

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 29.

Hereford, Deaf Smith County, Texas, Thursday, August 1, 1929.

Five Cents Per Copy

## FARMERS CREAMERY SHIPS FIRST CAR OF CREAM O' PLAINS BUTTER

### HEREFORD WOMEN IN CHARGE C. OF C. MEET MONDAY AND MAKE GOOD

Various Important Matters Taken Up and Discussed in Straightforward Manner by Women Prominent in Civic Cycles.

### Several Bills Are Returned by Grand Jury

Deaf Smith county grand jury, convened in session Monday morning, with Claude Benton as foreman, has returned five indictments up to Wednesday night. Indictments returned were: Eugene Shaw, two indictments, each charging forgery and passing forged instrument; Earl Clark, one indictment charging forgery and passing forged instrument, and one indictment charging swindling, and W. H. Haney, one indictment charging statutory offense.

### MYSTERY

Has "Kernal Tack," critic of poke salad and grand opera, under of lost dogs and misplaced hearts, and acknowledged defender of Plains people, grown cautious as a result of his recent experience at Berger and accepted a disguise when en-tour through his domain? Or has he discovered the cloak of invisibility?

Hereford would like to know. "I saw by the paper that 'Tack' is here, and I know he is or else they wouldn't have printed it," declared one of his ardent admirers Monday night. "I've got to find him if it takes all night," he continued. "My wife wants to know right now what that there Hollywood dye is and where she kin get it. She weighed herself today in the drug store and she'd gained three pounds since Sunday. She says that if these papers can stand it to get all burned up to get a coat of tan she kin stand that Hollywood dye for a day or two. If it will take any weight off from her."

T. E. Seigler, president of the Hereford Chamber of Commerce, whom Tack said he was going to visit, could not be found at his office Monday night or all day Tuesday and it was believed that Kernal Tack immediately upon his arrival in Hereford Monday afternoon had met Mr. Seigler and gone with him to the Seigler ranch twenty miles northwest of the city to view "Kernal Tack, Jr.," the three months old Hereford bull calf recently made famous by being named after the illustrious Kernal.

Immediately upon reading in the paper of the presence of Kernal Tack in the city a reporter of The Brand was, as a matter of course, of a visiting guest and fellow newspaper man, sent at once to the county jail to provide whatever bond was necessary. Upon reporting to the office by telephone that Sheriff Miller was not yet entertaining any Amarillo guests, the reporter was directed to call on City Marshall Boyd and use all of the influence of The Brand to obtain freedom for the Kernal.

When it was discovered that the marshal knew nothing of the whereabouts of Kernal Tack, the situation became a real mystery which is still puzzling the Kernal's hundreds of admirers in Hereford who had anxiously hoped to meet him and who can't figure out yet how he remained here for 36 hours as he said he did, without his disguise being discovered.

### MISTAKE IN CIRCULAR

In the Walker Implement Co. circular printed and distributed this week, the passage relative to location should read: "Four miles north of Umbarger." Instead of "four miles south of Hereford."

### Postponement of Court Excuses 'Second Week Jurors; Others to Serve

Because the majority of the civil cases on the docket of the District Court were heard in the first few days of this week, court has been adjourned until August 19. Judge Reese Tatum, presiding officer of the court, has announced that the petit jurors called for duty for the week commencing August 5 are excused and need not appear for jury service. Petit jurors called for the week commencing August 12 need not appear until August 19, states Judge Tatum. Criminal cases will be heard by the court during the fourth week of this term.

### Rebekahs Install New Set Officers Tuesday

Hereford Rebekah Lodge No. 228 met Tuesday evening at Odd Fellows Hall in a special business meeting for the purpose of installing officers for the coming term. Those installed as officials of the organization were: Mrs. Henry Williamson, N. G.; Miss Ursula Fridley, Vice Grand; Mrs. Herman Stewart, Warden; Mrs. O. F. West, Conductor; Mrs. G. J. Paddock, Chaplain; Mrs. H. L. Witherspoon, R. S. to N. G.; Mrs. A. C. Barnhart, L. S. to N. G.; Mrs. C. C. Cox, R. S. to V. G.; Mrs. M. D. Fincher, L. S. to V. G.; Mrs. O. L. Rutherford, I. G., and Herman Stewart, O. G. After lodge closed, delicious refreshments were served to the members and the following guests: Misses Allene and Virginia Cox, Jack Tolle, Pauline and Christine Fincher. Miss Ursula Fridley, daughter of Mr. and Mrs. E. E. Fridley, who was installed Tuesday evening as Vice-Grand Matron of the Hereford Rebekah Lodge, has the distinction of being the youngest woman in the Panhandle-Plains, if not in all Texas, to successfully pass the test given for the unwritten ritual work of the Rebekah Lodge, having received her certificate of perfection in this work last February, when 18 years old. Mrs. Jessie Ross of Amarillo, president of the Rebekah Assembly of Texas, conducted the test and awarded the certificate to Miss Fridley.

### Dynamited Near Canyon; Many Killed

Deputy Game Warden S. D. Turner was in Hereford today and reported that some one had dynamited a hole in the Tierra Blanca creek in Randall county and that thousands of fine fish were wasted as a result of the blast. Others will be lost unless they are removed from the creek, the dead fish will poison them and pollute the stream below. Volunteers helped Mr. Turner rescue many of the fish and place them in other fishing places. Mr. Turner requests that persons who observe hunters shooting quail and doves out of season to please get their car numbers and report to him. This co-operation will help to protect the game and give law-abiding sportsmen opportunity to enjoy hunting when the season opens. Quail which have been placed in this territory have multiplied and reports show that many fine coveys are to be seen. Old Bob White has been heard whistling around the edges of town and many doves come in for water in the evenings. Real sportsmen see red when game hogs slaughter fish and game unlawfully and every one should report cases of the kind when the opportunity presents itself.

### Board of Equalization To Meet August 12th

A meeting of the City Board of Equalization will be held at the City Hall 8:30 a. m. Monday, August 12, to review the valuations assessed on property within the city limits. Messrs. H. B. Webb, J. E. Pitman and W. E. Dunlap compose the board. Frank Giles, manager of the Piggly Wiggly grocery, and family expect to leave Sunday for Colorado where they will spend their vacation.

### COURT WILL RECONVENE AUGUST 19

Light Civil Docket Disposed of in First Few Days of Term.

With practically all the civil cases coming before it for this term disposed of early in the week District Court which was convened here Monday morning, was adjourned Wednesday by Judge Reese Tatum until Monday, August 19, when it will reconvene to consider the balance of the civil cases and whatever criminal cases that may be brought before it.

Cases disposed of by the Court, as recorded, are:

Ella L. Burch vs. J. L. Bain et al, suit dismissed.

Sallie Sparks vs. L. J. Sparks, suit dismissed.

Carl Gilliland vs. Peter Cardinal, suit on note and foreclosure, judgment for plaintiff.

Grace Bosley vs. C. E. Bosley, suit for divorce, granted plaintiff.

Citizens Loan Co. vs. D. H. Ross, et al, suit dismissed.

Nellie Hough et al vs. G. A. F. Parker et al, suit dismissed.

Western National Bank vs. E. G. Starks et al, suit on note, judgment for plaintiff.

In re Emmet Green, a minor, decree removing minority disabilities.

Virginia Elliston vs. Joe B. Elliston, suit for divorce, divorce granted plaintiff, with permission to resume maiden name of Virginia Laird.

### Bendickson Makes Fine Showing for Creamery

During the year 1928, with N. O. Bendickson as manager, the Traer, Iowa, Co-operative Creamery Association distributed an average of \$1000 per working day among its members in payment for butterfat received in the plant.

### Installation of Officers by Local Odd Fellows

Installation of officers for the Hereford Odd Fellows Lodge was held at Odd Fellows Hall Monday night. The new officers are: O. O. West, N. G.; Tom Harris, V. G.; Wilson Gyles, Warden; Sam Hutson, Conductor; Ira Wilkinson, R. S. to N. G.; Charles Paddock, L. S. to N. G.; R. L. Dowell, H. S. to V. G.; Elmer Morrison, L. S. to V. G.; O. L. Rutherford, R. S. S.; Herman Stewart, L. S. S.; Lee Conklin, O. G.

### Solicitor for Girls' Home Here This Week

Mrs. N. B. DeArman, financial director and solicitor for the Rest Cottage Association of Pilot Point, Texas, was in Hereford early this week soliciting funds for the support of the institution which is maintained as a refuge for erring girls. Established in 1903, the Rest Cottage Association, states Mrs. DeArman, has cared for more than 3,000 girls in that period and made it possible for them to register in a respected place in the world. Mrs. DeArman and the Home bear the endorsement, according to documents exhibited by Mrs. DeArman of city officials and influential citizens of Pilot Point and other communities in Texas, interested in the work being accomplished by the Rest Cottage Association.

### Wheat for Orphans Wanted Soon; to Be Milled Free of Charge

Wheat promised to Rev. C. E. Saxon for Buckner's Orphans Home at Dallas is being delivered daily at the Harrison elevator, states Rev. Saxon, and those who have not already delivered the grain that they promised may bring it to the elevator at any time for another week. Every effort is being made by Rev. Saxon to complete the car of wheat for the Orphans Home. The Great West Mill and Elevator Co. at Amarillo has notified Rev. Saxon that the wheat will be converted into flour without charge. The flour, when milled, will be hauled free by the Santa Fe railroad to Dallas.

### Many Auction Sales Scheduled for August

Within a period of seven days from August 6 to 13 inclusive, five farm auction sales will be held by Col. Ray Barber, auctioneer, according to announcements made by him this week.

On August 6, P. M. Houser will sell at auction at the Parker farm six miles west of Hereford on Harrison Highway, and two miles north, 75 head of bred sows and feeder pigs and a number of Jersey cows. The sale will start promptly at 2:00 p. m.

O. R. Blankenship and son, residing 12 miles east of Amarillo on the Fort Worth & Denver highway will offer at auction on Wednesday, August 7, at their dairy farm about 100 head of high class Jersey and Holstein dairy cattle, dairy equipment, farm machinery, horses and a number of Hampshire hogs. Sale will start at 10:30 a. m. Free lunch will be served at noon.

At 1:30 p. m., Friday, August 9, the Walker Implement Co., of Umbarger will offer for sale at the Walker farm located four miles north and two miles west of Umbarger, an exceptionally large assortment of tractors, farm machinery and livestock. Sale begins at 1:30 p. m.

Frederick Curtis who lives seven miles southeast of Hereford will hold an all day sale auction sale at his farm on Monday, August 12. The offering will consist of horses, milk cows, hogs, feed crops, farm machinery and household goods. Everything on the farm will be sold, states Mr. Curtis. A free lunch will be served at noon.

On Tuesday, August 13, W. H. Carter who lives six miles south and one and one-half miles east of Canyon will offer at auction about sixty head of milk cows and beef cattle, 20 head of horses and mules, farm machinery and numerous other items. Free lunch will be served at noon.

Col. Ray Barber of Hereford will act as auctioneer at each of these sales.

### Woolaroc Here Tomorrow; Big Crowd Wanted

With Col. Art Goebel as pilot of the plane, the Woolaroc, which made flying history when it won the Dole prize in the flight from Oklahoma to Honolulu, will arrive in Hereford at 2:30 p. m. Friday, August 2, and will land at the flying field north of the city. A pilot ship, preceding Col. Goebel, will arrive at the field at 2:00 o'clock in order to see that everything is in readiness for the landing of the Woolaroc. T. E. Seigler, president of the Chamber of Commerce; Mayor E. E. Ireland, and other prominent citizens of the city will be at the landing field to greet Col. Goebel. A special effort is being made to allow all school children in the city to view the Woolaroc. All persons having autos and who are willing to help carry the school children to the landing field north of the city are requested by Mr. Seigler and Mayor Ireland to be at the City Hall with their cars at 1:30 Friday afternoon. Children who have no way of transportation to the landing field are asked to gather at the City Hall promptly at 1:30 Friday afternoon, so that they may be sure of getting a ride to the field.

### Brother of J. M. Richards Dead; Well Known

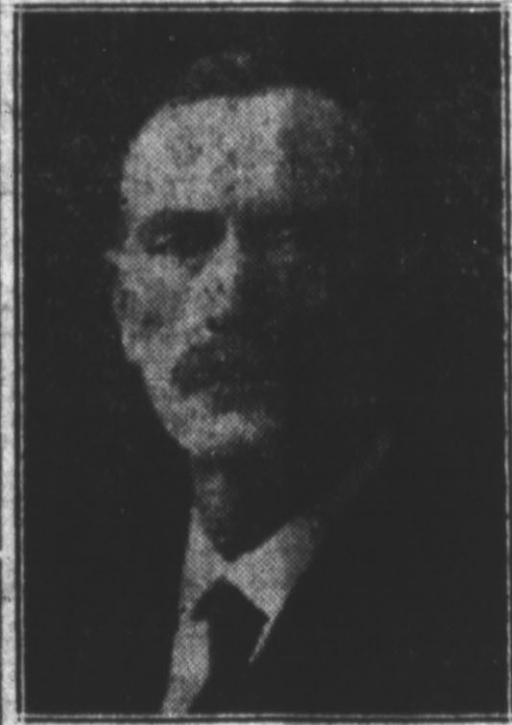
C. S. Richards, former deputy sheriff received a message Monday stating that his brother, Judge J. M. Richards, of Weatherford, Texas, had died Sunday at that city. Death, the message stated, was caused by a stroke of paralysis. Judge Richards, who was 83 years old at the time of his death, was well known among the legal fraternity and had served as county judge. He is survived by his widow, Mrs. J. M. Richards, of Weatherford, and his brother, C. S. Richards, of this city. Funeral services for Judge Richards were held Monday at the Methodist church at Weatherford.

### September 9 Limit for School Transfers

County Judge Earl W. Wilson has announced that parents having children of school age who move from one school district to another may register their children as students in such new districts until school commences on September 9. As a number of families have moved during the summer from one school district to another in the county, it is believed by Judge Wilson that the extension of time of registration of children as pupils in the new location from August 1 to September 9 will be of great convenience to the parents.

### Baptists to Hold Annual Session in Ceta Canyon

August 5 to 11 have been selected as the dates on which the Panhandle Baptist Assembly will hold their annual meet. Camp will be established in Ceta Canyon and good camp grounds and good water are assured for those who desire to attend the meeting. Dr. J. B. Tidwell, teacher of Bible at Baylor University, Waco, will be the principal speaker for the assembly. Nine courses have been provided, states Rev. C. M. Saxon, in charge of the program, for those who wish to better equip themselves for service.



N. O. BENDICKSON

amounting to a total of more than \$300,000 for the year. What has been accomplished in other communities through the operation of a co-operative creamery is an indication of the possibilities of profit to Deaf Smith county farmers through the development of the newly completed creamery operated here by the Farmers Creamery Association, Inc., under the management of N. O. Bendickson, the man who made such an excellent record for the Traer Creamery.

For the information of the many citizens of Deaf Smith county and surrounding territory who are interested in the development of the dairy industry the following information concerning the receipts obtained in Traer are reprinted from the Star-Clipper of that city:

A gain of 114,013 pounds in butterfat receipts amounting to 24.3 per cent over 1927, and an increase in the average price paid for butterfat to the producers from \$1.11 cents per pound in 1927 to \$2.27 cents last year were some of the gratifying features of the report of the Traer Co-operative Creamery association for 1928 as presented at the annual meeting of the patrons, held at the public library auditorium Wednesday afternoon. The amount of money distributed among the farmers for their cream last year was \$300,762, as compared with \$238,922 paid out during the previous year. When it is remembered that the last seven months of 1927 saw a gain of 64 per cent in butterfat receipts over the corresponding period of 1926, the first year the creamery was operated as a co-operative non-profit institution, one can readily understand why boosters of dairying here point with pride to the results to date.

Nearly eighty farmers from all sections of the county attended the

Continued on Page Two

### MONDAY'S RUN TOTALED 2,700 POUNDS; BUSINESS BETTER THAN EXPECTED

Farmers Bringing Best Grade of Butterfat, and Butter Declared to Surpass That Made By Most Foreign Creameries.

