.

Murphy made a pretty 40 yard punt, putting the ball on Clovis' 40 yard line. A big argument started and might have developed into a slug fest had not Referee Wood intervened. In the scrimmage to recover the ball after Murphy's punt, F. Broome was knocked out and had to be helped off the field. He was replaced at quarterback by Forbes. Voyles made two yards through center. Forbes got through right tackle for three. Morgan got away around right end for a 15 yard gain; first down. A pass, Broome to Voyles was incomplete. Broome went around left end for three as the half ended. Score: Herford, 0; Clovis, 0.

Between halves the girls' pep squads of both schools took the field for some pretty maneuvers. The Herford girls were attractive in their new costumes of dark skirts and yellow jackets and sashes. Led by LaJuntas Hazza, they gave a snake dance around the field then lined up to form the letters "H" and "C."

**Third Quarter.**

Murphy kicked to Voyles on the 10 yard line and was nailed by Gregory on the 30 yard line. Morgan fumbled but recovered the ball too late to make any gain. Forbes failed to gain through center. Morgan fumbled and the ball was recovered by Longbottom of Herford.

Jowell fumbled the ball, got it again and was thrown for a six yard loss. Russell carried the ball around right end for seven. A pass, Murphy to Miller, was good for 8 yards. A similar pass on the next play was incomplete and the ball went to Clovis. Morgan hit center for 2, fumbled and Longbottom of Herford, recovered it. Jowell handed the ball to Murphy who fumbled and Clovis recovered it. A pass, Voyles to Morgan, was incomplete. A Clovis half, No. 3, ran around right end for 11 yards and first down. A pass, Voyles to Morgan, was incomplete. Morgan hit left guard and failed to gain. No. 3 was thrown for a one yard loss when he tried to circle left end. Herford was penalized 15 yards for holding and it was Clovis' first down. Forbes fumbled and lost five yards. Voyles started around left end but ran offside making no gain. A pass, Voyles to Forbes, was good for five. Forbes kicked the ball off the field and it was Herford's ball on her own 20 yard line.

Jowell failed to gain through center. Murphy kicked to the 50 yard line where the ball was caught by Forbes. Voyles started around right end, fumbled and ball was recovered by Herford. A pass, Murphy to Clennin, was intercepted by Morgan of Clovis. No. 3 started around left end and ran offside after about a 12 yard gain. It was Clovis' ball on the Herford 40 yard line. Voyles failed to gain through center. Eberly of Herford intercepted a pass from Voyles to Forbes and carried it about five yards, putting it on the Herford 30 yard line. A pass, Murphy to Miller, was incomplete. Murphy took three yards around left end. Russell failed to gain through left tackle. Murphy punted and the ball went offside on the Clovis 30 yard line. Voyles started a sprint around left end and was caught by Miller and Burkett after a one yard gain. The quarter ended. Score: Herford, 0; Clovis, 0.

**Fourth Quarter.**

Morgan was stopped behind the line for a 2 yard loss. A pass, Voyles to Morgan, was incomplete. Forbes punted to Murphy on the Herford 40 yard line. Russell took four around right end. Russell was thrown for a loss of three yards. A pass, Murphy to Longbottom, was incomplete. Murphy punted to B. Broome on his own 45 yard line. No. 3, Clovis, knocked off 4 yards around right end before he ran offside on the Herford 40 yard line. B. Broome made a pass which was intercepted by Murphy. Time out for Herford.

A pass, Murphy to Longbottom, was good for eight yards. Another similar pass was incomplete. Murphy hit center for 7, making first down. A pass, Murphy to Longbottom, was incomplete. Jowell made a yard through right guard. Murphy took two around right end. Murphy kicked off the field and it was Clovis' ball on their own 20 yard line.

No. 3 failed to gain through right tackle. Forbes punted about 20 yards and it was Herford's ball on the Clovis 40 yard marker. Murphy fumbled, recovered, passed to Russell who ran around right end for 15 yards. First down. Russell got a first three yard gain

ed to Miller for a gain of 12 yards, placing the ball on the Clovis 5 yard line. Russell went around left end to the 1 foot line. Clennin failed to gain thru center. Clennin fumbled and the ball was recovered by Russell. The ball was apparently over the line, but the umpire ruled that Clovis had been offside so the ball was placed on the 1 foot line again. Murphy carried the ball over for a touchdown. Score: Herford, 6; Clovis, 0. Murphy failed to kick goal. Clovis apparently bated to acknowledge the touchdown, as Captain Voyles took time out twice in succession for the purpose of arguing with the referee. He lost both arguments.

Murphy kicked to Forbes on the Clovis 10 yard line and he ran to the 25 yard marker before he was downed. A pass, B. Broome to Greear, was intercepted by Russell who carried the ball to the Clovis 25 yard line again. Herford's ball. Jowell fumbled, recovered and in the scrimmage was injured, so badly that he had to be carried off the field. He was replaced by Sharp. Captain Voyles walked off the field and was replaced by Phelps. Murphy punted outside, and it was Clovis' ball on the 20 yard line. Forbes kicked to the 50 yard line where the ball was recovered by Clovis. B. Broome failed to gain through center. Forbes made 3 yards thru center as the whistle blew ending the game. Score: Herford, 6; Clovis, 0.