Hereford's own farmers creamery operated by the Farmers' Creamery Association, Inc., which commenced operations on July 15, ships today its first car of "Cream O' Plains" butter direct to Chicago, Illinois. This shipment of butter, produced in only two weeks run of the creamery, is extremely gratifying to the farmers and business men of Hereford and surrounding territory who own stock in the enterprise. The volume of production already attained by the creamery, states N. O. Bendickson, manager of the plant, is as great as it was hoped to reach by the end of a six months period. On last Saturday 97 farmers brought cream to the plant which on Monday when churned produced 2,700 pounds of butter.

Dairy farmers of the Hereford trade territory realize, states Mr. Bendickson, that a local creamery in which they have a direct ownership will result in bringing them every cent of profit possible to extract from the butterfat produced on their farms and will aid greatly in the bringing in of new settlers and the development of the vast area of agricultural land in Deaf Smith county and adjoining territory which, in turn, will tend to increase the value of the farms already established here.

Business men of Hereford, including every interest represented in the city have, through the Chamber of Commerce and by their individual support, loyally and enthusiastically worked for the establishment and financing of the farmers creamery and every bank in the city has aided in financing the purchase of additional dairy cows for farmers in the territory. With the creamery operating and ready market for cream, it is expected that the number of dairy cows in the Hereford trade territory will be rapidly increased during the next few months.

"Cream O' Plains" butter is being offered for sale in the Hereford grocery stores and being served in hotels and restaurants of the city and is already winning praise for its quality and fine flavor. Farmers who deliver cream to the creamery are purchasing "Cream O' Plains" butter for use on the family table because they find that quality and price considered, it is as economical as churning butter at home from the cream which they could sell for cash to the creamery. Housewives of Hereford find, they declare, that "Cream O' Plains" butter is equal in flavor and quality to any other brand they can purchase and that by asking for the local butter they are helping a home town industry that is placing many hundreds of dollars in circulation in Hereford every month.

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### AN APPRECIATION

That a newspaper possesses a real and active power for building up a community or making any individual enterprise or civic development an actual success is not always realized by those engaged in their promotion or by others who plan for future activities. For this reason The Brand deeply appreciates the following communication from Mr. N. O. Bendickson, manager of the Farmers Creamery Association, Inc.:

Hereford, Texas, July 31.

The Brand, Hereford, Texas.

Gentlemen: We may know a good deal about a certain line of business and we see that there are fine openings for enterprise. I, for one, have found from previous experience that a local paper is one of the biggest factors in putting over a creamery.

At Traer, Iowa, they have the Star-Clipper, the best local paper in the State, and it was

(Continued on Page 2)

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Published Every Thursday at  
**HEREFORD, DEAF SMITH  
COUNTY, TEXAS**

**MUNN-WARREN PUBLISHING  
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**ALGER JONES**  
Editor and Manager  
**WILLIAM E. MOORE,**  
News Editor.

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**ALL SUBSCRIPTIONS STRICTLY  
CASH IN ADVANCE.**

**NOTICE TO THE PUBLIC.**  
Any erroneous mention upon the  
character, standing or reputation  
of any person, firm or corporation,  
which may appear in the columns  
of this paper, will be gladly cor-  
rected upon due notice of same be-  
ing given to the editor personally  
at the office on North Main Street.

**What It Costs to  
Produce Wheat**

According to a recent report of  
the Department of Agriculture, the  
average cost of producing the 1928  
corn crop on 3790 farms was 73  
cents per bushel, the average cost  
of producing wheat on 2400 farms  
was \$1.24 per bushel and the av-  
erage cost of producing oats on 2-  
421 farms was 50 cents per bush-  
el. These figures were obtained in  
reply to a questionnaire mailed to  
voluntary reporters in all of the  
states. The cost figures include  
charges for labor of the farmer and  
his family and a charge for use  
of his land on a cash rental basis,  
so that if the cost just equaled the  
price, the farmer was paid for his  
time and investment.

A comparison for the six years,  
1923 to 1928, shows the annual  
cost of producing an acre of corn  
varied from \$22.65 in 1928 to  
\$24.97 in 1925; that the cost per  
bushel varied from .68c in 1923 to  
.82c in 1924. For the country as a  
whole the 1926 and 1927 bushel  
costs averaged 3 cents less than  
the costs of 1928. These figures are  
for ear corn, the cost of shelling  
not being included.

The acre cost of producing wheat  
on all reporting farms varied from  
\$21.01 in 1928 to \$22.41 in 1925.  
The average cost per bushel in 1928  
was \$1.24, which was 6 cents per  
bushel higher than the cost in 1927,  
12 cents higher than in 1925, and  
8 cents lower than in 1926.

The average cost of producing  
an acre of oats varied from \$17.99  
in 1926 to \$19.01 in 1925. The  
average cost per bushel varied from  
50 cents to 54 cents during the  
six years.


Mrs. J. A. Hodges who has been  
visiting here with her sister, Mrs.  
C. W. Anthony, departed Saturday  
night for Dimmitt where she will  
visit with her mother. She will  
return before returning to her home  
at Lubbock.

Miss Neva Majors left Friday  
for an extended visit with rela-  
tives at Iowa Park.

D. I. Barnett, grain buyer of  
Miami, Texas, was in Hereford  
Friday to confer with local ele-  
vators.

FOR JOE WORK, TRY THE BRAND.

**Green  
Cartouches, 15 jewel  
movement, \$27.50  
Others, \$29.75 to \$150**



**So small  
—so accurate!**

Truly, an exquisite ornament,  
this Green Cartouche wrist-  
let—as dainty as it is chic.  
Yet a thoroughly dependable  
timekeeper, too—fitted with  
a rectangular movement to  
take advantage of all possible  
space for greater size and  
strength of parts. Let us show  
it to you. . . .

**Kentler's  
JEWELRY STORE**  
Diamonds  
Watch Repairing  
Eye Service

**Bendickson Makes Success of  
Co-Operative Creamery at  
Traer, Iowa; Also Manager Here**

(Continued from Page One)

meeting Wednesday, which followed  
the serving of a hot lunch at  
noon by some of the officers and  
directors of the association. Several  
Traer business men were on  
hand at the lunch as invited  
guests of the association and rub-  
bed elbows with the dairymen.  
Some stayed for the meeting fol-  
lowing. Garfield Powell, pres-  
dent, called the meeting to order  
at 1 o'clock. The association re-  
elected Mr. Powell and Frank  
Niemeler as directors for terms  
of three years and the directors,  
meeting after the session of the  
patrons, re-elected all the old of-  
ficers—Mr. Powell as president;  
E. M. Stark, vice president; Mr.  
Niemeler, secretary, and B. C.  
Wood treasurer.

Manager N. O. Bendickson pre-  
sented the report of the operation  
of the creamery last year, and Sec-  
retary Niemeler the financial re-  
port, both reproduced in full below.

Mr. Bendickson in his remarks  
told of the extensive improvements  
added to the creamery plant last  
year and expressed his pleasure  
in regard to the unexpectedly large  
increase in volume of business since  
the creamery began functioning as  
a co-operative institution in June,  
1926. There will be little expense  
for new equipment in 1929, he said.  
The only addition to the plant now  
contemplated is a new vat to prop-  
erly handle the increase in but-  
terfat receipts. Much has been ac-  
complished, M. Bendickson said,  
but considerable pioneering remains  
to be done if the co-operative  
creamery achieves its desired ob-  
jective. During 1929 more atten-  
tion will be given to the improve-  
ment in quality of butterfat. The  
manager told of the success of the  
Northern Iowa and Minnesota,  
whose patrons have improved the  
quality of their cream to the extent  
that practically no sour cream  
is ever received by the creameries  
and the buttermakers are able to  
manufacture a high quality product  
which sells from one and a half

cents to two cents per pound more  
than the grade of butter now pro-  
ducer in Traer. The producers  
benefit by higher cream checks  
and they are well paid for the  
extra care required in handling  
their cream.

The scoring of cream was ex-  
plained at the meeting and was  
suggested as a possible step toward  
bettering the quality of butterfat  
this year. Cream is scored ac-  
cording to the favor of butter it  
will make, by trained men sent  
out six or eight times a year by  
the State college at Ames. They  
score every can of cream received  
during their stay and a report is  
sent to the patron with sugges-  
tions for improving the quality.

Volume of butterfat has long  
since ceased to be a problem of  
the Traer Creamery, according to  
Manager Bendickson. The most  
important problem now confronting  
the management is improvement in  
the quality of cream, and he urged  
the cooperation of patrons to-  
ward that end. He believes the  
grading of cream will be imprac-  
tical here for a few years, because  
much cream is delivered by truck  
long distances, and the distant pa-  
trons, dependent on truck drivers,  
are at a serious disadvantage in  
furnishing the highest quality of  
cream. Buying cream on a graded  
basis, he thinks, must await bet-  
ter improved roads. He favors  
cream scoring as the first step.

N. O. Bendickson was retained  
as manager of the Traer Co-operative  
creamery for another year at the  
meeting of the board of directors  
following the annual meeting  
of the patrons last week. The ac-  
tion will meet with near 100 per  
cent satisfaction of the several  
hundred members of the associa-  
tion.

Mr. Bendickson has been manager  
here since the institution has  
been operating as a co-operative,  
non-profit organization, starting in  
June, 1926, coming from Decorah,  
where he headed the co-operative  
plant fourteen years.

**Wheat Worth  
\$3.00 Per Acre  
For Pasturage**

Selling wheat pasture at three  
dollars per acre a month and mak-  
ing more wheat on the dairy cow-  
pastured land than on any other  
small sized tract of his large  
wheat land operations, L. M. Faulk-  
ner, pioneer Hale county farmer  
and land owner is unique in his  
farm operations.

Mr. Faulkner employs a man to  
look after his farm near Kress.  
Last winter he pastured 27 to 30  
head of dairy animals on the wheat  
land and delivered three cans of  
cream per day to the railway sta-  
tion at Kress for shipment. This  
pastured land made thirty bush-  
els of wheat per acre.

Mr. Faulkner figures that the

**Wheat Worth  
\$3.00 Per Acre  
For Pasturage**

Established business.

Av. price lb butter sold	45.44c
Pounds cream received	1,725,394
Average test	33.72
Income from butter	\$329,085.44
Income, cream sold	19.20
Income buttermilk sold	2,062.68
	\$332,367.41
Total expense	21,750.44
Bft. rec 1927, lbs	467,467.9
Bft. rec 1928 lbs	581,485.1
Percent increase	24.3
Average price paid patrons for butterfat 1928	63.27c
Average price paid patrons for butterfat 1927	61.11c

For Better Milk Call 15  
**Prairie Dairie Products**  
ARE BETTER  
—Ice cold sweet milk delivered to your door.  
Try our butter and buttermilk.  
—Come and see our plant.  
*Drink More of Our Sweet, Clean Milk.*

**5% LAND LOANS**  
Correct Abstracts  
**THOMPSON & IRELAND**  
Hereford, Texas

**M SYSTEM**  
"Saves for the Nation"

—It is the Quality of Merchandise, at such  
low prices that brings women back for more,  
says "M" SYSTEM. We have to deal with a  
more exacting and educated public now.

**Specials for Friday and Saturday**

SYRUP, Karo, white, 2 1-2 lbs	19c
SYRUP, Karo, white, 5 lbs	37c
SYRUP, Karo, white, 10 lbs	70c
SYRUP, Karo, dark, 2 1-2 lbs	17c
SYRUP, Karo, dark, 5 lbs	35c
SYRUP, Karo, dark, 10 lbs	68c
CHIPSO, large	22c
VINEGAR, gal., bring container	37c
HOMINY, No. 2 can	8c
HQMING, No. 2 1-2 can	11c
PEACHES, No. 2 1-2 can	26c
SOAP, Palm Olive, three for	21c
WHEATIES	11c

wheat pasture is worth three dol-  
lars per month per acre as dairy  
cow pasture.  
Here in the days when the White-  
face was the mainstay of the land  
owner, Mr. Faulkner had adopted  
his land operations to the changed  
conditions and there is no more  
enthusiastic advocate of the dairy  
cow for Plains farms than he.

**Drs. Heard & Wiltshire, Dentists**  
Phone 234  
Office Over Corner Drug Store

---

DR. D. K. ROBISON  
Residence Phone 171-W  
**DRS. ROBISON & WILLS**  
CLARK BUILDING  
Phone 282

**DR. T. M. MONTGOMERY**  
EYESIGHT SPECIALIST  
626 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.  
Telephone 188 for Appointment.

**10 DAY  
OFFER**

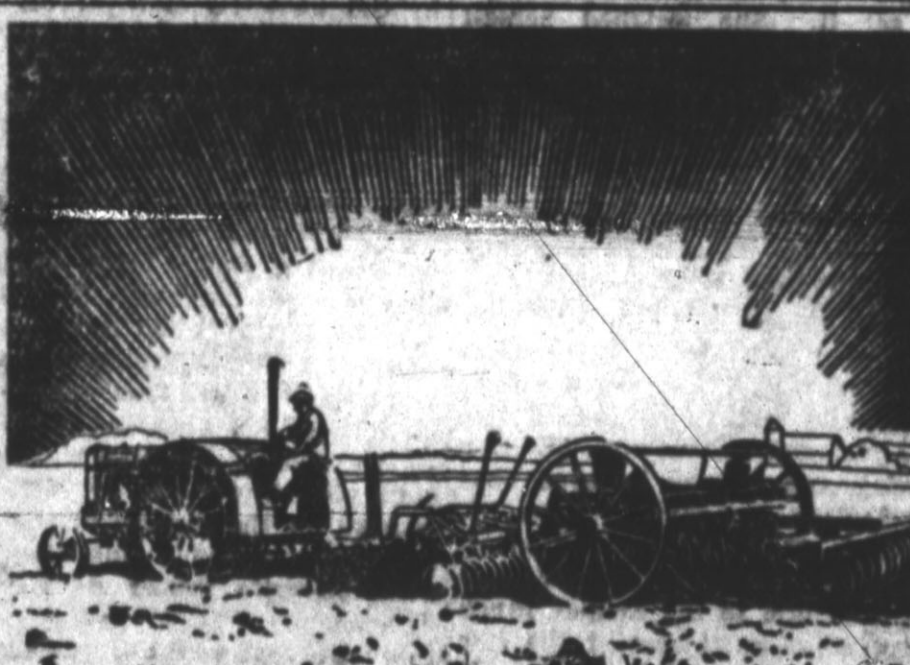
**SAVE 38¢**



**One pint Acme Quality  
Great Lakes Spar Varnish  
and brush -- only 97¢**

Acme Quality Great Lakes Spar Varnish has a  
wide range of uses—both inside and outside the  
home. Spreads easily, economically and smoothly.  
Dries quickly. Looks and wears well. This special  
offer good for ten days only.