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Southwestern Life Insurance Company  
**FRANK BARBER**

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**SPECIALS SATURDAY, OCTOBER 8th**

Dried Prunes	new crop 5 pounds for	45c
Pie Peaches	new crop 1 gallon	42c
Comb Honey	Texas comb 1 gallon	\$1.50
Rice	bulk head 5 pounds	36c
Lemons	nice large ones a dozen	37c

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**NOTICE OF SHERIFF'S SALE OF REAL ESTATE.**

THE STATE OF TEXAS, DEAF SMITH COUNTY.

WHEREAS, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, dated the 25th day of September, A. D. 1927, and upon a judgment rendered in said court on the 2nd day of August, A. D. 1927, in favor of H. G. Conkright against J. Walter Spradley for the sum of \$450.00 with 8 per cent interest and costs of suit, and for enforcing the vendor's lien against said Spradley, Will W. Smith, Ole O. Olson, M. Marshall, The First State Bank and Trust Company of Herford and International Harvester Company of America, No. 1634 on the docket of said court, commanding me to sell and sell the below described land as under execution, I did on the 29th day of September, A. D. 1927, levy upon the following described tract of land lying and being situated in Deaf Smith County, Texas, and being all of Section No. thirty-se-

**reflections**

A Pound of Lead is Heavier than a Pound of Feathers. . . But a severe loss to the business man or Individual Property owner, whether from fire, windstorm, or fire, may weigh heavier than anything else in the world—if it is not insured. The business of this agency is to insure property against such losses. Let's talk it over.

**FLAINS INSURANCE AGENCY**  
John Patton, Manager

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**Ray Barber**

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**HEREFORD INSURANCE AGENCY**

RALPH BARNETT, Manager.

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**CHURCH ANNOUNCEMENTS**

**First Baptist Church.**  
V. M. CLOYD, Pastor.

B. Y. P. U. school is being very well attended. Thirty enrolled the first day, even when you read this announcement it is not too late for you to join one of the classes. Mr. Cloyd teaches the Juniors at 4:15 to 5:15 each afternoon. The pastor teaches the Intermediates at 5:15 to 5:45 each afternoon, the Seniors from 7 to 8 and the Adults from 8 to 9. We had a record breaking attendance in Sunday school last Sunday. A number of new pupils—a new class is being organized for young married folk—the new class for men which meets at 9:30 at the Theatre building is growing, we had thirty-two present last Sunday.

The pastor preaches at Westway next Sunday at 10:00 o'clock.

Are you thinking about "One Day for God" and "Success Week"? Next Sunday, October 9th services as follows:

Sunday school, 9:45; preaching services 10:45 and 7:45. We observe the ordinance of baptism at the evening service. B. Y. P. U. at 6:45 with five unions in one.

prayer service 7:45 Wednesday evening.

Ask about our "One Day for God" and "Success Week."

**Methodist Church**  
A. B. DAVIDSON, Pastor.

Sunday school, 9:45 a. m.  
Preaching 11:00 a. m. and 7:30 p. m. Subject of morning sermon, "Heaven;" night subject, "Hell."

Epworth League, 6:30 p. m.  
Junior church, 11:00 a. m.

A cordial invitation to all these services.

**First Presbyterian Church**  
JAS. T. HOSE, Pastor.

"The Christian Solution of Crime." Just now this is a burning question in American life; indeed, it is the most commanding topic of public interest. Jesus knew exactly what to do with this problem. Might it not be that the public would do well to hear what Jesus has to say about it? The pastor of this church will speak on this subject of next Sunday morning.

Then on Sunday evening at 7:45 "The Return of an Exile," a beautiful Bible story, compelling in interest and abounding in useful lessons for every Christian. Have you ever visited the old home after years of absence from it? If so, you will know how this exiled man felt.

Judge Owen P. Smith to be at the piano at both hours with special prelude, offertory and postlude selections at the morning hour and a prelude series of great music at the evening hour. The orchestra will play at both services.

Sunday school at 9:45. The best attendance in several months. A class for every age taught by able teachers. Seniors and Intermediate Endeavors at 7. Preaching, Sunday school and Endeavor

services are built around the idea of putting something into them for everybody who comes. No one is forgotten.

Women's Missionary Society and Church-Nite Wednesday, 2:30 and 7:30 respectively. Get the mid-week contact with your church life by attending these services.

In the name of Christ our Lord, we open wide the doors of this church to everyone. This means that you are welcome.

**First Christian Church**  
REV. THURMAN MORGAN, Pastor.

Bible school 9:45 a. m. We had a very fine attendance last Sunday.

Communion and preaching services at 11:00 a. m.

Junior Christian Endeavor will meet at 8 p. m. the Senior Christian Endeavor at 6 o'clock.

Gospel preaching at 8:00 p. m. You will enjoy the service. Come and bring your friends.

Number 18:28; "And Moses said unto Hobab, the son of Reuel the Midianite, Moses' father-in-law, We are journeying unto the place of which Jehovah said, I will give it you: Come thou with us, and we will do thee good; for Jehovah hath spoken good concerning Israel."

A hearty welcome to all.

**THE SUNDAY SCHOOL LESSON**

SUNDAY, OCTOBER 9, 1927.

**ELIJAH HEARS GOD'S VOICE.**  
Last week our hero prophet is a bold challenger, a fearless defender of Jehovah, a man unafraid; this week the prophet is on the run, has seemingly dropped the cudgel which slew 450 of Baal's prophets, and is dodging from Jeebel, a woman. It is an off-day for the prophet—a sort of blue Monday as the preachers say, a retaction from the tension of that notable contest on Mount Carmel in which Elijah triumphed and the Baal prophets lost. Read I Kings Chapter 19, and the references appended to this article.

**GOLDEN TEXT:** "Wait for Jehovah: Be strong, and let thy heart take courage."—Is. 27:14.

The test on Mount Carmel seemed exceedingly reassuring to Elijah. It would seem that it was all that Elijah might have desired. Baalism seemed to topple from its throne and the true religion to have gained the ascendancy. But these blood and thunder experiences are not the kind which renew and strengthen the spirit in man; they are the abnormal in Christian experience. No person or collection of persons can indefinitely sustain an experience at high tension. There must inevitably come a reaction.

This reaction had set in for Elijah, and we shall not be surprised to find that the opposite reaction had set in with Jeebel, the Baalistic queen. It is a sort of see-saw experience; on one side of the fence at his end of the plank, Elijah today is up and Jeebel down at the other; the next day it is Jeebel's up and Elijah's down. So it goes with

these blood and thunder experiences of humanity.

The Mount Carmel experience was a sensational affair. Sensationalism is ever a spender of strength, never a renovator. Out of it came Elijah depleted, physically, mentally and spiritually. It had been a trying experience on the old prophet. With himself in a state of lassitude and with Jeebel striking back with rage and fury, the prophet was not equal to the occasion. He did wisely to run and hide.

A great deal of fun has been poked at Elijah for his running from a woman after slaying 450 men. It was the wisest thing to do. Elijah understood well his limitations under the circumstances. It was more than fright that drove Elijah into the wilderness from the face of Jeebel. He could not afford to fight without being very conscious of God's presence with him. He had that and knew that he had it at Mt. Carmel. It was not in his own strength that he won on that occasion; it was in the strength of God that he won.

A great deal of failure for Christians could be avoided if only we might realize how impotent we are for our moral and spiritual battles without divine strength. For Christians only? No. For all. Every strength has its own proper origin. We have reduced the whole question of physical living and toiling to questions of building and training the physical organism to a delicate response to the directing will. Diet, recreation, physical culture, proper sleep—we understand that these are the sine qua non of physical strength, they are the proper origins of that kind of strength.

Then what shall we say of the acquisition of moral and spiritual strength? They have their own proper origin also. Not in the limelight of devil-daring deeds; not in the play to the balconies; not in the thunderous applause of the multitude is that strength found. Elijah's experience teaches that well enough.

Well, he has to run. Running from Jeebel and running to God. Running from Jeebel because of lack of strength, and running to God in order to renew his strength. This is the full explanation of the flight although we must not credit Elijah with too much purpose in the matter. The proposing is of God.

Elijah wanted to die. Poor Elijah! How human! That is a very direct way of sneaking out of a hard task. Just die and run off and leave it. That is the way with those who commit suicide. Elijah prayed God that he might die. God had a better way. He fed Elijah and sent him on a forty days' journey to Mt. Horeb, there to re-discover God and renew his strength.

Then God bade him go and stand on a mount. What then transpired is full of suggestion to us. God had manifested himself to Elijah and Israel by fire at Mt. Carmel. The impression had been overwhelming. From the viewpoint of Elijah this seemed to end the contest. How amazed he was to find at once that Queen Jeebel had plenty of fire left and that she was on his trail with vengeance. If Baal could not send fire, how did it happen that Jeebel had so much fire left?

Elijah had to bring his perplexity to God. How he stands on the mount near Horeb and the revelation begins. Did God always reveal himself through nature, or were there other and better mediums? Wait and see. "The Lord passed by, and a great and strong wind rent the mountains, and brake in pieces the rocks before the Lord; but the Lord was not in the wind; and after the earthquake, a fire; but the Lord was not in the fire."

Thus it was plain to Elijah that the revelation of God was not invariably given through such manifestations as that which overwhelmed the people at Mt. Carmel and left himself so impotent after that seemingly great victory. Indeed, he was now prepared for a higher manifestation of God, "and after the fire a still small voice." But that still small voice put courage and power into Elijah, for it made him go and make two kings and one prophet, Hazeel to be appointed king of Syria; Nimshi, king of Israel; and Elisha, prophet in his stead.

Out of impotence into power through the still small voice. That was Elijah's recommissioning received at Mt. Horeb. That is probably what most of us are most greatly in need of just now, in this noisy, bustling, work-a-day world of ours. Have you lost God? Stop awhile and listen for the still small voice. In that is to be found new strength.

**Readings.**  
Read entire chapter, I Kings 19, for the lesson story, Jeebel's Threat and Elijah's Flight and Return.  
Jehovah's Charge to Joshua—Josh. 1:1-9.  
Hagar Encouraged—Gen. 21:24-21.  
John the Baptist Encouraged—Matt. 11:1-10.  
Fearless Trust in Jehovah—Ps. 27:1-14.  
A Prayer for Deliverance—Ps. 57:1-11.