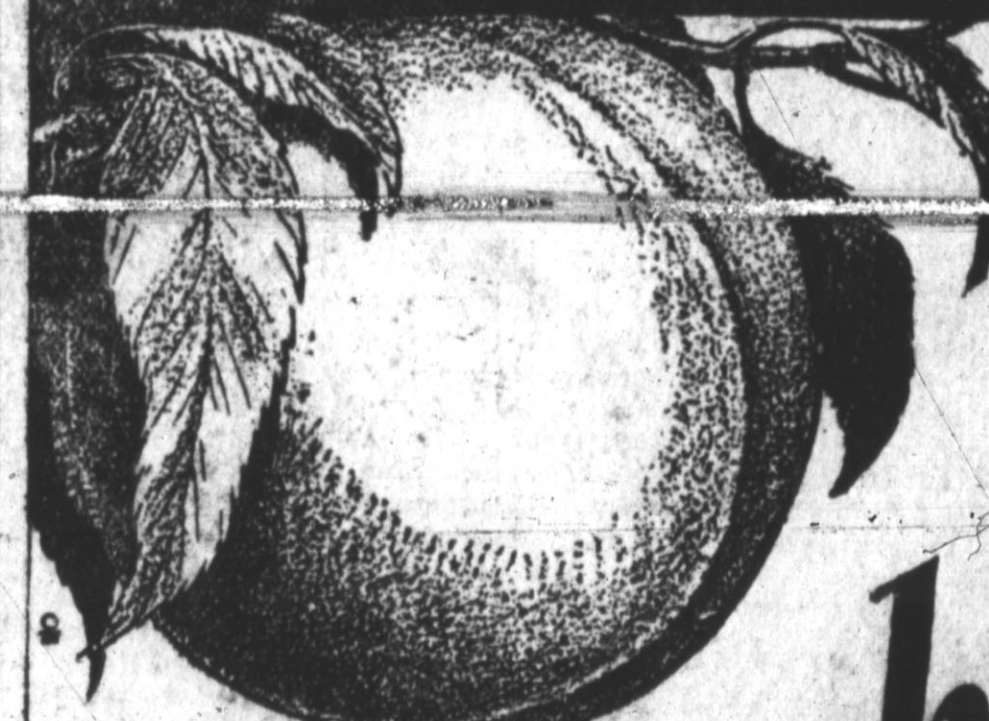
**A. C. Thompson Lumber  
Store**  
THE HOUSE OF COLOR



**Cut Production Costs  
With Three-Fuel Power**

Three-fuel Hart-Parr tractors easily perform three  
operations at once, cutting the cost of producing crops  
right to the bone. Power does it—surplus power to  
handle big loads. With the world-famous Hart-Parr  
you can do as much in one day as you could with an  
underpowered tractor in three days. And the three-  
fuel Hart-Parr develops its power on the cheapest, low-  
grade fuels. Hart-Parr tractors are equipped with three  
speeds forward, from 2 1/4 to 4 1/4 miles an hour and are  
built for small, medium or large farms. Come in and see  
the 1929 line today.

**M. D. Womble**  
Hereford, Texas  
AUTHORIZED DEALER IN  
**HART-PARR  
TRACTORS**



*and  
it's a Peach*

**MEYER BOTH  
GENERAL  
NEWSPAPER  
SERVICE**  
*for August  
at The Hereford Brand*

**Here and There**

Rev. Coe will begin a meeting at Frio the second Sunday in August.

Mr. and Mrs. Jack Robinson are spending the week with Mrs. Robinson's parents in Chickasha, Oklahoma.

Mr. and Mrs. Henry Allmen were Amarillo visitors Saturday.

Mr. and Mrs. M. D. Fincher are enjoying a visit from his father who lives at Nocona, Texas.

Kips Bruce and Hope Owen, children of Mr. and Mrs. Hope Owen of Clinton, Oklahoma, are spending the week with their aunt, Mrs. J. B. Harlin, while their parents are on a trip to Colorado.

Mr. and Mrs. K. F. Campbell and Miss Roxie returned Saturday night from a week's visit with relatives at Crosbyton.

Miss Ivy Bagdale spent Thursday with Mrs. Roy Boyd.

Mr. and Mrs. Henry Allmen spent Sunday at the Jim Bagwell home near Bethel.

Misses Mattie, Elsie Andrews, Georgia Sparkman, Gladys Jones spent Sunday with Mr. and Mrs. Oren Bennett.

Mrs. J. B. Harlin's Sunday school class enjoyed a picnic on the creek Wednesday.

J. David Thompson of Vernon spent Tuesday night at the Guy Hamm home.

About 25 neighbors took dinner and went to the Harry Lane home to remind him that his birthday had come again. Ice cream and cake were enjoyed during the afternoon.

Mrs. Leo Williams who has been spending the week at Floydada, returned home Sunday.

Mr. and Mrs. Oscar Campbell spent Saturday night and Sunday with relatives at Olton.

Guy Hamm and family are enjoying a visit from his father, of Vernon.

M. D. Fincher was an Amarillo visitor Wednesday.

Mr. and Mrs. Harry Taylor went plum hunting south of Texico last Sunday.

Oscar Campbell, A. Beauford, Albert Springer, Lester Sparkman and Leo Williams are driving new cars this week.

**Ward News Notes**

Mrs. Jack Hutson left Wednesday for Archer City where she was called on account of the illness of her sister.

Bob Higgins and Sam Hutson motored to Childress Thursday on business, returning Saturday.

Wesley Higgins left Friday for Hot Springs, New Mexico.

Miss Veda Hicks of Hereford spent Tuesday night and Wednesday in the Wiley Roberson home.

Miss Beatrice Hutson spent the past week visiting friends and relatives at Goodnight.

Cleo Lisenbe made a business trip to Amarillo Wednesday.

Miss Ella Karr of Deming, N. M., and Mr. and Mrs. J. B. Conner and family visited in the home of their sister, Mrs. G. M. Suggs Saturday night and Sunday.

Mr. and Mrs. G. M. Suggs and son George spent Sunday night in Clovis and left Monday for Hot Springs, for a visit of about three weeks.

Cecil Baker received slight injuries one day last week when he fell from a combine. No bones were broken and he was back on the job in a few days.

Mr. and Mrs. Bonnie Fulker and Mr. and Mrs. Plummer enjoyed an outing and plum hunt on the Canadian river last Sunday.

Mr. and Mrs. Jim Lipscomb had as guests for Sunday dinner Mr. and Mrs. G. M. Suggs and son, Mr. and Mrs. Karr, Mr. and Mrs. J. B. Conner and children.

Mr. and Mrs. Wiley Roberson left Tuesday morning for a few days vacation at Lamesa, Hot Springs, Carlsbad Cavern, El Paso and possibly points in Old Mexico.

Our community was visited by a nice little rain Sunday evening.

Wyche-ball team came to Wesley for a game Sunday afternoon and won the contest.

John L. Donald, brother of Mrs.

**Summerfield**

Rev. Hope Owen of Clinton, Oklahoma, preached at this place Sunday morning.

Mr. Hargroves was given the order for the new seats for the auditorium of the church. The young people class is sponsoring same and hope to have them installed in time for the revival meetings.

Miss Jewel Owen left Monday for Chickasha, Oklahoma, to visit her grandparents. She was accompanied by Mr. and Mrs. Jack Roberson of Hereford.

Mrs. Walter Huntley and daughter are spending the week in Amarillo with her mother.

Mr. and Mrs. Cleave Owen entertained Mr. and Mrs. J. B. Harlin and family of the Frio community, and Mr. and Mrs. Hope Owen of Clinton, Okla., at dinner last Sunday.

Mrs. L. Johnson and Mrs. Ray Johnson were visitors Wednesday and Thursday in Amarillo.

Wiley Roberson and a niece and husband, Mr. and Mrs. N. E. Berry, left Tuesday for their home at Levelland after a five weeks stay through harvest.

with Mrs. W. R. Allen.

Mr. and Mrs. J. C. Curry of Weatherford are visiting in the home of their son, W. L. Curry.

Mr. and Mrs. Cantrell of Haskell, Oklahoma, are visiting their daughter, Mrs. Scheighan and family.

W. H. Flowers returned to Sweetwater last Sunday after visiting some time with his son, A. C. Flowers.

Donald Morgan and W. R. Schelhan are attending the short course at A. & M.

Mrs. N. M. Patton, Mrs. John Patton and son, Billy, and Virginia, and Nadine Newell all of Hereford spent Sunday in the Lee Curry home.

The families of Alva Wilson, Ky Lawrence and Joe Kendall left Tuesday for Colorado for a ten-days stay in the mountains.

Mr. and Mrs. J. A. Noland and family spent the latter part of last week in Floydada visiting his brother.

Mr. and Mrs. Duke Storey and sons left for Canton, Illinois, one day last week to visit relatives and friends.

Mr. and Mrs. Ott Behrends, accompanied by relatives from Kress left for Gilmore City, Iowa, to

visit relatives and childhood friends for a few days.

Mr. and Mrs. Lloyd Lookingbill and children spent several days of last week with relatives at Tulla.

Mr. and Mrs. Lewis Busby and Mr. and Mrs. Valco Thomas all of Lockney visited over the week end with Mr. and Mrs. Lewis Jay.

I. V. Smith of Amarillo visited in the J. B. Davis home Sunday and called on other friends.

Mrs. S. H. Lookingbill and family of Frost, Texas, and Mr. and Mrs. Cecil Lookingbill and baby of Tulla are visiting in the J. L. Lookingbill home.

**LARGEST INDOOR SET BUILT FOR "THE SQUALL"**

First National-Vitaphone's "The Squall," which opens at the Star Theatre Wednesday, boasts one of the most picturesque sets ever constructed at the Burbank studios. This set represents a farmyard of the Lajos estate and includes several barns and other buildings. In addition to the wide-eaved and many-gabled master's house. The set was entirely constructed in one of the huge stages and virtually occupies the whole area of about two acres. A large fence bordered by two large sunflowers, six

real trees replanted from the back lot, four towering stacks of hay, and a varied assortment of live stock and chickens provide the finishing touches. It is through this colorful setting that a roving band of gypsies marches — the band from which comes the tempestuous Nubi who takes refuge in the Lajos home and proceeds immediately to destroy its peace and happiness.

"The Squall" is a First National-Vitaphone special. Alexander Korda directed it with a superlative cast headed by Myrna Loy and Nubi; Alvie Joyce as the mother; Richard Tucker as the father; Carroll Nye as the son, and Zasu Pitts, Nicholas Soussanin, Marcia Harris, Knute Erickson, George Hack-

thorne, Harry Gording. It was adapted by Bradley King from the sensational stage play by Josh Bart.

**GREETINGS**

**FARMERS CREAMERY!**  
Cash your Cream Checks here.

**WEST & SNYDER**  
Phillips Service Station

**CONGRATULATIONS**

TO THE FARMERS' CREAMERY ASSOCIATION, INC.:

Electric Wiring and Equipment Installed by the

**LEE ELECTRIC CO.**

Phone 452

**WELL! WELL! WELL!**  
**ROCKWELL!**

Nine "Wells"  
for Our New  
Creamery!

**ROCKWELL BROS. & COMPANY**

Lumbermen

In Hereford 31 years.

Telephone 4.

**FRIDAY and SATURDAY**

**Absolutely Your Last Chance  
To Ever Get**

**TWO SUITS FOR THE  
PRICE OF ONE**

Hundreds of new Fall Woolens in the bolt to select from—Be here if you have to hock your home . . . .!

**\$ 36<sup>50</sup>**  
and up

If you don't need two suits, bring a friend and split the cost. A chance of a life time. Don't Miss It . . . .!

**MEN! COME ON DOWN, JOIN THE THROG THAT HAVE ALREADY TAKEN ADVANTAGE OF THIS GREAT 2 FOR 1 SALE. BE HERE FRIDAY OR SATURDAY SURE. FIT AND WORKMANSHIP GUARANTEED.**

**National Tailoring Company**

"We Made Yours Dad's Clothes"

In the New Kirby and Doughty Building on Third and Main Streets, Hereford.

# WANT Ads

### Wanted

**WANTED**—Oats and barley. See E. L. FUGUA, Hereford, Texas.

Young man, unmarried, desires teaching position. Three years college training. Honor student Texas University. Handle any high or grade school work, principalship or Spanish preferred. All propositions considered. Address EARLE WALKER, Jacksonville, Texas.

**WANTED**—One-way plowing or any tractor work. Good work guaranteed. GEORGE CONNELL.

**WANTED**—Eight Jersey heifer calves, 1 to 3 months old. F. E. WALTON, Box 763.

**WANTED TO BUY**—Stocker hogs. J. F. WARD, Phone 250.

### For Sale or Trade

**FOR SALE**—One windmill tower and pump fixtures; also several dozen fruit jars. MRS. E. J. WILLIAMS.

**FOR SALE**—Or trade, one number 12 De Laval cream separator in good condition. Box 574, or phone 42-V.

**ALMOST NEW** 15-27 John Deere tractor and 8-foot Avery tiller for sale at a real bargain. See FRED STRUBUN, 7 miles southwest of Hereford.

**SEED WHEAT**—New crop, pure Turkey Red, bought originally from Pratt county, Kansas, last year. WALKER IMPLEMENT CO., Umbarger, Texas.

**TRACTOR FOR SALE**—International, in good shape. \$400.00. E. M. POTTER, Star Rt., Amarillo.

**FOR SALE**—Cheap for cash, Amarillo town lots close to school, east part of city. Write 1406 Monroe Street, Amarillo, Texas.

**FOR SALE**—At our pens at Littlefield, yearling ewes, \$10 each; aged ewes \$4.50 each; also feeder lambs for fall delivery. R. M. BOYER, Littlefield, Texas.

**FOR SALE**—By owner, choice chicken ranch, close in, terms if desired; also choice business lots. Address P. O. Box 473, Hereford, Texas.

**\$350.00** buys fine block of ten lots. Gas available. L. BASKIN, Owner.

**FOR SALE**—Improved half-section, 240 acres in cultivation, near Ford school house, price \$37.50 per acre. Terms. MRS. J. R. T. BASSETT, 1115 Harrison St., Amarillo, Tex.

**PLUMS FOR SALE**. J. F. WARD, Phone 250.

**FOR SALE OR TRADE**—7 room residence, bath, sewer, light, gas and city water connections; located on one square acre of ground in best residential part of city and close in. Good rental income producer. Prefer to trade for unimproved farm land on cash basis. No inflation. Write P. O. BOX 515, Hereford, Texas.

**FOR QUICK SALE**—New Ford coach, color Arabian Brown; with spare tire, motorster and other extras. If interested call 272.

**FOR SALE**—Ten room home, mostly modern, with many recent improvements; close to school. Priced extremely low. Box 303, City.

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

**LAND FOR SALE**—Section located seven miles south of Hereford, near a good school; all fenced; six room house and windmill. Priced at \$27.50 per acre.

Also a good section northwest of Hereford, every foot tillable, located one and one-half miles from good school. Would sell either half or section. Priced at \$26.00—good terms.

Half section west of Hereford, all tillable; a bargain at \$20; best of terms.

A real poultry farm in North Hereford; something where you can make a living and live in town. See or write CLAUD HIGGINS, Owner.

**LOW PRICES** and easy 6 percent terms on the following. Improved section 8 miles out; raw 320 only 3 1/2 miles out; improved 40 acres edge of town; 320 acre tract 20 miles northwest; close in 200 acre improved place; improved five acre place, electric lights; well located town property; 480 acres 7 miles west of Dimmitt; improved 140 acre place close in; improved quarter on 25-Mile Avenue; close in 320 acre on air line, blinker light; 18 acres under irrigation, electric service; 2 acre tract with natural gas. Ask for details on any of above. L. BASKIN, Phone 138.

**FOR SALE**—A 10 room furnished apartment on East Tenth Street. Three south front lots on East Fifth Street; also some lots on North 11th Street.

ANY of these can be bought for a small cash payment and easy terms on the balance. Call or see ALVIN C. THOMPSON.

**FOR SALE**—John Deere 15-27 tractor, 3-row later, 6 gang Sanders plow. Delivered in Hereford for \$1125. Easy terms. E. K. HUFSTEDLER, P. O. Box 2236, Lubbock, Texas.

**FOR SALE**—Furnished five room modern home, double garage, on pavement. H. W. SHERRIEB, 304 E Fifth Street.

**FOR SALE OR TRADE**—15-27 Case tractor. See me at my office in Buckner-Lambert building. DL. C. T. KIBBE.

**FOR SALE**—Used Ford truck, good tires and good running order. Will sell or trade for good work team. F. A. MILLARD.

**FOR SALE**—Close in lot on pavement, first door east of Presbyterian church. Also posts. MRS. ROSA SPEER.

**FOR SALE**—Seven room stucco residence on pavement, all modern conveniences, including gas; good terms; immediate possession. F. H. OEBERTER, 12-tfc

Have practically new tractor and one-way plow for sale or will trade for land, cattle or good note. A. M. JONES.

**Notice to Advertisers**: All classified advertising ordered to run "till forbid" must have a written order; also the order discontinuing "t" ads must be in writing. This is to avoid misunderstandings. It will enable us to give you more satisfactory service.

their aunt, Mrs. Frank Corn.

Ira Jeanne and Glenn Ricketts returned last Wednesday from Borger where they visited their aunt, Mrs. Anderson.