**CHRYSLER**  
*Four Great Cars*  
in  
**GREAT MARKETS**

**Chrysler Standardized Quality Revises Values Upwards**

Chrysler Standardized Quality, by pioneering and developing scores of improvements and making them available to all Chryslers—"52," "62," "72" and Imperial "80"—has set new higher standards of value in the whole automobile industry.

Because of these extra measures of value, Chrysler cars can fairly be compared only with others of much higher price. Universally Chrysler cars represent far more than anything else the same money will buy elsewhere today.

All prices f. o. b. Detroit, subject to current Federal excise tax.

Chrysler Dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

**52** New  
4-Door Sedan, \$795  
Four other body styles priced from \$725 to \$875

**62** Great New  
4-Door Sedan, \$845  
Six other body styles priced from \$795 to \$1295

**72** Royal Sedan, \$1595  
Six other body styles priced from \$1495 to \$1745

**80** Imperial  
Etc.—Four styles priced from \$2,295 to \$3,395

L. W. HOUGH, Dealer, Hereford, Texas

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

QUICK JOB SERVICE AT THE BRAND

**Warning!**

There has been a number of accidents caused by persons coming in contact with electric light wires.

Radio season is here and many people are getting their radio in shape to receive the season's programs—most everybody will be putting up aerials. Antenna wires should be installed in a manner they could not come in contact with the electric light wires. Recently there was a very serious accident caused by throwing the antenna over a 2300-volt line and then picking up the end that fell on the ground.

This Company in promoting safety and service, earnestly requests that everyone use every precaution to keep from making this contact, and should anyone see broken, loose or dangling electric wires anywhere, notify us at once.

**Texas Utilities Co.**

**AUCTIONEER**  
W. S. WILLIAMS  
Standard Auctioneer  
Service and Satisfaction  
In My Motto

**REAL SERVICE SAVES REPAIRS**

—There's no doubt of that. And the Willard Battery Man always does a thorough job when you ask him to service your battery.

—We service all makes and sell WILLARDS for all cars, for farm light and for your radio, too.

**Willard Battery Station**  
Vern Willard, Proprietor

**Goodbye Forever!**

—We have just said a fond farewell to the last of the second-hand "wrecks" which we have had on hand for so long. The company has taken them off our hands and is going to junk them.

—We are pleased to announce that all of the used cars we have left are in A No. 1 shape, and a bunch of real automobiles.

—Yes, indeed! We still take care of your blow-outs and puncture parties. Don't fuss, call us.

**Brumley Chevrolet Co. Inc.**  
BONNIE BRUMLEY, Manager.

# THE CITY DRUG STORE

WHAT YOU WANT, WHEN YOU WANT IT  
 TELEPHONE 300 UNEXCELLED DRUG SERVICE HEREFORD, TEXAS

## THE BIG PARADE

The World's Greatest Picture

For the first time at popular prices the world's greatest epic is here now. The epic of love and war that more than five million people have marched to see! Now in its second year in New York, ninety-seven weeks in one theatre, breaking all records for attendance at any moving picture.

Think of the greatest picture you've ever seen! "THE BIG PARADE" is so much finer, more truly thrilling and big, that there is no comparison. It is a film that you will want to see at least twice.

It's coming here soon! Watch for it! With John Gilbert, Renee Adoree and a supporting cast never equalled in film history.

## At Star Theatre

### Local Happenings

Miss Eunice Gilbreath came down from Canyon Saturday to visit her father, Joe Gilbreath.

Mr. and Mrs. Claude Miller, Misses Christine Kridger, Doll Meget and Louise Meget drove to Clovis Sunday afternoon.

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Walter Tice of the Grill Lunch Room, spent last Thursday afternoon and evening in Dhumitt.

Rev. J. L. Beagle, new congregational pastor at Frisco, John A. White, editor of the Frisco Star, and Jay Simpson, Mr. White's nephew, were in Hereford Friday on business.

Mr. and Mrs. A. Black were in Canyon Sunday.

Some bargains in unfinished furniture. Let us show you our new shipment received today. ANTHONY FURNITURE CO.

Miss Anne F. Parker, daughter of Mr. and Mrs. G. A. F. Parker, is now having her first experience as a teacher at Orlando, Florida, where she is handling history and some other subjects in a private Episcopal school. Miss Parker met the officials of this school and secured the position while attending the Chautaucon in New York state the past summer.

Brunswick tires sure are getting numerous in Hereford—and besides that, there are lots of them, too. RICE SELLS THEM.

FOR SALE—Improved 14 acre block on North 23-Mile Avenue. Eight room house, double garage, good barn with concrete floor in feed room, three chicken houses, one Missouri type with a capacity of 350, the other two are shed types with a capacity of 100 hens. Fruit and shade trees. Good well and windmill. No incumbrance. For particulars see N. C. VOORHEES.

LOST—On road to Canyon with in two miles of Hereford, a large brown paper package containing white wool blizzards, decorated book-ends and girls' dresses. Please phone Mrs. H. L. BROADWELL, at 452.

Anco Tires for Fords at RICE'S.

Gaston Baer left yesterday for Wichita Falls on business. He will return Friday.

Some bargains in unfinished furniture. Let us show you our new shipment received today. ANTHONY FURNITURE CO.