Mrs. Webb and children called Sunday afternoon in the Blagg home.

Mr. and Mrs. Grit Curtsinger and son visited Mr. and Mrs. Ratcliff Sunday afternoon.

Herbert Willis spent Saturday night in the Caldwell home.

Ruth Parks left for College Station Saturday.

The Caldwells entertained the young people of the neighborhood Friday night when the evening was spent playing games and visiting, and at a late hour refreshments of fruit salad and cake were served.

This community is glad to hear such favorable reports from Ira Ricketts, who underwent a major operation at the Hereford sanitarium Wednesday of last week.

Mrs. Blagg entertained Sunday her parents, Mr. and Mrs. Miles, and her neices Evelyn, Helen and Dorothy Miles, of Amarillo.

Katherine Ricketts spent the week end with Mary Ella Hershey, Mr. and Mrs. Adam Flowers visited home folks Sunday.

Mr. Cockrell and children and Wanda Blagg ate Sunday dinner with Mr. and Mrs. W. Mathews.

Mr. Sawyer has bought the farm he has been living on for the past two years, also a new tractor.

Mrs. Ricketts' sisters, Miss Ruby Hughes and Mrs. Jim Carter of Silverton, called on her Sunday afternoon.

Mrs. Hershey entertained Mr. and Mrs. Howard Hershey, Horace Hershey and Mrs. Margaret Conklin and children at dinner Sunday. Katherine Hershey returned home with Mrs. Conklin for a short visit.

Winona Blagg stayed Monday night with Audrey Cockrell.

Virginia and Elisabeth visited with Eunice Caldwell last Friday night.

Mr. and Mrs. Webb of Star are visiting their son.

Eunice Caldwell spent the week end with Virginia and Elisabeth Bowman.

Dr. and Mrs. Heard called in the Cockrell home Sunday afternoon.

The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good prices paid.

**WANTED**—To buy 100 feeder shoats, 75 to 100 pounds; also 1000 bushels of ear corn. G. W. BRUMLEY.

### Lost and Found

**FOUND**—Large truck tire. Owner may have same by calling at The Brand office, describing and paying for this ad.

### Lodge Directory

**LODGE NO. 849.**  
School of Instruction  
Everything Thursday night.  
Wes Brady, W. M.  
J. S. Jones, Secretary

**HEREFORD LODGE**  
No. 476, I. O. O. F.,  
meets Monday 8:00 p. m.  
Visiting Brothers welcome  
M. D. Plucher, N. G.  
L. H. Foster, Secretary.

### For Rent

**FOR RENT**—Furnished apartment; modern; connected with gas; 1 1/2 blocks west Christian church. Telephone No. 418-W. Mrs. GRACE HUGHES.

**FOR RENT**—One furnished apartment; one block north of high school. MRS. E. J. WILLIAMS.

**ROOM** for rent, one block east of Presbyterian church. MRS. ROSA SPEER.

## Welcome Farmers

When you come to the Creamery, come on over and

EAT WITH US

### STOCKMAN'S CAFE

O. R. Baker, Proprietor.

# Now! Is The Time

—To build that addition to the home, or the new home that you have been planning.

—Kemp's is the place to get your plans and building materials.

## KEMP LUMBER CO.

The Place for Good Lumber.

### THE NEW

# Whippet

FOURS AND SIXES

## NOW ON DISPLAY

—in the new colors

—We have a complete stock of repair parts in the house.

### NOBLE MOTOR COMPANY

L. A. Ricketts, Local Manager



BUY PROFITS BY THE BAG with the Row of Merit Diamonds

### FOR MILK—FEED MILK PRODUCING INGREDIENTS

—THE MERIT WAY

As a dairyman's livelihood is derived from his cows, and he can only expect to get out of them what he puts in, then certainly he should exercise the greatest care in the selection of feed stuffs. Any feed is only as good as the ingredients of which it is composed.

MILK MAKER DAIRY FEED assures the dairymen of a formula guaranteed to produce more milk. It contains all milk producing essential concentrates.

## West Texas Feed & Seed Company

# Farmers Creamery

—We welcome another big builder in Hereford. We are glad to have had a part in building this fine creamery and feel that it will do much to build the community...

## J. C. Cummins

Plumbing, Electrical Equipment  
Inside and Outside Wiring.

### The Rexall Store

Factory to You August

# Money Saving Sale

The World's Largest Chain of Individually-Owned Drug Stores

—The Rexall Store is a link in the largest chain of co-operatively operated retail drug stores in the world. There are over 10,000 stores in the chain scattered thru the United States, Alaska, Canada, Newfoundland, Great Britain, Ireland, Bermuda, British Guiana, Mexico, Hawaii, China, South Africa and Egypt.

its own factories direct to the retailer—a most economical method of distribution.

—The Rexall Store has the exclusive sale for all United Drug Company, trade-marked merchandise, the vast majority of which is supplied from

—Rexall Products have been favorably known for years as representing the highest quality merchandise at lowest consistent prices. In order to introduce and acquaint more people with the merit of these goods, the Rexall Stores from time to time conduct special selling events of which the present sale is one. You can always save money at your Rexall Drug Store.

Save With Safety at Your Rexall Store

## Corner Drug Store

TYNES & HUMBLE

Hereford

Texas

## Archaeological Party Seek Evidence Of Aborigines In Panhandle-Plains

Seeking evidences of prehistoric or aboriginal Indians in the Panhandle-Plains region, Dr. J. A. Mason, curator of the American Section, Museum of the University of Pennsylvania, and a party of four associates are in Floydada this week and are anxious to get in touch with persons who can give them possible "leads" in their research work.

In the party with Dr. Mason are Frederick Oldack, geologist, University of Pennsylvania; Edgar B. Howard, associate in American Archaeology in Museum, University of Pennsylvania; L. Satterthwaite, graduate student of the University, and Charles Bachle.

"The whole southwest area, including the Panhandle-Plains area, which the party will give their particular attention on this trip, is an unexplored section, almost totally unknown to science," Dr. Mason said Tuesday evening to a reporter for the Hesperian. "We are hoping we may get in touch with people who may give us some information that will discover evidence of the residence of aboriginal or prehistoric Indians in this section."

The party is interested in such matters as Indian burying grounds or ruins of Indian camps or residences. While the party would be glad to have leads on such things as recent as the Comanches which formerly roamed the area, their chief interest lies in the possibility of discovery of human habitation in this section which antedates the more recent Indians. "We are not interested officially in collections of bowie knives, flintrocks or implements of pioneer life," Dr. Mason explained, "interesting as these things are from the standpoint of curios or as giving light on early-day customs and modes of living. Possibility that the Indians, whose ruined abodes are in New Mexico, may have roamed as far east as the Plains and Panhandle of Texas is one of the things that interests the archaeologist."

Edgar B. Howard of the party, has his residence in Philadelphia. He is one of the Howard brothers, who own an immense tract of land in Floyd, Motley, Hall and Briscoe counties, northeast of Floydada, and it was the plan originally to make Floydada the base for their research during the course of a two-months stay in the Plains country. However, after a cursory survey of the situation Dr. Mason said it is possible they will move further east or north in search of evidences of residence of early man in Texas. Their research might take them further down on the watershed of the Brazos in the vicinity of the Red River or even further north to the Canadian or the Cimarron. They will explore, to some extent at least, in the broken terrain in the northeast part of Floyd and southwestern portion of Briscoe.

Persons who have information they think might have some value for the purposes of Dr. Mason's expedition, would confer a great favor by addressing him at Floydada.—Floyd County Hesperian.

Fred Hamn of Hart was in Hereford Friday for a short visit with his sister, Mrs. R. O. Douglas.

## Making Canning A Fine Art

Canning is a comparatively modern art. Until the middle of the nineteenth century, preserving in sugar, drying, pickling, salting and smoking were the common means of preserving food. Fruits as well as vegetables were dried for winter use in pies and puddings. The fruits that were preserved were very rich for the principle of sealing was unknown and the sugar solution had to be strong enough to preserve the fruit and prevent the growth of bacteria in unsealed jars or crocks.

Today we know that successful canning depends on the principle of sterilization. Food which has been made sterile must be kept so, and the efficiency of these processes is the answer to the canning problem.

In addition to the necessity of a temperature which will kill germs and complete sealing to keep out germ-laden air, several other factors must be considered in the work of canning.

Canning does not in any way improve the quality of the product canned. Fruits and vegetables which were old and tasteless before canning will be that way after canning. Produce which is bruised or specked has begun to be attacked by bacteria which is not destroyed in the sterilization of canning, so only sound, fresh materials should be canned.

Certain fruits and vegetables are easily canned on account of their acid content. High temperature increases the purifying action of the acid strawberries, currants, pineapples and tomatoes and makes it possible to sterilize them easily and quickly. In extremely acid fruits the acid alone is sufficient preservation without sterilization.

**Keep Out the Light.**  
If fruits and vegetables are canned in glass they should be stored in a dark place. Light will cause the foods to lose their color which of course detracts from their appearance when served.

Vegetables which contain no acid

**DEAD SHOT**  
For All Skin Diseases  
Such as Eczema, Tetter, Ringworm, Sores, Poison Ivy, Insect Stings, Erysipelas; also Cuts and Chiggers, Spanish and Toe Itch. Manufactured and sold since 1891. For Sale by all druggists.—Adv.

## Renew Your Health By Purification

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

Calotabs are the greatest of all system purifiers. Get a family package with full directions. Only 35 cts. at drugstores. (Adv.)

are difficult to can. The sterilization or processing period must be prolonged for several hours. The addition of a little acid will overcome this difficulty without affecting the flavor. From one to two teaspoons of lemon juice added to each pint of asparagus, string beans, peas, greens and corn reduces the time of processing and insures against spoilage. Corn requires two teaspoons lemon juice. This gives a slightly acid flavor when the jar is opened for serving. However, one-eighth teaspoon soda added with the seasoning when the vegetable is reheated neutralizes the acid most satisfactorily.

In the United States District Court, for the Northern District of the State of Texas, At Amarillo. EMMA S. CHERRY Plaintiff vs. F. C. COTTEN Defendant No. 271—Equity

Notice of Sale of Real Estate Under Execution  
WHEREAS, by virtue of an execution issued out of the United States District Court for the Northern District of the State of Texas, at Amarillo, on a judgment rendered in said court on the 1st day of June A. D. 1929, in favor of said Emma S. Cherry and against the said F. C. Cotten, No. 271—Equity on the docket of said court, I did on the 2nd day of July, A. D. 1929, at five o'clock (5) o'clock p. m. levy upon

Anything Anywhere Any Time  
**PAUL W. BARNETT**  
Hauling  
Phone 350-273  
Hereford, Texas

**Don Neglect It!**  
It was the last bit of advice a prominent retiring merchant gave to his son and successor, and it guided a sound business enterprise safely through the rough channels of trade.  
"Under no circumstances," counselled the merchant, "neglect the protection which sound stock insurance affords. Keep it broad—adequate! It strengthens business credit, invites public confidence, stimulates patronage and encourages consistent progress."  
Let us help you review your needs and give you sound, dependable protection.

John McLean, Manager  
**Hereford Insurance Agency**  
Phone 273 Hereford, Texas

the following described tracts and parcels of land, situate in the County of Deaf Smith, State of Texas, belonging to the said F. C. Cotten, to-wit: Section Seventeen (17) in Block One (1) Tyler Tap Ry. Co. Cert No. 57, Section Six (6) in Block Seven (7) Cert No. 4-095 of Beaty Seale and Forewood Survey, containing 1240 acres. Now therefore on the 6th day of August, A. D. 1929, same being the first Tuesday of said month, between the hours of 10:00 o'clock a.m. and 4 o'clock p.m. on said day, at the court house door of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said F. C. Cotten in and to the said property.  
Dated at Amarillo, Texas, this 3rd day of July, A. D. 1929.  
S. L. GROSS,  
United States Marshall for the Northern District of Texas, at Amarillo.  
By B. F. Harper, Deputy.

**WEST TAILOR SHOP**  
MRS. O. F. WEST, Proprietor  
"Well Pressed Is Well Dressed"  
Clothes called for and delivered—Phone 385

**The Creamery**

*Is Indeed a Jewel In the Crown of Hereford*

*We Are Glad to Welcome You.*

**Hereford Jewelry Store**

W. H. RAY, Manager.

**HEREFORD**

*Is to Be Congratulated on the success of the*

**NEW CREAMERY!**

**Texas Meat Market**

Phone 353

GREETINGS!

**FARMERS CREAMERY ASSOCIATION**

We Just Know that  
"Cream 'O Plains Butter"  
Will Taste Good on  
Hereford Bread!

**Hereford Bakery**

Frank Barber & Sons



**The New BUICK**

**NEW Fisher styling... NEW 99 Horsepower Valve-in-Head Engine\***  
**NEW Controlled Servo Mechanical Brakes... NEW Steering Gear**  
**NEW Road Shock Eliminator... NEW Double Acting Shock Absorbers**  
**NEW Non Glare Windshield.**

America has taken this new Buick to its heart. Millions have thronged to see it... tens of thousands have already placed orders... other thousands have requested demonstrations... all have found that in the five major elements of motor car appeal—beauty, performance, comfort, safety, value—this new Buick with Body by Fisher strides far ahead of any other car in the entire quality field.

**New Fisher Styling**

The new Buick Bodies by Fisher are longer, lower, more luxurious. They reveal new Fisher styling—new beauty of line and appointment—new colors—which have won outspoken admiration. And they introduce a host of new features including the new Fisher Non-Glare Windshield for safer night driving; new and richer upholstery; and new fittings and appointments of princely luxury.

**Pacemaker of Performance**

Moreover, Buick for 1929 reveals this same marked supremacy—this same increased leadership—in feet, spirited behavior on the road. Its new and bigger Valve-in-Head engine—developing 99 horsepower—provides matchless new virility, pick-up, swiftness and flexibility. A single drive will prove it the *pacemaker of performance*. And the same drive will disclose marvelous new handling ease, comfort and safety, due to a new and improved steering gear and new road shock eliminator; new double-acting shock absorbers which check both bound and rebound; and new controlled Servo enclosed mechanical brakes, the most effective braking system on any car in the world.

**See, Drive and Own This New Buick**

Bear in mind, this new Buick with its many enhancements is offered at new low prices—in three new series and three new wheelbases, with only one standard of quality throughout—the finest in its field. Come see the new Buicks and arrange to drive one. Among the 14 attractive body types is exactly the Buick for you.

\*The new engine in the 132- and 124-inch wheelbase series develops 99 horsepower—and the new engine in the 118-inch series, 80½ horsepower.

NEW LOW PRICES—	
<b>118" WHEELBASE</b>	
5 Passenger Two-door Sedan, Model 40.....	\$1235.00
4 Passenger Sport Roadster, Model 44.....	1275.00
5 Passenger Phaeton, Model 45.....	1275.00
2 Passenger Business Coupe, Model 46.....	1225.00
4 Passenger Special Coupe, Model 46-S.....	1265.00
5 Passenger Four-door Sedan, Model 47.....	1295.00
<b>124" WHEELBASE</b>	
5 Passenger Four-door Sedan, Model 57.....	\$1495.00
4 Passenger Coupe, Model 58.....	1465.00
<b>132" WHEELBASE</b>	
7 Passenger Sedan, Model 60.....	1845.00
7 Passenger Limousine, Model 60-L.....	1995.00
5 Passenger Four-door Special Sedan, Model 61.....	1695.00
4 Passenger De Luxe Coupe, Model 64-C.....	1625.00
5 Passenger Coupe, Model 63.....	1675.00
7 Passenger Phaeton, Model 69.....	1525.00

These prices f. o. b. factory. Special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal GMAC Time Payment Plan. Consider the delivered price as well as the list price when comparing automobile values.

**NORTON MOTOR CO.**  
Hereford, Texas

**Congratulations to the New Creamery**

—We are proud of it, too, and extend our best wishes to Mr. Bendickson and all who helped to put the creamery over.

—The splendid start is most gratifying.

—Pulling together is what shows the real mettle that is in a community.