Modern five room apartment for rent. See L. W. SKIN, or call 138.

Mr. and Mrs. J. B. Elliston arrived Sunday afternoon from Whittier, Calif., and Monday went on to Plainview, where they will visit Mrs. Elliston's parents, Mr. and Mrs. D. C. Lutz. It is understood that it is possible that the young couple may return to the Plains country for good.

Some bargains in unfinished furniture. Let us show you our new shipment received today. ANTHONY FURNITURE CO.

Extra rims and second spare tire carriers at RICE'S.

Miss Kathleen Hawkins, who has been enrolled at W. T. S. T. C., has accepted a position as a teacher of the school at Pantex, near Borger. She will leave next week to take up her new duties.

Have you tried RICE'S Instant Tire Service? You might like it.

The quality of Elestone Tires still reigns supreme. They can be bought at the TEXAS FILLING STATION.

Miss Martha [unclear], who is going to school in Canyon this winter, spent the week end here with her family.

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Marcelling 50c Hair Cutting 50c  
 Mrs. Sam Hutson  
 AT SPANES CROWN & COMPANY

A Bank Account broadcasts a wave of Prosperity  
 U.S. Siftly



COLUMBUS CAME—AMERICA DIDN'T GO!

We honor Columbus because he had the courage to back his convictions

We honor men today who are ambitious and have the courage to make whatever sacrifices are necessary to success.

Those who have never tried it will make a glorious discovery when they learn that they CAN save money.

Begin YOUR quest today.

Western National Bank  
 "There Is No Substitute for Safety"

EASY CHAIRS  
 For Easy Evenings



Long Winter evenings will be with us soon, and what a splendid investment in comfort you can make by investing a few dollars in one of these comfort-giving easy chairs.

See us for radios, Victrolas, Pianos, Sewing Machines and a general line of Furniture and rugs. Terms to suit.

E. B. BLACK CO.  
 We Are Satisfied With Small Profits

KESTERS MOVE HERE.

The family of F. M. Kester, jeweler and optometrist, moved here this week from their former home in Lockney. Mrs. Kester and daughter, Nell, and son, Hal, came Saturday and Neil and Hal entered school Monday. Clifford, who has been here with his father most of the time, and Lynn, the eldest son, drove here with the rest of the household furnishings Tuesday evening. The Kesters are living in the Broadwell house near Mothers Park.

Gosh, This Is Snooty!

See or Phone Mrs. Nettie Pace Slaton for Flowers of any kind PHONE 443.

CARD OF THANKS.

We wish to express to our many friends and neighbors our appreciation for the acts of kindness, comforting words and beautiful flowers in the care of our father and grandfather, William Ireland, Mr. and Mrs. E. S. Ireland and children.

Mr. and Mrs. Elmer Ireland and children.

Judge and Mrs. C. F. Kerr and children.

Miss Addie Taylor, Mrs. Andis Martin and Miss Edwina Taylor motored to Clovis Sunday afternoon.

It costs money and feed to feed wormy chickens. Wormy hens are poor layers and are more subject to disease. If you want hens to lay and be healthy use Dr. Pruitt's Worm Powder; you can see it work in a few hours. It is guaranteed or your MONEY BACK. Sold by the HEREFORD DRUG STORE.

NOTICE TO MY CUSTOMERS.

After the first of October I will be away until the first of the year. While away, I will take special training in my work and return better prepared to serve you.

INEZ RICKETTS.

Coffee, Coffee, Everywhere!

Mrs. Ex was throwing a big feed that night and she was giving her new maid final instructions.

"And don't forget, Mary, that coffee is served after dinner."

"Yes, ma'am," replied the girl.

"I understand."

And during dinner she served coffee after the meal, as usual, after the meat as well as after the dessert.

Let's Get Straight.

"Come here, waiter. Are you hard of hearing?"

"Possibly so, sir."

"I thought so. I asked for liver, not feather."

FADA Radio

The Fada Special Six—Six tubes, shielded, three stage radio frequency, two Stages audio frequency and detector; solid pressed steel chassis. Antennae operation.

PRICE \$95.00.

Corner Drug Store  
 Dependable Druggist

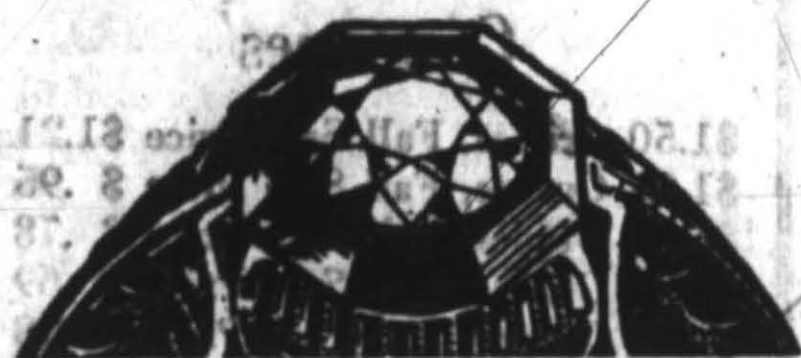
NEXT WEEK CREDITS DROP  
**TWICE**  
DO YOUR BEST NOW

## Grand Capital Award



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

## SECOND GRAND AWARD



\$200.00 DIAMOND RING  
Purchased from and on display at  
**HEREFORD JEWELRY COMPANY**

## THIRD GRAND AWARD



\$85.00 DIAMOND RING  
Purchased from and on display at  
**HEREFORD JEWELRY COMPANY**

## FOURTH GRAND AWARD



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

## Crucial "Third Period" Nearly Over in \$5,000 Race for Prize Chrysler

# 75,000 Extra Credits

Now given for each and every \$20.00 worth of new or old subscriptions turned in. This is the best remaining offer. It runs only between 8:00 a. m. Monday, October 3, and 9:00 p. m., Saturday, October 8. Next week the credits drop to almost nothing. This is your last chance to make a whirlwind drive to the finish.