—Let's get the HOTEL and the NEW RAILROAD!

**The First State Bank**

**CHAMBER OF COMMERCE**

(Continued from Page One)

"Plains" butter, made by the Farmers Creamery, and thereby aid in developing a home industry. Farmers in Deaf Smith county and adjoining trade territory were pronounced a satisfactory market and a prompt settlement for their cream when delivered to the Farmers Creamery.

Mrs. Grace Guthrie, recognized as an ardent advocate of those projects which benefit the community, spoke on the necessity and present prospects for securing additional railroad facilities for Hereford by inducing interested railroads to build a line to Hereford. Results in added prosperity and future growth of the city would follow the securing of another railroad for Hereford were logically presented by Mrs. Guthrie.

Mrs. Rex Tynes, prominent civic worker, expressed the thanks of the club women of the city to the Chamber of Commerce for their hearty support and co-operation in the many projects which have been sponsored by the women's organizations of Hereford, and assured the Chamber of Commerce the unqualified support of the women's clubs and civic organizations upon any and all occasions. Interspersed with the speeches were several musical numbers. A piano solo was presented by Miss Dessie Mae Steele; a vocal solo by Mrs. R. P. Coneway, and a vocal trio by Mrs. F. J. Owen and R. P. Coneway and Miss Polly Steele. Miss Dessie Mae Steele acted as accompanist for the vocal numbers. Generous applause greeted the musical numbers presented and was given enthusiastically to every speaker on the program. The ladies of the Methodist church served luncheon in the dining room in the basement of the church. Approximately 100 people, at least one-half of whom were women, were present at the luncheon.

When, at the end of the program presented by the women, Mrs. Stetson relinquished the president's chair to T. E. Selgier, president of the Chamber of Commerce, Mr. Selgier brought to the attention of the assembly the immediate need of action on two subjects, the first of which was fly-by-night advertising schemes promoted by out of town people. Often through a lack of investigation by local merchants before falling for them, such schemes, declared President Selgier, "offer an alleged service to the merchants at a price several times greater than it would have been necessary to pay the local newspaper for the same service if the merchant had first investigated the proposition. It was agreed upon by the members of the Chamber of Commerce that in the future all out of town advertising schemes should first be submitted to an advertising committee, of which A. O. Thompson is chairman, before it should be considered by the individual merchants. If the proposition proves to the satisfaction of the advertising committee that it has merit it will receive then the official endorsement of the Chamber of Commerce. If it fails to satisfy the committee, the proposition, whatever its nature, will not receive any endorsement of the Chamber of Commerce.

**Iowa Creamery Pays Huge Sum for Butterfat**

Dairyman Was Paid Total of \$3,695 for Butterfat.

**TWENTY PRODUCERS RECEIVED OVER \$1,000**

Traer Co-operative Institution Distributed Nearly \$1,000 per Day Last Year.

An indication of the possible revenue that can be derived from dairying is shown in the figures given below which record the payments made by the Traer, Iowa, Farmers Co-operative Creamery to a large number of their patrons. R. C. Wood, prominent Perry township farmer with checks totaling nearly \$3700, led the more than 600 patrons of the Traer Co-operative creamery in the gross income from butterfat during 1928, records compiled this week at the local institution show. Ames & McBride, who led the list in 1927 dropped, to second place last year with a gross revenue of \$2,948.83.

Five farmers received more than \$2,000 from sales of butterfat to the local creamery during 1928. More than 20 received checks aggregating about \$1,000 as compared with only fourteen the preceding year. All the figures demonstrate clearly a decided growth in the dairy industry. In north Tama during the past year as well as a steady gain in the creamery's butterfat receipts and butter output.

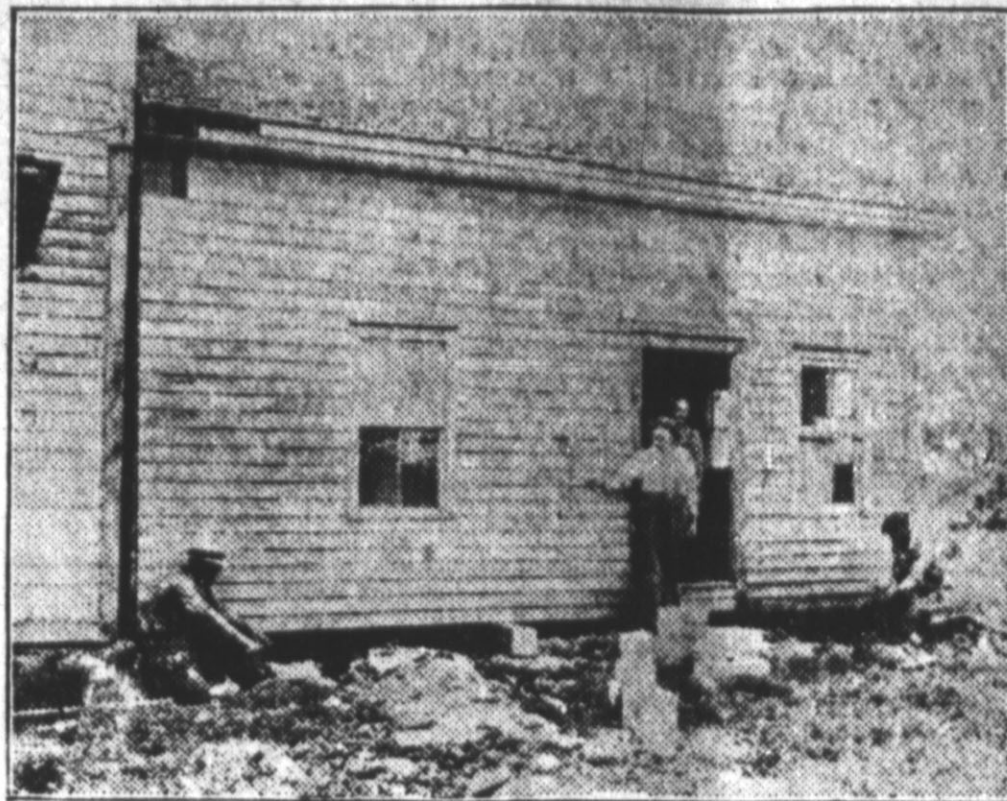
The twenty leading patrons of the local institution were paid last year a total of \$35,336.97, or an average of \$1,766.85 each. The average is \$136.99 above that for the gross revenues of the 1027 leaders.

To all the more than 600 regular patrons the total amount paid out for butterfat last year reached the imposing figure of \$309,578.10. The average monthly distribution was \$25,798.17, or very nearly \$1,000 per day, Sundays excepted.

The figures below show the gross amounts credited to the 20 leading producers for the year. In each case 2 cents for each pound of butterfat was deducted from the amount shown in order to provide the revolving fund of the creamery which provides the capital on which the business is run. The patrons receive certificates of indebtedness for the deductions, however in amounts of \$10 each. These bear interest at six per cent and many are retired on the 11th of each month. Some of the producers listed below also paid a haul-

ance brought to the attention of the members of the organization by Mr. Selgier was the immediate need of an up-town office of the Western Union Telegraph Co. With such an office, declared Mr. Selgier, prompt sending of telegraph messages, whether business matter of messages concerning life and death, would be assured at all times when the office was open and would be of great convenience to the public. Prompt application and a strenuous effort to secure an up-town telegraph office for Hereford was promised by Mr. Selgier.

**ANCIENT ROCKEFELLER HOME TO BE TURNED INTO MUSEUM**



Binghamton, N. Y.—Workers, packing up the twelve-by-eighteen, one-story structure in which John D. Rockefeller was born in Binghamton, N. Y., which is to be moved to Coney Island, N. Y., to be used as a museum.

ing charge of three cents a pound to creamery truck drivers, deducted from the gross amounts shown in the following table:

R. C. Wood	\$3,695.50
Ames & McBride	2,948.83
Fred Lockard	2,634.56
Alex Rehder	2,393.12
Ed Norden	2,187.52
Jesse Moffet	1,818.17
Thos. Magee	1,745.17
Garfield Powell	1,683.93
Claude Mask	1,681.19
Hans Kuehl	1,605.40
H. J. Hagerdorn	1,570.49
Don Mitchell	1,456.91
Fred Koster	1,402.09
Jas. McKinley	1,366.03
T. E. Young	1,353.84
Wm. Paustian	1,267.30
Wm. Thiesen	1,233.00
H. J. Princehouse	1,163.82
Robert Stark	1,065.95
John Weller	1,063.46

—Traer Star-Clipper.

our community Thursday afternoon. J. M. Chapman left Thursday for Hot Springs, New Mexico, to take the baths. George McLain and family left overland Tuesday for a two weeks stay in Alabama with relatives. Ida Jane Latta, grand daughter of Mrs. Ida Malone, is here for a visit. Her home is in Indiana. Mr. and Mrs. Lige Elliston and son Glenn left Friday for Crosbyton. Elizabeth Chapman was among those who left Saturday for College Station. Mr. and Mrs. Whitechurch and Gayland were Amarillo visitors Thursday. N. O. Phillips is improving his place here. He is building a house on it. Bud Morgan was in Vega last Wednesday. Ray Chapman was in Adrian Monday. J. M. Chapman and family were shopping in Hereford Monday. Roy Williams has recently purchased the John Scott farm.

**Adrian-Sims Notes**

This vicinity received a good rain Sunday afternoon. Mr. and Mrs. Copeland were in

chased the John Scott farm.

**Panhandle Fair Exhibits Being Assembled Now**

The annual exhibit program of the Panhandle-Plains, Inc., whose object is to tell the world about this section, is now receiving the major portion of attention of its officers and members, according to word received from the headquarters at Amarillo.

Space has been reserved at about 20 state fairs and other large exhibitions over the land. Some of them are: South Dakota state fair, Pierre, S. D.; Kansas State Fair, Hutchinson; Topeka Free fair, Topeka, Kansas; Waterloo fair, Waterloo, Iowa; Oklahoma State fair, Oklahoma City; Minneapolis state fair, St. Paul; Ohio state fair, Columbus; Dallas state fair, Houston exposition; Louisiana state fair, Shreveport, and Iowa state fair, Des Moines.

Exhibitors who have agreed to serve in the booths at various fairs are Dr. O. H. Loyd, Vega, J. E. Hill, Hereford, Howard Ferguson, Amarillo, P. C. Bennett, Amarillo, and Maury Hopkins, of Plainview. Several others have been asked, but their replies have not been received.

Wheat will form the base for the exhibitions, with the other products of this area taking a secondary place. Large pictures views of Panhandle wheat fields, combines in operation and the stored grain, will be arranged for the booths. Miniature combines will illustrate the modernized methods of harvesting in the Panhandle. Over 300,000 pieces of advertising literature have been

published by the railroads of this section, and will be sent along with the exhibits. The Amarillo Chamber of Commerce has arranged for the printing of maps of the Panhandle-Plains.

Ablene is making plans to improve Kingsolving Field, the municipal airport, so as to make it one of the best equipped air depots in the Southwest. Erection of a steel and concrete hangar cov-

ering ground space of 97 feet and a two-story fire proof terminal building will be the first work to be started at the field.

Splendid feed for hogs. Buttermilk 3c per gallon at Farmers Creamery.

**Kipling's Knowledge**  
Accurate references to 70 species of mammals are made by Kipling in his verse.

**CREAM IS IMPROVING**

—Tuesday, the cream received made the best churning of butter that has been received since we started. It was fresh. It was brought in more often and we see that by bringing your cream oftener it makes better butter and we already see the results. The cream received that day was the supply produced in three days and goes to prove that it is a big improvement.

—Holding the cream over the week makes it too sour and it does not bring the money that fresh cream does.

**Farmers Creamery Association, Inc.**

Hereford, Texas

**Womack's Specials**

FOR FRIDAY AND SATURDAY

- |                                      |     |
|--------------------------------------|-----|
| RAISINS, 4 lb package                | 33c |
| VIEGAR, bring your container, gallon | 40c |
| PEACHES, halves in juice, No. 2 1-2  | 25c |
| CHIPSO, large                        | 25c |
| MACARONI, four for                   | 25c |
- WE SELL "CREAM O' PLAINS" BUTTER

**Congratulations to MR. BENDICKSON**

and the FARMERS' CREAMERY ASSOCIATION on your splendid start—keep it up.

"Cream O' Plains" Is GOOD BUTTER.  
**D. R. Gass & Son**  
Merchants and Farmers

**CASH SPECIALS FRIDAY AND SATURDAY**

- |                |  |        |
|----------------|--|--------|
| COFFEE         | Wamba, 3 lb can, 25c pkg tea free, with cup & saucer | \$1.65 |
| Salad Dressing | Premier Large Size                                   | 32c    |
| Mustard        | Beechnut, 9 oz Jar                                   | 12c    |
| Salmon         | Concho, Ping, No. 1 tall can                         | 19c    |
| Peas           | Concho No. 2   | 14c    |
| Sardines       | Cotton Seed Oil 3 1/4 oz, 5 cans                     | 26c    |
| Matches        | Diamond, Six Large Boxes                             | 23c    |
| Fruit          | Jar Rubbers, red, double lipped, 3 pkgs              | 17c    |
| Mince Meat     | White Swan 9 oz pkg                                  | 11c    |

**Bakers Cash Grocery**  
MONT E. BAKER, Proprietor



When you see a Permanent Wave that is a perfect Marcel with those pretty end curls, it was done at ORRS BEAUTY SHOPPE; That's the new Croquignole Wonder Wave. Phone 16 for Appointment.

**Congratulations**

**FARMERS' CREAMERY ASSOCIATION**

We suggest the new McCormick-Deering Separator to get all the cream and a better price.

**R. B. R. IMPLEMENT CO.**

**"Count 'em on the Road"**

**200,000 A MONTH**

FOR JULY AND THE SAME WILL BE TRUE FOR AUGUST

This beats all Ford records and the Ford holds

**The World's Record**

—Remember back in 1924? Ford built more than half of the autos produced that year and now in less than two years production on the new car, Ford again holds the record.

—The new Fords are selling as fast as the dealers can get them. Better place your order now.

**Hereford Motor Company**

We Have Some Good Used Cars.

Buy that Car With Your Creamery Checks!

## Favorable Differential In Freight On Export Wheat Is Practical Way of Aiding Producer, Says Jones

Why steel and manufactured products transported to export points should bear lower freight rates than wheat and cotton similarly transported bothers Congressman Marvin Jones of Amarillo in a speech at Plainview. He has been strongly urging such rate reduction. The temporary rate reduction on wheat, made effective May 20, and to continue until October 28, amounts to three and one-half cents per bushel, bringing the rate from Plainview for example, down to 29 1/2 cents per hundred. Congressman Jones says that this is a practical form of farm relief and is passed directly to the farmer.

Only a short time ago he was talking with an official of one of the great wheat marketing organizations of Canada, who said that the low freight rate to export points is the mainstay of Canadian producers and gives them an edge in world competition.

### LUMBER YARD VIES WITH SHOE STORES

Gay Packages of Special Boards to Appear in Yard of Local Company.

As a result of an innovation in the lumber industry, the warehouse of the Panhandle Lumber Company here will take on a new appearance shortly. At least one section of it will look more like an up-to-date shoe store, its walls lined with attractively labeled

boxes, than the traditional lumber shed with the rough ends of loose boards sticking out at the beholder. For the Panhandle Lumber Company is planning to introduce packaged lumber to home-owners, home modernizers and the building trades of this city.

"Lumber users and lumber buyers will be interested in this new forest product, not only because it looks different from the boards they are accustomed to, but also because it actually is different in important results," said Mr. Alexander, manager of the concern.

"It comes from the Weyerhaeuser mills in northern Minnesota, Idaho and the Pacific Northwest, where newly invented equipment has been installed to re-manufacture the lumber after it has gone through all the ordinary processes of milling. The re-manufacturing consists of re-butting each board so that it is exact in dimension and so that each of its ends is perfectly smooth and absolutely four-square.

"This gives the new lumber its name, 'Four-Square,' but more important than that is the fact that it produces a big economy of labor. For it eliminates the slow process of squaring each board by hand before nailing it into the construction."

Because it is so accurately machined, each group of from three to six pieces of standard length, is enclosed in a pair of brightly colored end-caps.

## "ONE OF HIS BEST BEARING TREES"



"These caps are of vital importance to lumber users," said Mr. Alexander, "because they state the species of the wood and the grade of the lumber. This is a guarantee of quality, for it assures the building owner that he is getting exactly the grade of lumber which he or his architect specified."

As soon as the Four-Square stock arrives from the mills and is arranged in shoe-box fashion in the local company's warehouse, Mr. Alexander intends to invite the building public to see the result of this development in lumber manufacture.

### DOING AWAY WITH THE STOP-WATCH



Berlin, Germany.—A new automatic timing device is now being used in Germany in the timing of sprints and other foot races. It is the only apparatus in the world which is able to measure the exact time. Photo shows a girl runner about to start on a sprint with the automatic timer ready to clock her.

### Wool Shorn In 1928 And 1929

The amount of wool shorn in Texas in 1929 is estimated to be about 12 per cent greater than in 1928. The 1929 production is estimated at 35,592,000 pounds compared with 31,591,000 in 1928. The increased production is due to the fact that about 10 per cent more sheep were shorn in 1929 and the average weight per fleece was very slightly heavier. Texas ranks first in the production of wool for 1929, leading Montana by more than ten million pounds and California by nearly fifteen million pounds. The production of Texas was approximately thirty million pounds, about ten million pounds of fall wool are expected. The average yield of wool per sheep for 1929 is estimated to be 8.5 pounds, compared with 8.4 pounds last year.

The amount of wool shorn in the United States in 1929 was 2,743,000 pounds greater than the amount in 1928, according to preliminary estimate of production. The total production is estimated at 301,806,000 pounds, compared with 290,113,000 in 1928 and 281,914,000 in 1927, and is the largest of record since 1894.

The increased production this year of nine-tenths of one per cent over last was due to an increase of 4.1 per cent in the number of sheep shorn, which was largely offset by a decrease in the average weight per fleece. The number of sheep shorn this year is estimated at 39,948,000 compared with 38,304,000 in 1928 and 36,500,000 in 1927, and the average weight per fleece this year was 7.6 pounds compared with 7.8 pounds in 1928 and 7.7 pounds in 1927.

Most of the important sheep states showed increases in the number of sheep shorn. In the western group of states where about 50 per cent of the wool is produced the average weight per fleece decreased from 8 pounds in 1928 to 7.6 pounds in 1929, which accounts for most of the decrease in the United States average, although there was some decrease in the North Central states.

H. H. SCHUTZ,  
K. D. BLOOD,  
Statists.

### Texas Needs More Sheep

College Station.—When more farmers in Texas add a few sheep to their farming operations as well as the cow and the hen, Texas will have a more balanced system of farming, Ernest Gibbens, of the animal husbandry department, A. & M. College of Texas, told those in attendance at the beef cattle, sheep and goats section of the Farmers Short Course here. "No farm animal is capable of returning a greater net profit than sheep when given intelligent attention, nor of losing money faster when not properly handled," he said. Mr. Gibbens discussed "Sheep Breeding."

There are two phases of sheep production to be considered, the speaker pointed out in opening his discussion, range production and farm flock. Range production in Texas has changed much in the last twenty years, he went on to point out. "Production of sheep on the ranges of Texas is rapidly going through a transition period from production of a strictly fine wool type of sheep, as was the case some years ago to the production of good mutton as well as fine fleece."

Touching on the farm flock phase of sheep raising, Mr. Gibbens said that many farms in the fine prairie section of Texas should add sheep to their system of farming. "A small flock brings in funds in the spring at a time when most farms have little or nothing to sell," he continued. "No farmer should stock too heavily on sheep, however, but rather should keep just enough to eat his surplus weeds and turn them into money."

### Early Hatching Is Essential

College Station.—Late hatched and poorly developed pullets are certain to be unprofitable layers this fall," according to Clyde Ingram, poultry specialist of the Louisiana Extension Service, who spoke before the poultry section of the Farmers Short Course at the A. & M. College of Texas Tuesday. "I believe that 40 per cent of our losses from poultry diseases and parasites could be controlled by starting with vigorous standard breeding stock and keeping clean chicks, clean brooder houses, clean feed and litter and clean range.

"To get good growth and development with young pullets thru the hot summer months it is necessary that plenty of range be provided, that tender, succulent green feed be abundant and that cockerels and pullets be separated early in order to make room for the more promising pullets. The undesirable ones of both sexes should be fattened and marketed. Shade is essential and if not present should be provided artificially.

Self feeders on the range will minimize labor and hasten maturity of growing stock.

"Successful poultry keeping depends upon the ability of the poultryman to produce pullets that are ready to go into the laying house in August or September free from such diseases as coccidiosis, intestinal parasites and paralysis. This is impossible if one attempts to grow young and old stock on the same ground year after year. Vigor is the first consideration in the selection of pullets to go into the laying house in the fall. A summer range house provided for an abundance of fresh air and can be moved freely to new locations, thus avoiding the danger from contaminated soil."

the dairymen that shows that it pays to patronize the farmers' creamery.

Now we find the same thing here at Hereford. The Brand has done wonders to help this creamery get organized. It has carried items always showing that there was great interest taken in the creamery project. I believe that the dairymen should appreciate the fact that it pays well to take the local paper so that they can keep posted on what is going on. Quite often one issue of the paper has paid for one year's subscription.

N. O. BENDICKSON,  
Manager,  
Farmers Creamery Association, Inc.

Vernon's Chamber of Commerce head, Grady Shipp, is acting as right hand man for President-Manager Bourland of WTCC in guiding the work of the regional organization until the annual convention in October. They called a meeting of the advisory board for Monday, July 29, at Fort Worth.

### AN APPRECIATION

(Concluded from Page 1)

the Star-Clipper that was the greatest help in putting over the farmers' creamery. It not only helped to put it over and get it started, but it is always keeping after it and helps to keep the dairymen posted on dairy work. It always keeps figures right before

Splendid feed for hogs. Buttermilk 3c per gallon at Farmers Creamery.

### Too Late to Classify

FOR RENT—New duplex, south half, near both schools, close in. See N. VOGEL.

FOR SALE—1928 Hudson Coach, in excellent condition; a bargain. See R. B. R. IMPLEMENT CO.

PLUMS FOR SALE—In South Hereford. MRS. N. J. LENOX.

Modern house for rent furnished or unfurnished. Will rent by the month or year. 307 Schley Avenue, back of court house. MRS. L. HARRIS.

## Auction Sales Are Profitable Two Buyers Are Better Than One

The more buyers you have bidding against each other for whatever you are offering for sale, the higher price you are going to get for it.

### You Know That Is True

So, when you want to sell your livestock, household goods, farm machinery or even your farm, town lots or a stock of merchandise, why deal with just one buyer, and take only what he offers, when you could easily have a number of buyers bidding for the property? If you want all you can get for your property, of any kind, when you sell it

### Hold An Auction Sale

You get more buyers and you get more money. As an auctioneer of a number of years of experience, I know how to bring the crowd of buyers to your sale; how to arouse their interest and how to get them to buy. Ask some of those for whom I have held auction sales.

### Everyone Has Money Now

"The early bird gets the worm" and the early seller is going to get the money. Write or see me now if you plan on holding a sale.

## Ray Barber, Auctioneer

Superior Sales Service  
Phone 241 Hereford, Texas



### Weaned, by Gosh and Never Knew It!

Purina Calf Chow will raise fine, thrifty calves without milk. After the first few days they can be changed over from mother's milk to Calf Chow milk (Purina Calf Chow mixed with warm water). Then, when they are from six to eight weeks old they can be put on dry feed entirely.

Purina Calf Chow costs only about one-third as much as milk. Earlier weaning means money to you.

Let us tell you more about Purina Calf Chow. We have some records which will prove interesting to you.

Jones & McLean

## Friday - Saturday Cash Specials

- Preserves, BredSpread brand, 4 lb glass ... 79c
- Pickles, sour, 4 or jar ... 9c
- Pickles, No. 2 1-2 can ... 37c
- Mustard Green, No. 2 can, 2 for ... 25c
- Peanut Butter, quart jar ... 46c
- Mince Meat, 1 1-2 lb jar ... 35c
- Jelly, three for ... 25c

## Carl's Cash and Carry Grocery

Phone 324

All orders \$3 or more delivered free.

## PIGGLY WIGGLY

### FRIDAY & SATURDAY SPECIALS

- Bananas Per Dozen 25c
- Pickles, plain sour, quart jar 29c
- Me'l'o, a real water softener, three for 25c
- Oats, a cup in each package 32c
- Coffee Elegant Three Pound Can \$1.44
- Honey, new crop Uvalde, gal. extracted \$1.22
- Jello, all flavors, three for 25c
- Cocoanut, 8 oz package 18c
- Soap Deal 4 Bars P. & G., 1 Camay Toilet Soap, 1 Medium Ivory 1 Nice Enamelled Dish Pan 82c

# International Sunday School

## Lesson

BY DR. J. E. NUNN

AUGUST 4, 1929.

**BELSHAZZAR'S FEAST**  
(Temperance Lesson)

DANIEL 5:17-28

Golden Text: Be not drunken with wine, wherein is riot.—Eph. 5:18.

### Introduction.

We are now to study one of the most striking events in all Bible history, an account of such dramatic power that it has stirred the consciences of men for all the generations since it was written. It rings true to every one's experience. We all feel that, if weighed, we should be found wanting. We all know that divine justice, if it were not tempered by divine mercy, must decree our last condemnation.

The account of Belshazzar's last banquet is one of the most graphic descriptions that are found in the whole Scriptures. He was evidently a young prince of debased habits, and not over-attentive to the affairs of state. Circumstances, however, made it necessary for him to hold a levy, at which a thousand of his lords attended. A banquet followed. The king sat by himself at a separate table, apart from the magnates and princes who did him homage. He tasted the wine before the assembled multitudes, and while at the height of his enjoyment ordered the sacred vessels of Jehovah to be brought forth from the temple of his god into the banquet hall. He defied Jehovah openly and drank in the sacred vessels, both he and the princes, and his wives and concubines.

**The Handwriting On the Wall.**  
Suddenly at the height of the profane and drunken revel, came a terrifying wonder. In the full light of the candelabra which illuminated the king's table, over against the plastered wall nearby appeared the fingers of a man's hand—not the arm, only the fingers. Then the fingers, ghastly white against the wall, began to move, and as they moved letters grew beneath them on the plaster and soon an inscription stood out for all to see. In a frenzy of fear Belshazzar cried out for the wise men to be summoned, the interpreters of omens, the magicians, the readers of the stars, the fortune tellers, the sages of many lands to whom the superstitious Babylonians gave credence. When confronted with the mysterious inscription, all of the enchanters and astrologers and soothsayers were nonplussed. They were able, it seems, to read the inscription, but they could get no meaning out of it. They failed absolutely, and the king was more distressed than ever.

**Daniel Is Summoned.**  
At this point the queen entered the banquet hall. She was probably the wife of the king, the opinion of Prof. Driver she was no less than the widow of Nebuchadnezzar. Coming into this scene of confusion and dismay, the royal lady, who had good reason to remember Daniel, told Belshazzar about him. She gave a most impressive account of Daniel. In him were found "light and understanding and wisdom, the spirit of the holy gods." He could solve all enigmas and clarify all mysteries. Daniel was speedily found and brought to the king, who immediately placed the problem before him, and offered him rich rewards if he succeeded in solving it. He should be clothed with royal purple.

He should have a chain of gold around his neck, a mark of special honor and distinction. He should be the third ruler of the kingdom.

**The Wisdom of Daniel.**  
"In his birth, in his upbringing, in his breeding, and in his books, Daniel possessed a knowledge of God and of man that no sage of Chaldea could possibly approach; but, at the same time, Daniel was student enough to see that Chaldea had attained to a learning and to a religion of her own that well deserved his best attention; till Daniel at last came to be acknowledged as more than the equal of the king's most learned and most consulted men. It was his largeness, and the expansiveness, and the hospitality of Daniel's fine mind, all combined with his extraordinary nobility and beauty of character, that gave Daniel such an unparalleled position in the court of Chaldea, and which has gained for Daniel such a famous and such a proverbial name in all subsequent literature."

"A Daniel come to judgment, yes a Daniel!  
O wise young judge, how I do honor thee."—Shakespeare.

**The Irony of History.**  
The story of the stricken despot of mighty Babylon is illustrated again and again by what the late Bishop Thirlwall called "the irony of history"—the cases in which men seem to have been elevated to the very summit of power only to heighten the dreadful precipice over which they immediately fell. He mentions the cases of Persia, which was on the verge of ruin when with lordly arrogance she dictated the Peace of Antalcidas; of Boniface VIII, in the Jubilee of 1300, immediately preceding his deadly overthrow; of Spain, under Philip II, struck down by the ruin of the Armada, at the zenith of her wealth and pride. He might have added the instances of Ahab, Sennacherib, and Herod Antipas; of Alexander the Great, dying as the fool dieth, drunken and miserable. In the supreme hour of his conquests; of Napoleon, hurled into the dust, first by the retreat from Moscow, then by the overthrow at Waterloo."—James Hastings.

**The Writing Interpreted.**  
"And this is the writing that was inscribed. Mene, mene, tekel, upharsin." Translated into English, the words mean: Number, Number, weight, division. "Mene" is pronounced to rhyme with be-wray, Tekel pronounced to rhyme with bewall, and in the explanation of Upharsin (U being "and") peres is pronounced to rhyme with deface."—Driver.  
These three fatal words carry in them the summing up of all divine judgment, and will be rung in the ears of all who bring it on themselves. Belshazzar is a type of the end of every godless world-power and of every such individual life. "Numbered" by God allows to each his definite time and when its sum is complete, down falls the knife that cuts the threads. "Weighed"—for "after death the judgment," and a godless life, when laid in the balance which hand hold is "altogether lighter than vanity." "Breaking"—for not only will the godless life be torn away from its possessions with much laceration of heart and spirit, but the man himself will be broken like some earthen vessel into sharp collision with an express engine. Belshazzar saw the handwriting on the same night in which it was carried out in fact; we see it long before, and we

can read it. But some of us are mad enough to sit unconcerned at the table, and go on with the orgy, though the legible letters are gleaming plain on the wall."—Alexander MacLaren.

**Babylon Captured.**  
That night Belshazzar was slain. The punishment which was his due came swiftly. "His name meant 'Bel! preserve thou the king.' But Bel bowed down, and Nebo stooped, and gave no help to their votary."—F. W. Farrar. The forces of Cyrus, according to Herodotus, (1 190, 191), captured Babylon by turning aside the waters of the Euphrates into a reservoir which they had excavated for that purpose. The Euphrates flowed through the middle of the vast city, its banks being lined with great walls, gates in which gave access to the city. When the waters of the mighty river were diverted, the forces of Cyrus marched up the nearly dry bed of the stream in the night, and found the gates carelessly left open because of a festival, the guards being engaged in revelry. This account in Herodotus fits exactly into the Biblical narrative.

The persistent war-cry of those who are trying to bring back the saloon—for that is what the sale of wine and beer would mean—is that prohibition infringes upon their "personal liberty." A weaker, more unchristian argument was never put forward.

"In law and in civilization the first consideration is not the individual, but society. Therefore, whatever injures society is not permitted. The greater civilization, the more restricted become our liberties. You may not enjoy civic liberty only as you are willing to sacrifice personal liberty."

This does not mean that you are actually surrendering anything. Each of us is asked to give up some little things and put them into the common fund which makes up the sum of all our comforts in a civilized community, but each of us draws out of that common fund much more than any of us put in."

"No normal man would prefer to live in a state of barbarism, where every one does absolutely as he pleases without regard to the well-being of his neighbors. He would rather make some sacrifices which mean comparatively little to him in order that he, too, might make a contribution to the civilization which is bringing so much happiness and comfort to all."

"Because of unusual crops and conditions in this county an old couple of farm bred people whose children have all married and gone, desire to trade their splendid residence with an acre of ground close in, for unimproved farm lands at a cash basis. No inflated values will be considered. The residence is and will continue to be a big revenue producer. Write P. O. BOX 515, Hereford, Texas."