The End  
Is In  
Sight!  
Just  
Twelve  
Days  
More  
and the  
Great  
Race  
Is  
Over!

## No Surprise Offers

Once again the management desires to call attention to the fact that there will never be any surprise offers of any kind in this campaign. **EFFORT NOW COUNTS MORE THAN LATER** Here are the Remaining Extra Credit Offers:  
October 3 to October 8, 75,000 Extra Credits.  
October 10 to October 13, 50,000 Extra Credits.  
October 14 & October 15, 25,000 Extra Credits.

### How Subscriptions Count in Credits in the Campaign.

The following table shows the subscription rates, and the number of credits given according to the amount paid. Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS		
In Deaf Smith, Randal, Castro, Bailey, Farmer and Oldham Counties, Texas, and Curry and Quay Counties, New Mexico.		
One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.00 per year to all other counties and states with the same schedule of credits as above.

### TWENTY PER CENT CASH COMMISSION.

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

## WINNING IS A MATTER OF WORKING

### How Awards will be made

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

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

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

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

If You Want to Enter, Get in Now

No New Members Accepted After Oct. 8

Use this blank with your first subscription:

Use this blank to enter the Opportunity Club:

**My First Subscription**  
Good for 10,000 Extra Credits

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

Name of Subscriber \_\_\_\_\_  
Address \_\_\_\_\_  
Member's Name \_\_\_\_\_

**BONUS CREDITS**

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

**Send in These Blanks**  
and 50 new yearly subscriptions at \$2.00 each. They will start you with more than a million credits!

**Opportunity Club Mgr.**  
The Hereford Brand

**My Entry Blank**  
The Hereford Brand Opportunity Club

Date \_\_\_\_\_

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

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_

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

Keeping Everlastingly At It Brings Success

# FOX MERCANTILE CO.

## Ladies' Ready-to-Wear Department

—And our Ready-to-Wear Department was never more complete than it is right now. Misses' and Children's Coats and Dresses—we have the Palmer garments in all the new wanted shades and cloths for Fall. Plain coats, fur trim; plaid coats, with fur trim and beautiful lines—and in the better coats we are featuring the Printz Beiderman line of coats—the last word in ladies' coats when it comes to style, quality and workmanship. Each and every garment absolutely guaranteed to give you satisfaction in wear.

### Palmer Garments

—Prices range from \$17.50 to \$50.00. Fall Opening Sale Price—**\$13.95 up to \$42.50**

### Printz Beiderman Coats

—Prices range from \$45.00 up to \$85.00—Fall Opening Sale Prices range from—**\$38.50 to \$69.95**

### One Rack of Ladies' Coats

—Fur trim, plain and fancy plaid patterns. Prices

**Range \$9.90 to \$19.95**

These are not left-overs, but all new Fall Coats that have not been in the house thirty days.

### Misses' & Children's Coats

—Our stock is complete or as near so as we can make it in this department. We have coats for the little folks and coats for the big girl as well as the in-between—and prices that will sell them, for we bought them to sell, not to keep. Space will not permit us to make the prices on EVERYTHING.

### Ladies' Dresses

—Ladies' Silk Dresses in satin, crepe back satins, flat crepe, canton crepes, and georgette crepe, in all the new shades and designs for fall. Sizes 14 to 48, including large stouts and stylish stouts. Prices range during Fall Opening Sale from

**\$14.95 \$19.95 \$24.45  
\$29.95 \$33.50**

### SPECIAL!

—One lot of Ladies' Silk Dresses; small, medium and large sizes; new fall dresses, beautiful patterns. Your Choice—

**While They Last, \$13.95**

Only about four dozen of these.

**Buy Now  
While  
Prices  
Are Right**

An unusual opportunity to buy your fall clothing and household necessities at an unusual reduction. All reasonable merchandise and of standard quality.

## OPENS FRIDAY

Our Store Will Be Closed All Day Thursday

### Ladies' House Dresses

—Fifteen dozen house dresses, new patterns, new styles; in gingham, percales and figured prints; sizes 16 to 52—

**Your Choice, 90c Each**

### Children's Dresses

—Children's Dresses in gingham, percales and prints; sizes 6 to 14. FALL OPENING—

**Sale Price, 95c**

### SILKS! SILKS!!

—Our Silk Department is full of bargains. Canton Silk, Crepe Back Satins, Flat Crepes, Satin Finish Crepes and Crepe de Chines; in almost every shade; and prices that will surprise you.

### SPECIAL!

—40-inch Satin Finish Crepe; Special for our Fall Opening Sale—

**\$1.38 Yard**

### Wool Goods

\$5.00 Grades, Fall Sale Price \$3.95  
\$4.50 Grades, Fall Sale Price \$3.75  
\$4.00 Grades, Fall Sale Price \$3.35  
\$3.50 Grades, Fall Sale Price \$2.95  
\$3.00 Grades, Fall Sale Price \$2.45  
\$2.75 Grades, Fall Sale Price \$2.25  
\$2.50 Grades, Fall Sale Price \$1.95

### Silk & Wool Jersey Cloth

\$4.00 Quality, Sale Price -- \$3.25  
\$3.50 Quality, Sale Price -- \$2.90  
\$2.25 Wool Jersey, Sale Price \$1.90

### Wool Flannels

54-inch Plaid Flannels, regular \$4.50 Grades, Fall Opening Sale Price ----- \$3.65  
54-inch plain colors, Flannels \$4.00 grade, Sale Price ----- \$2.95  
54-inch plain color Flannels, Sale Price ----- \$2.35

### Wool Mixed Suitings

—Wool mixed Suitings, in fancy plaids of blue, brown, rose, burnt orange and red plaids, 36-inch width

**Special, 48c Yard**

### SPECIAL!

—Twelve Mummie Pongee, natural color. Fall Opening

**Sale Price, 72c Yard**

### Chiffon Velvet

—40-inch Chiffon Velvet—

**Special for \$4.49**

### Velveteen

36-inch Costume Velveteen, colors, rose, green and black—

**Special, \$2.95**

—36-inch Costume Velveteen—

**Special, \$1.90**

### SPECIAL!

—Twenty-five dozen bleached Turkish Towels, size 22x45, heavy weight—

—Fall Opening Sale Price—  
**21c**

### Curtain Scrims and Cretonnes

\$1.50 Grades, Fall Sale Price \$1.21  
\$1.25 Grades, Fall Sale Price \$ .95  
\$1.00 Grades, Fall Sale Price \$ .78  
\$ .85 Grades, Fall Sale Price \$ .69  
\$ .75 Grades, Fall Sale Price \$ .58  
\$ .65 Grades, Fall Sale Price \$ .48  
\$ .50 Grades, Fall Sale Price \$ .44  
\$ .45 Grades, Fall Sale Price \$ .37  
\$ .40 Grades, Fall Sale Price \$ .33  
\$ .35 Grades, Fall Sale Price \$ .28  
\$ .30 Grades, Fall Sale Price \$ .24  
\$ .25 Grades, Fall Sale Price \$ .21  
\$ .20 Grades, Fall Sale Price \$ .16  
\$ .15 Grades, Fall Sale Price \$ .12

### SPECIAL

—Eight yards 36-inch Bleached Domestic for—

**\$1.00**

### Gossard Corsets

—Gossard Corsets and Brassieres—

Fall Opening Sale Price—

**20 Per Cent Discount**

### SPECIAL!

—Twelve yards Unbleached Domestic, 36-inch width, for—

**\$1.00**

### SPECIAL!

—36-inch Percales, both light and dark patterns and floral designs—

guaranteed fast colors. Your choice  
**15c Yard**

### SPECIAL

32-Inch Gingham terms., Sale Price

### Outing!

—Five cases new both light and dark ing solid colors. Your choice for

**15c**

### SPECIAL

—Twelve yards black, blue, bro lavender check,

### Blankets!

—Blankets in a wool-nap and plaids as well as Range in price

**\$1.95 up**

### EXTRA

—We made a fifty pair of blankets in grey only, with that we are going

the pair. Size

### No Good

During

Hundreds of our Regular Customers  
Sale—It Is Here!—and it

## FOX MERCANTILE COMPANY

# FALL OPENING SALE

The values shown here are the best that Fox Mercantile Company has ever offered, and it will pay you well to take advantage of these splendid bargains.

## Y, OCTOBER 7

While We Are Preparing For This Big Sale

Now Is  
the  
Time  
To Buy

### SHOES! SHOES!!

—Men's, Women's, Misses' and Children's Shoes and Slippers. Nothing reserved; they all go at a big saving to you, right here at the beginning of the Fall Season.

#### Men's Shoes

—Florsheim Shoes and Oxfords— every pair guaranteed; regular price \$10.00, \$11.00 and \$12.00. Only three grades. Fall Sale Price—  
**\$8.75 \$9.75 \$10.75**

#### Men's Work Shoes

—We have the complete line of Robert Johnson and Rand work shoes. Every pair guaranteed to be solid leather and free from defects in workmanship or material.