## C. T. Kibbe

Chiropractor

Buckner-Lambert Building

LADY ATTENDANT

Hours 10 to 12, 1 to 6.

Phones

Office, 207

Residence, 9018F4

# Ice Cubes freeze faster in FRIGIDAIRE



FRIGIDAIRE has always been powered and designed to freeze ice cubes quickly. And now you can freeze them even more quickly.

Each Frigidaire household model is equipped with the new Cold Control... a simple patented device that speeds the freezing of ice and desserts.

See Frigidaire. Then learn how little it costs. Find out how easily any model may be purchased on General Motors liberal terms. Come in today.

The new Frigidaire Cold Control... a simple patented device now offered by Frigidaire.

J. C. CUMMINS

Hereford, Texas

PRICES AS LOW AS \$252 COMPLETELY INSTALLED

## We Are Proud

Hereford Has a Right to Be Proud of

## The New Creamery

And of the People Who Have Made It Possible

It is another step forward for Hereford and community. It will not only benefit the farmers of this vicinity by giving them an excellent market for their dairy products, but it will also be an advertisement for our city.

We want to encourage more dairying and better cows. Slogans such as "The Scrub Must Go" and "Don't Keep Any Boarders In the Herd" are ones which we feel our farmers could adopt to a profitable advantage.

## The First National Bank of Hereford

Hereford, Texas

# ART GOEBEL PILOTING FAMOUS WOOLAROC ON FAREWELL TOUR



MAP SHOWING ROUTE OF FAREWELL FLIGHT OF WOOLAROC PLANE

# Auction Sale

75 Head Bred Sows and Feeder Pigs  
Tuesday, August 6

SALE STARTS PROMPTLY AT 2:00 P. M.

Located on the Parker Farm, six miles west of Hereford, on the Highway, and two miles north.

PURE-BRED, NON-REGISTERED DUROC JERSEYS.  
PURE-BRED, NON-REGISTERED POLAND CHINAS

The sows I am offering in this sale are all high class individuals, good ages and bred to farrow within thirty days.

### FEEDER PIGS

The feeder pigs offered in this sale have plenty of quality, size and bone, and will weight from 60 to 120 pounds.

### JERSEY COWS

FIVE JERSEY COWS, AGE 4 YEARS, GIVING MILK

Considering the scarcity of good brood sows and feeder pigs, I feel safe in saying that the farmers of this county will profit in taking advantage of this truly good offering.

TERMS—Cash, or will accept note with approved security, 10 per cent interest, due November 15, 1929.

## P. M. HOUSER, OWNER

CLIFF ACKER  
Clerk

RAY BARBER  
Auctioneer

# NO BEDBUGS



KILLS—Flies—Mosquitoes—Bedbugs—Roaches—Moths—Ants—Flies  
Waterbugs—Crickets and many other insects

## Bee Brand INSECT POWDER or Liquid Spray

Write for educational booklet, McCormick & Co., Baltimore, Md.



# CREAM O' PLAINS BUTTER

**MADE IN HEREFORD**

Another achievement for our splendid City.

More good business, another drawing card for  
the farmer and the merchant.

Buy "Cream O' Plains Butter—ask your grocer  
for it!

**LET'S BUILD HEREFORD!**

Mr. Farmer: Sell your cream and buy  
"CREAM O' PLAINS"

## Farmers Creamery Ass'n, Inc.

**The Following Merchants Congratulate  
The New Creamery**

**BRUMLEY CHEVROLET CO., Inc.**

**BEAVERS BROS.**

**A. C. THOMPSON LUMBER STORE**

**BAKER'S CASH GROCERY**

**GULF REFINING COMPANY**

Dow Mercer, Consignee

**PANHANDLE LUMBER COMPANY**

**IKE'S LUNCH ROOM**

**E. W. HARRISON ELEVATOR**

**TEXAS UTILITIES COMPANY**

**COX & HUCKERT**

**C. E. STONE COMPANY**

# Specials

Friday and Saturday

Flour, Honey Bee, 48 lbs ... \$1.50  
 Blackberries, gallon ... 58c  
 Corn, Concho, 6 cans for ... 60c  
 Soap, P and G, 6 cakes ... 25c  
 Preserves, 1-lb jar, 3 for ... 50c

Toilet Paper, National, 4 for ... 25c  
 Peaches, No. 2 1-2, good, 2 for ... 35c  
 Raisins, 4 lb package ... 32c  
 Buy "Cream O' Plains" Butter.  
 Patronize Home Industry

Hereford Wholesale Grocery Company  
 L. W. GARLYLE

# Locals

Harold Arnold, bookkeeper for one of the local lumber concerns, was a visitor Sunday in Amarillo.

Harry Nunn and R. O. Douglas were visitors Sunday in Amarillo.

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

Mr. and Mrs. Harman Stewart and baby, accompanied by Mrs. Davis Stewart and children enjoyed a visit over the week-end with relatives at Sudan.

"Because of unusual crops and conditions in this county an old couple of farm bred people whose children have all married and gone, desire to trade their splendid residence with an acre of ground close in, for unimproved farm lands at a cash basis. No inflated values will be considered. The residence is and will continue to be a big revenue producer. Write P. O. BOX 515, Hereford, Texas.

Mr. and Mrs. William Kennedy who have been visiting for some time with Mrs. Kennedy's parents, Mr. and Mrs. G. C. Majors, departed Saturday for their home at Nacona, Texas.

\$350.00 buys fine block of ten lots, gas available. L. BASKIN, Owner.

Mrs. C. O. Lee was painfully injured Saturday when, while working near a hanging bracket by a window in her home she accidentally collided with the bracket, resulting in an injury to her eye.

Reall August Money Saving Sale. CORNER DRUG STORE.

County Judge Earl W. Wilson, accompanied by Mrs. Wilson and their children, leave Friday for Sweetwater where they will visit for several days with Mrs. Wilson's parents, Mr. and Mrs. LeRoy Johnson.

Miss Evelyn Bell of Adrian, formerly a resident of this city, was visiting with friends here last Thursday.

**NOTICE TO PARENTS OF SCHOOL CHILDREN**

I will give you until school begins to transfer your children from one district to another.  
 EARL W. WILSON,  
 County Superintendent.

C. M. Hicks, of Canyon, was in Hereford on business matters Monday.

H. G. Conkright, John H. Patton and C. T. Guseman, accompanied by their families, leave Saturday for Lexington, Kentucky, where they will visit for a month with a number of relatives.

The world's largest chain of individually owned Drug Stores, The Rexall Stores are having an August Money-Saving Sale. The CORNER DRUG STORE.

Friends of Mrs. J. E. Cockrell of Progressive have received word this week that she is greatly enjoying her visit with relatives in Kentucky and is visiting many interesting points in that section. An unusually interesting place recently visited by Mrs. Cockrell, she states, was the Mammoth Cave of Kentucky, which is regarded by many as one of the most wonderful formations yet discovered in the United States.

E. W. Kinney, Frigidaire supervisor for the Plains district, was in Hereford the latter part of the week on a business trip.

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

Freeland Nugent, who has been employed during the harvest season on the farm of his uncle, G. C. Majors, near Hereford, departed Friday for his home in Arizona.

Mr. and Mrs. Joe Cumble enjoyed a visit Sunday with Mrs. Cumble's parents at Plainview. Mr. Cumble is employed at the Frigidaire agency.

Miss Esther Reeve of Friona was a guest Sunday of Miss Louise Jacobsen.

Mr. and Mrs. C. P. McCollough and son, J. C., left Saturday for Amarillo where they enjoyed a short visit with Mr. McCollough's sister, Mrs. W. R. Cain, and returned home Sunday evening. Considerable difficulty was experienced on the return trip, stated Mr. McCollough, because of the heavy rain Sunday evening which made the roads very muddy.

A "Chamber of Death" test is your guarantee of FLY-TOX efficiency. The FLY-TOX "Chamber of Death" is a small room in which live, healthy flies are turned loose. They are strong and lively. As they fly and buzz around inside the "Chamber of Death" FLY-TOX is sprayed inside. Less than a teaspoonful is used. Almost at once the buzzing stops. Within five minutes all is still. The insects are dead. This test shows you how quick and positive FLY-TOX works. Just what you need for those pesky flies and mosquitoes that bother you now. FLY-TOX is positively harmless to people. It has a delightful perfume-like fragrance that pervades a room like delicate incense. It is stainless. FLY-TOX was developed at Mellon Institute of Industrial Research by Rex Research Fellowship. Every bottle is guaranteed.—Adv.

Ira Ricketts, county tax assessor, who as a result of an injury received some time ago from the kick of a mule, has undergone several operations, was operated on Saturday at the Deaf Smith County Hospital, and it reported to be getting along nicely.

**TRY A WANT Ad IN THE BRAND.**

**HEAL THOSE SORE GUMS.**

Even after pyorrhea has affected your stomach, kidneys and your general health, Leto's Pyorrhea Remedy, used as directed, can save you. Dentists recommend it. Drug-gists return money if it fails. City Drug store.

Mrs. John B. W. Corey, of Seattle, Washington, arrived in Hereford Sunday and is enjoying a visit with Mrs. Oscar Easley.

Dr. and Mrs. J. W. Hicks and daughter, Miss Veda Hicks, accompanied by Miss Imogene Wilson, departed Sunday morning for Colorado where they will enjoy a ten-day tour of interesting places in the state.

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

Notice is hereby given that on the 21st day of June, 1929, the undersigned, whose residence and post office address is Hereford, Texas, was appointed Executrix of the estate of William M. Ashbrook. All persons having claims against said estate are hereby notified to present them. All persons indebted to said estate, or to the estate of D. F. Ashbrook, please see the undersigned. Dated this 19th day of July, 1929.

LIZZIE ASHBROOK, Executrix.

Mr. and Mrs. B. J. Parks, Jr., of San Saba, who have been visiting for the past few days with Mr. Parks' sister, Mrs. F. E. Bowe, left Tuesday to continue their vacation trip to Colorado and California. Mr. Parks was formerly a resident of this city.

We take pleasure in letting you know that we have secured the services of one of the scientifically-trained Lady Toilet Goods Specialists from the United Drug Company of Boston, makers of the famous Cara Nome Beauty Treatment and Toilet Specialties. This lady will be with us for one week, beginning August 5. CORNER DRUG STORE.

Mr. and Mrs. Ollie McMinn who have been visiting for several days with relatives here left Tuesday for their home in Abilene.

Miss Billie Bell of Pampa arrived in this city last week for an extended visit with her sister, Mrs. George L. Muse.

**CREAM WANTED**  
 3c

We pay all transportation charges, and make no deductions. We offer you honest, efficient and prompt service. We give you a true market value for cream the year round. Why take from 2c to 4c less for four cream? We need your cream. You need our market. Why not ship us?

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

# The Creamery

—Another industry for Hereford, and every new industry added makes us that much more prosperous.

—Building the home town keeps us prosperous; keeps the home-town boys and girls at home.

—We will be glad to cash your creamery checks.

# Sprolws-Cronin & Company

# AUCTION FARM

## Farm Machinery--Livestock

### Friday, August 9

SALE BEGINS PROMPTLY AT 1:30 P. M.

We will sell at Public Auction, without reserve, our farming equipment and livestock, located on the Wm. Ash farm, two miles west, and four miles north of Hereford, the following:

### Farm Machinery

- 2—Emerson 10-foot one-way plows.
- 1—Fordson tractor.
- 1—Case 15-27 tractor.
- 1—Ford Truck.
- 1—Deering broadcast binder.
- 1—McCormick-Deering row binder.
- 1—Two-row P. and O. go-devil.
- 3—Slide go-devils.
- 2—Wagons.
- 2—One-row cultivators.
- Several wheat drills, Superior and McCormick-Deering.
- Several 15-30 McCormick-Deering tractors.
- Other machinery too numerous to mention. This machinery is up in good condition and ready to hitch to.

### Milk Cows

- 5—Extra good Jersey milk cows, good ages and heavy milkers.
- 1—Durham cow, extra good.

### Pure Bred Hampshire Gilts

- 5—Pure-bred Hampshire gilts.
- Several Duroc and Poland China sows.

### Horses

- 7—Head work and saddle horses.

### Harness

- Several sets good harness, collars, bridles, lines, etc.

# Mr. Farmer:

We Are Proud of the New Creamery!

AND WANT YOU TO BRING YOUR MILK AND CREAM TO HEREFORD TO THE CREAMERY.

We Will Buy

## "Cream O' Plains" Butter

and Recommend It to Our Friends.

Bring Your Cream Checks Here—We Will Cash Them for You.

Yours for a Bigger Hereford—the Home City.

# Streu Hardware

THERE WILL BE PROPERTY CONSIGNED IN THIS SALE NOT MENTIONED ON BILL

## Walker Implement Co., Owners

W. C. BLACK, Clerk.

COL. RAY BARBER, Auctioneer

### Food Was Like So Much Poison

Two years ago specialists in Louisiana, where I used to live, advised me to come to San Antonio to recuperate from the after effects of a bad spell of malaria, which had left me in a terribly run down condition. I didn't look like myself at all. My complexion was had turned such an unhealthy yellow color. In place of nourishing me, my food was just like so much poison. Constipation kept my system from throwing off these poisons and it just looked like I wasn't going to get any better. "Sargon did more for me in less than one month than all the other medicines I have used in the past five years. A number of my friends have told me that they had never seen such a remarkable change in any one in such a short time. It is simply wonderful how Sargon brought back my color and benefited me in so many ways. "Sargon Soft Mass Pills are the greatest in the world to overcome a sluggish liver and I don't believe medical science has ever found or ever will find an equal of Sargon."

Mrs. B. Prodhomme, 616 West Woodlawn, San Antonio, Texas. Clark Drug Store, Agents.

### A Much Delayed Delivery



### Amherst to Stage Big Celebration

Amherst, July 30.—Amherst's birthday celebration will be held Thursday, Friday and Saturday, August 8, 9 and 10, with one of the largest and most unique programs yet staged. Reports have it that 15,000 people will throng the city each day of the celebration, helping to celebrate the city's sixth birthday. Carnival attractions all the week, three fast ball games and one of the largest and best rodeos ever staged on the South Plains. The rodeo will include steer riding, bronc riding, bulldogging, calf roping, goat roping, wild cow milking, horse races, saddle horse races, ladies' paint pony races, Shetland pony races, etc. The bucking car will be seen at the rodeo and just watch the cow

### RALPH BARNETT

215 Main

Real Estate - Loans - Financing

### More Volume IN Dairying

College Station.—Declaring that the promotion end of the dairy business is over in the South and that the job in hand is to learn to produce dairy products economically, J. H. McClain of the U. S. Bureau of Dairy Industry pointed out at the general morning session at the Farmers Short Course at A. & M. College of Texas, Wednesday that volume of production should be the guiding principle in dairying as well as banking and merchandising.

Studies made in Tennessee show that cows producing 2000 pounds of milk yearly did so at a feed cost of 35 cents a pound butterfat, whereas butterfat cost only 21 cents a pound for feed with cows producing 6000 pounds of milk yearly. That is what is meant by volume of production in the dairy business.

"The markets for dairy products try their skill at riding the critter—they simply can't keep their seat."

Dancing each night under management of Mr. Hoover of Lubbock, manager of a dance palace of that city and Amarillo. Good floors and a good orchestra will greet the dancers.

"Easy Money," a famed bucking horse from the Bud Johnston ranch near Lubbock will be a special feature. He is one of the best bucking horses on the Plains and will be seen each day in action.

Airplane stunts, wing walking, parachute jumping, speaking, clown acts and other sideline amusements will greet the people.

Plenty of free ice water provided for all comers.

### This Year We've Hit It

—We're gettin' money around Hereford.

—Won't it be good sense for us to hold on to our money

—Maybe a lean year will hit us next.