### SPECIAL!

—No. 441 Army Retan Outing Bal. Sale Price—  
**\$1.98**

\$7.50 Grades, Fall Sale Price \$6.35  
\$7.00 Grades, Fall Sale Price \$5.90  
\$6.50 Grades, Fall Sale Price \$5.45  
\$6.00 Grades, Fall Sale Price \$4.95  
\$5.00 Grades, Fall Sale Price \$4.25  
\$4.50 Grades, Fall Sale Price \$3.95  
\$4.00 Grades, Fall Sale Price \$3.45  
\$3.50 Grades, Fall Sale Price \$3.15  
\$3.25 Grades, Fall Sale Price \$2.90  
\$3.00 Grades, Fall Sale Price \$2.68  
\$2.75 Grades, Fall Sale Price \$2.35  
\$2.50 Grades, Fall Sale Price \$2.17  
\$2.25 Grades, Fall Sale Price \$1.90  
\$2.00 Grades, Fall Sale Price \$1.75  
\$1.75 Grades' Fall Sale Price \$1.48

#### House Shoes

—Ladies Felt House Shoes, most all colors. Special—  
**90c Pair**

#### Trunks

—Trunks, Suit Cases and Hand Bags—Fall Opening Sale Price—  
**Twenty Per Cent Discount**

#### Sweaters

—Men's and Boys' Sweaters, in slip-over and coat styles; heavy shaker knit and the light weight knit coat styles. The well known Bradley lines are all included in our Fall Opening Sale. Regular prices range from \$2.50 up to \$12.50. Sale Prices Range—  
**\$1.95 to \$10.50**

#### Boys' Lumberjacks

—Boys' all wool Lumberjacks, sizes 6 to 14; fancy plaids—  
**Special, \$3.65**

### HOSIERY

—Children's and Misses' Cadet Hose in heavy ribbed, medium ribbed and light weight; knee, double knee, reinforced heels and toes; black and brown only. Every pair guaranteed to give satisfaction in wear or a new pair—

**Your Choice for 38c Pair**

#### Rayon Bloomers

—Rayon Bloomers in both light and dark colors. Special for this sale—

**90c and 98c**

### MUNSINGWEAR

#### Bloomers and Vests

—Munsingwear Bloomers and Vests in rayon and pure thread silk; colors, flesh, orchid peach, coral, beige and navy—

\$5.00 Quality, Sale Price -- \$4.25  
\$4.00 Quality, Sale Price -- \$3.45  
\$3.50 Quality, Sale Price -- \$2.95  
\$2.00 Quality, Sale Price -- \$1.68

#### Children's Union Suits

—No. 2016 Waist Union Suits; long sleeve, ankle length; sizes 2 to 12 years—

**Special for 65c Suit**

### SPECIAL!

—One lot of young men's Suits, with two pair trousers; sizes 31 to 38—

**Your Choice, \$19.95**

### Men's and Boys' Furnishings

—Men's Suits, Hart, Schaffner & Marx, Curlee and Merit Clothes. Each and every suit guaranteed to be all wool and to give absolute satisfaction in wear or a new suit. Most all suits have two pair of trousers. Regular price ranges from \$25.00, \$30.00, \$35.00, \$40.00, \$45.00 and \$50.00. Sale Price—

**\$19.95 \$24.50 \$29.95**  
**\$33.50 \$38.50 \$42.50**

#### Boy's Suits

—Boys' Suits, with two pair trousers and some with one long pair and one Golf trousers (in the smaller sizes only). Special for this Sale—

**Twenty Per Cent Discount**

#### Men's Dress Pants

\$9.00 Grades, Fall Sale Price \$7.75  
\$8.50 Grades, Fall Sale Price \$7.35  
\$7.50 Grades, Fall Sale Price \$6.45  
\$7.00 Grades, Fall Sale Price \$5.90  
\$6.00 Grades, Fall Sale Price \$4.90  
\$5.00 Grades, Fall Sale Price \$4.25  
\$4.50 Grades, Fall Sale Price \$3.75

#### Leather Palm Gloves

—Leather Palm Gloves, knit wrist or gauntlets—

**Choice, 25c Pair**

Canvass Gloves, 10c Pair.

**Men's and Boys' Caps**  
**Twenty Per Cent Discount**

### Men's Wool Shirts

\$6.50 Grades, Fall Sale Price \$5.45  
\$5.00 Grades, Fall Sale Price \$4.25  
\$4.00 Grades, Fall Sale Price \$3.45  
\$3.50 Grades, Fall Sale Price \$2.95  
\$3.00 Grades, Fall Sale Price \$2.45  
\$2.50 Grades, Fall Sale Price \$2.19

### SPECIAL!

—One lot of Men's grey flannel Shirts, sizes 14 1-2 to 17. Special for only—

**\$1.35**

#### Men's Dark Grey Flannel Shirts

—Special for This Fall Sale—

**98c**

14 1-2 to 17.

#### Men's Union Suits

—Men's medium weight, long sleeve ankle length unions, sizes 36 to 44

**Your Choice, 98c Suit**

#### Boy's Fleeced Union Suits

—Boy's fleeced Union Suits, sizes 6 to 16 years—

**Special for 75c**

#### Men's Work Coats

—Men's leather vests, sheep-lined vests and wool lined duck coats, blanket lined, with slicker inner lining and long duck and moleskin sheep-lined. Range in price —

**From \$3.45 up**

new Fall Pat-  
7c

Outing!!  
Fall Outing, in  
patterns, includ-  
36 inch wirth.

AL!  
ecked Gingham,  
green, red and

Blankets!!  
wool, part wool,  
in beautiful  
the plain colors.

to \$9.95

Special!  
Special purchase of  
of one number,  
striped borders,  
sell for—

Charged  
his Sale

have been awaiting this Annual Fall  
is well worth waiting for!

**Hereford, Texas**