The First National Bank Of Hereford

ducts which are applicable to the rank and file of farmers," Mr. McClain said, "are fixed by the law of supply and demand. The hope of profit to farmers who patronize most dairy markets is that they produce milk for about 18 to 20 cents a gallon and still make a profit. To do this a man can't quit farming and go into the dairy business, but he must farm for his cows. That means raising enough feed and pasture to furnish the bulk of the feed required. In the main a farmer patronizes certain creameries, condenseries and cheese factories cannot purchase any considerable part of his feed except the grain and make a profit."

"Success at handling cows in Texas must rest on the production of an adequate supply of hay and pastures and on materially increasing the production of the average Texas cow. A pure bred bull is the most rapid way, after the cows are properly fed, to obtain high producing cows on a large scale."

Mr. and Mrs. W. R. Arnold and daughter, Dorothy, have returned home from Iowa Park where they have been visiting Mrs. Arnold's parents.

Miss Lucile Brans of Oklahoma City is enjoying a visit this week with her aunt, Mrs. Gaston Baer.

Mr. and Mrs. J. T. Cronin and family left Sunday for an automobile trip to Dallas where they will combine a business mission with a short vacation.

Try a Want Ad in THE BRAND

## Mr. Farmer

We are proud of THE CREAMERY

Cash your checks here.

### KERR-ANTHONY HARDWARE COMPANY

## Elberta Peaches

CARLOAD WILL BE HERE SATURDAY

This will likely be the last car this season.

Canned Fruit Is Going Up.

BUY NOW!

### LEE CONKLIN

Phone 120-W

## Creamery Specials

We are offering in Celebration of the opening of the New Creamery a beautiful selection of bed room and dining room furniture. Come in and look them over —let your creamery checks pay



—We are offering a pretty line of fine furniture as can be found anywhere—Beautiful finished walnut.

—See the Dinette Sets with the extension tables—something new and nifty.

—Make your bed room attractive and home-like—Something to be proud of, that your friends will wish they had one, too. And don't forget to ask your grocer for "Cream O' Plains Butter."

### Jones Furniture Co.

## Hearty Congratulations!

# FARMERS CREAMERY ASSOCIATION

—Represented by your BAKER REFRIGERATION PLANT, designed by skilled engineers to meet your particular requirements, we take pleasure in joining hands with you in providing the facilities for maximum development in dairying for the community you will serve.

BAKER SYSTEM and BAKER ORGANIZATION will stand by you unflinchingly.

## BAKER ICE MACHINE CO. OF TEXAS

509 East Third Street

Fort Worth



## Sick Room Supplies

BE PREPARED AGAINST SUDDEN ILLNESS

The Wise Mother keeps in her home simple household remedies that are priceless in time of emergency. Make out a list of your needs and buy them today.

Come In. Our drugs are always pure, fresh and full of strength.

Let US be YOUR Druggists.

## City Drug Store

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

# Locals

Elbert Smith, of the Amarillo News-Globe, was in Hereford last Sunday.

Mr. and Mrs. Dick Rountree motored Sunday to Clovis, New Mexico, where they visited relatives.

Mr. and Mrs. J. C. Cummins were in Amarillo on business Tuesday.

Mrs. Paul Foster and children were Amarillo visitors Tuesday.

Mr. and Mrs. J. W. Alexander have as their guests this week their mother, Mrs. J. E. Alexander of Amarillo, and their aunts, Mrs. Q. B. Hill of Beaumont, and Mrs. Martha Watson of Van Alstyne, Texas.

Rev. N. M. Gilbert, pastor of the Baptist church at Dimmitt and also secretary of the Dimmitt Chamber of Commerce, was in Hereford Tuesday for a short business trip.

Factory to You, August Sale at CORNER DRUG STORE.

Mr. Farmer. We have a carload of Angell One-Way Plows. See us. J. A. WEAR.

Miss Jacqueline Jones, daughter of Mr. and Mrs. Alger Jones, is enjoying a visit of several days with Miss Bess Geraldine Klevin at Amarillo.

That shipment of jacks has arrived and you certainly are hard to please if we can't suit you. At RICE'S.

Mr. and Mrs. Homer Donald of Dallas, who have been visiting for the last week at Colorado Springs, Colorado, stopped over in Hereford Tuesday night for a short visit with friends before proceeding to their home in Dallas.

Mr. and Mrs. J. A. Williams and son, Melbourn, of Fort Worth, arrived Thursday for a visit with their son, L. F. Smith, returning to Fort Worth Thursday. Mr. Williams is connected with the Baker Floral Company of Fort Worth.

Obit Pinkert and Frank Huckert enjoyed an airplane trip Sunday from Hereford to Friona.

Lee Ramming motored to Amarillo Sunday afternoon where he visited with friends.

**BIGGEST ON PLAINS**  
Although only two months old, Draughon's College is by far the largest school of its kind on the Plains. It costs no more to get the nationally-known Draughon Training than to attend some small unknown school. Clip and mail this ad for Special Opportunity today. Draughon's College, Lubbock, Tex.

For that tired feeling, try RICE'S Instant Tire Service.

Miss Clara Wedel left Tuesday for Illinois where she will visit for a month with her sister.

Mr. Farmer. We have a carload of Angell One-Way Plows. See us. J. A. WEAR.

E. A. Fincher, of Nocona is visiting here this week with his son, M. D. Fincher.

Miss Jackie Tolle had as her guests Monday her cousins, Mrs. Jack Tolle and Miss Ruby Tolle of Albany, Texas, who stopped over here enroute home from a trip to Plover, and Amarillo.

Mr. and Mrs. John Williams and daughter, Evelyn, of San Angelo, Texas, who have been enjoying a visit here for the past week with Mr. Williams' parents, Mr. and Mrs. S. J. Williams, left Tuesday for Carlsbad Cavern which they will visit while enroute home.

D. E. Davis of Monroe, Oklahoma, and L. Baldwin of Fort Smith, Arkansas, were guests over the week-end of Mr. Davis' brothers-in-law, S. J. and C. B. Williams, and families. The visitors are inspecting land in this vicinity with a view to locating here.

Mr. and Mrs. C. C. Cox and daughters, Misses Aliene and Virginia, motored to Friona Sunday where they enjoyed a visit with friends.

H. G. Conkright and G. D. Gueman, with their families, are planning a vacation trip to Kentucky. To avoid trouble as much as possible, they equipped their cars with full sets of Brunswick tires at RICE'S.

Mr. Farmer. We have a carload of Angell One-Way Plows. See us. J. A. WEAR.

Mr. and Mrs. A. A. Foster and family, accompanied by Mr. and Mrs. B. F. Marrs and family, motored Sunday to Tucumcari where Messrs. Foster and Marrs enjoyed several rounds of golf on the Tucumcari links.

Miss Ruth Thurman who has been visiting here for some time with her sister, Mrs. Henry Williamson, departed Saturday for her home at Fort Worth.

Mr. and Mrs. J. B. Davis and children of Summerfield, were in Hereford Saturday on a shopping trip.

W. J. Flesher, attorney, and Z. G. Fogerson, real estate loan agent, of Amarillo, were in Hereford Tuesday on a business mission.

Mr. and Mrs. Henry Wilkinson visited Monday night with Mr. Wilkinson's mother, Mrs. J. T. Wilkinson, and with Mr. and Mrs. S. J. Williams.

Mr. Farmer. We have a carload of Angell One-Way Plows. See us. J. A. WEAR.

Splendid feed for hogs. Buttermilk 3c per gallon at Farmers Creamery.

John Patton is a wise guy. Before starting on his trip to Kentucky, he bought a pair of tire chains at RICE'S.

### SURPRISE PARTY AT FRIDLEY HOME

In celebration of the event of moving into their new home just completed, a number of friends of Mr. and Mrs. E. E. Fridley tendered them a surprise party Sunday noon.

Upon their return from church Mr. and Mrs. Fridley found their friends assembled in the new home and a delicious dinner awaiting them. At the conclusion of the feast the afternoon was devoted to visiting and to music.

Those present were Meses, and Messrs. O. L. Rutherford, Henry Williamson, T. L. Welch and families; Mrs. R. O. Douglas and sons, Misses Rosabelle Jones and Jackie Tolle; H. P. Sindt, and Mr. and Mrs. E. E. Fridley and daughter, Miss Ursulee Fridley. Out of town guests were Mr. and Mrs. L. J. Bennett of Dawn.

### BLOCK, PRODUCER OF "THE COP," WINS FAME

Ralph Block, Jr., who for years was affiliated with Paramount-Famous-Lasky as editor in chief, recently terminated his connection with that company and joined Cecil B. De Mille as an associate producer of pictures for Pathe.

Among his Block's initial efforts is "The Cop," a dramatic picture of the underworld of New York, which will be shown at the Star Theatre on Monday and Tuesday.

## Ford Doings

The Social at Ford Friday night was well attended and we had a good program and special music by Miss Edna and Waldo Klieves. Refreshments of ice cream and cake were served.

Rev. Mr. Hornbeak held his regular meeting Sunday evening. Jas. Garrett visited at the Mann home Saturday night and Sunday.

Miss Nancy Anne Garrett spent Sunday night with LaVerne Mann. D. B. Mann and Fred Brunson made a business trip to Amarillo Saturday.

Mr. and Mrs. Ray Mann left Sunday morning for Hobart, Oklahoma where they will visit with relatives.

Mr. and Mrs. A. Taylor have purchased a new car.

Fielding Johnson left Tuesday for his home in Lubbock.

Mr. and Mrs. Floyd Benson returned home Monday from Fort Stockton.

Mr. and Mrs. Lynn Palason have bought a new car.

Mr. and Mrs. Raymond Mann spent Saturday night and Sunday with Mr. and Mrs. Howard Morel. Visitors at the D. B. Mann home Sunday were Joe Garrett, Floyd and Tommy Simpson, Mr. and Mrs. Fred Brunson and children.

Henry Remple was working on a combine last week when he accidentally fell and hurt his foot.

Vineta Simpson spent Friday with LaVerne Mann.

Lorena and Odessa Goad were visitors at the Thurman home last Sunday.

Mrs. Conley of Waco and Mrs. Taylor of Brownwood were visitors at the Garrett home the past week.

Mr. and Mrs. Palason were visitors at the Garrett home Sunday evening.

Splendid feed for hogs. Buttermilk 3c per gallon at Farmers Creamery.

### 4-H Clubber Writes About Short Course

Under leadership of R. O. Dunkle, county agent, seven members of the Deaf Smith County 4-H Clubs left Saturday for College Station where they will attend the

Jackie Logan is leading woman.

Block's experience extends over a period of eight years. He started with the original Goldwyn corporation, joining the Paramount organization in 1922 as a production superintendent. He went to Hollywood and was editor in chief in charge of the Richard Dix, Adolphe Menjou and Florence Vidor hits. His pictures include "The Quarterback," "Shanghai Bound," and "Knockout Kelly," and numerous other productions.

Block is a contributor to several widely read publications among them Vanity Fair, Century, The New Republic. He has written many short stories and special articles as well as scenarios.

Farmers Short Course being held there this week. Those included in the party in addition to Mr. Dunkle are George Gaede, Elizabeth Chapman, Ramona Straub, Ruth Park, Donald Morgan, Calvin Gore and W. B. Schelhaugen.

Complying with a request of The Brand, Elizabeth Chapman of Sims, one of the winners of a free trip to the Farmers' Short Course, awarded leading members of the Deaf Smith County 4-H Clubs, is writing for The Brand a series of letters giving an account of the experiences of the Deaf Smith county delegation during their stay at College Station. The first letter received Wednesday from the Club reporter follows:

"Editor of The Brand:  
"We arrived at College Station at 5:30 Sunday afternoon and as we stepped from the train and gazed upon the tremendous crowd we realized for the first time what a benefit this coming week at the Farmers Short Course would bring to the people and how far its influence would be felt. I am sure it will be not only a week of learning new things, but also a week of pleasure to be here though all of us are sure that if it is this hot here we don't want to be much closer to the Equator.

"Some of the most prominent men of the Panhandle and of Texas were in our group, including Congressman Marvin Jones, Henry Ansley, who is representative for the agricultural page of the Amarillo News-Globe, and Mr. Tinsley, agricultural agent for the Santa Fe railroad.

"Everyone seemed to be happy and I'm sure will enjoy their week at College Station.  
"ELIZABETH CHAPMAN."

A Want Ad in The Brand is a sure, steady worker—try it out.

The West Texas Chamber of Commerce with the U. S. Chamber of Commerce is urging the cooperation of doctors in filing birth certificates and parents in seeing that birth certificates have been filed for their children in order that the census next year will be correct and will give the state the proper status.

Tulla's ton litter work in Swiss or county is showing up some good results. J. K. Adams weighed his litter of seven pigs at the age of 110 days and found 1040 pounds of live weight. The total cost of this gain is \$28.45, or \$2.75 per hundred pounds. The pigs have had access to alfalfa pasture and were fed a protein supplement.

## STAR THEATRE

HEREFORD, TEXAS

### Program

FRIDAY ONLY  
AUGUST 2

"Bridge of San Luis Rey"  
Also  
News and Fables

SATURDAY  
AUGUST 3

One Day Only  
TOM MIX

"Rough Riding Romance"

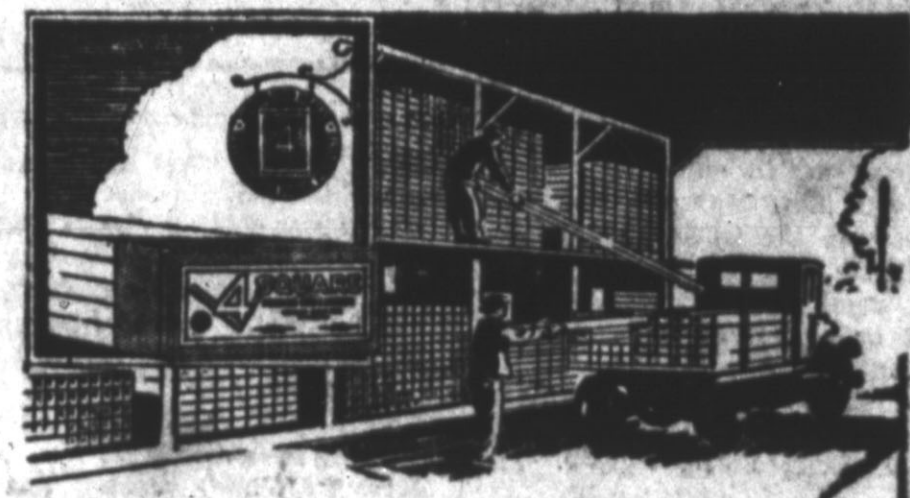
Monday and Tuesday  
AUGUST 5-6

**WILLIAM BOYD**  
in "The COP"

Wednesday-Thursday  
AUGUST 7-8

"The Squall"

Visit the Creamery and then the Star



**4 SQUARE** lumber is ready for you at our yards

4-SQUARE Lumber is the new kind of lumber—the packaged lumber of guaranteed quality.

You know exactly what you are really getting when you buy it—the species and grade are plainly marked on the label.

4-Square Lumber is wonderful lumber. It is thoroughly seasoned—finely dressed—cut to exact lengths—and trimmed square at both ends.

When you need lumber come in and look at our 4-Square stock.

Panhandle Lumber Co.

**4 SQUARE LUMBER DEALER**

**INSURANCE**  
Loans--Bonds  
HEREFORD  
INSURANCE  
AGENCY  
JOHN McLEAN, Manager

# Our Creamery

WE CONGRATULATE THE FARMERS OF THIS COMMUNITY UPON THE SUCCESSFUL OPENING OF OUR CREAMERY

—We are proud of the building; proud of the splendid machinery—and proud of the able management.

—The success of our creamery will do much to advance the prosperity of this section.

Let Us Boost for Our Creamery

**The Western National Bank**

## Appreciation

—We take occasion to say that we are very glad indeed that the dream of our community has been realized in the establishment of a

### FIRST CLASS CREAMERY

—There has never been an establishment that will yield such splendid returns for the general good of Deaf Smith County as this will.

—Let Hereford and our county resolve to join hands in the future and secure other things for our general good.

"Co-Operation" Our Motto.

**E. B. BLACK CO.**

The Big Store With the Little Price