

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 32.

Hereford, Deaf Smith County, Texas, Thursday, August 22, 1929.

Five Cents Per Copy

TALKIES HERE MONDAY

Star Theatre Installs Highest Type Sound Film

BEST PROGRAMS MADE TO BE USED IN HEREFORD DURING OPENING WEEK

"Close Harmony" with Nancy Carroll and Buddy Rogers as stars, has been selected by Manager Parker as the first offering to be presented to the patrons of the Star Theatre in the first talking picture to be exhibited in Deaf Smith county.

Miss Carroll demonstrates the singing and dancing prowess that made her famous on the New York stage before she entered the movies. With blaring trumpets and moaning saxophones, not to mention resounding drums and lamenting trombones, as his media of expression, Charles (Buddy) Rogers, "Jazz-tunes" his way across the audible silver screen, seemingly almost in person. "Skeets" Gallagher, Jack Oakie and Harry Green are active figures in the production and give able support to the stars.

Sound Films Will Be As Advertised By Star Theatre

With talking pictures pictures sweeping the country, to the din of applause, the upheaval in production studios and complete revolution in the exhibition field, confusion in the minds of the public is a natural consequence. Theatre patrons usually think of all sound productions as talking pictures.

In many instances these scenes in talk make up from 25 to 75 per cent of the picture. Whether these scenes are few or many, such pictures will still be advertised as part-talking so that the public will not expect an all-talking feature.

PHONOFILM RECOGNIZED AS BEST REPRODUCTION OF SOUND IN PICTURE

The Star Theatre is to be congratulated and thanked for the wonderful service it will now be able to render our folks. It is to be congratulated further on the choice of the sound equipment, the DeForest Phonofilm, invented by the father of the radio and sound movies, a device which has earned the slogan, The Best Sound in Town.

Coming Attractions

THE OPENING PLAY

—One you will remember and talk about for a long time, because you'll love its sweet story and the characters in it

BUDDY ROGERS AND NANCY CARROLL

—in—

"CLOSE HARMONY"

—A story of the ups and downs of those who work hard to be entertainers in the great theatres today

Monday and Tuesday

AUGUST 25 AND 27

A great singing and vaudeville dancing program full of music.

A RICH COMEDY

RICHARD DIX



"Nothing But the Truth"

—This one is for fun, and it's full of it. He had to go 24 hours without refusing to answer any question asked him AND TELL THE TRUTH. They nearly ruined him, but he came out all right, and you'll have a wonderful time watching him do it.

Wednesday and Thursday

AUGUST 28 AND 29

Admission 15c and 35c



To The Public:

We take a great deal of pride and pleasure in offering sound pictures to the citizens of Hereford, Deaf Smith County and surrounding country.

The DeForrest Phonofilm which we have installed is the product of Dr. Lee DeForrest, father of radio and reproduction of sound from film. It is of the highest quality and we invite comparison with any sound system you have heard in other theatres.

Now! You will be able to see and hear the greatest variety of high class entertainment ever offered to the American public. Broadway is brought right to your door. Now you will hear as well as see your favorite stars. They will talk and sing for you as the choicest stories of master writers unfold before your eyes.

You will hear Richard Dix talk to you, and Clara Bow and Buddy Rogers and Wallace Beery and George Bancroft and Douglas MacLean. In fact, you will get to hear all your favorite screen stars. Phonofilm brings to you Jeanne Eagles, star of "Rain"; Eddie Cantor of "Whoopie"; Maurice Chevallier, Paris Matinee Idol, and all the other big names you've read of but which have been available only to city theatre goers.

Your real entertainment starts when you have first heard Phonofilm.

Star Theatre

Coming Attractions

AN OUT-DOOR TALKIE

—The first 100 per cent talking movie to be made out in the open air. A real story of the old West, told in a new way, that brings back old memories to those who knew it, and serves as history for those who want to learn

"OLD ARIZONA"

—on—

Friday and Saturday

AUGUST 30 AND 31

Admission, 15c and 35c

An Old-Time Minstrel Show



—With its singing, dancing and hilarious music, and a wonderful romance of the South wound through it that will make you keep its memory for years. You'll be humming "Raincoat Man" and "Sleepy Valley" over and over again after you have seen and heard them . . .

Monday and Tuesday

SEPTEMBER 1 AND 2



Hereford Housewives Know We Have

The BEST Groceries FIRST and ALWAYS Good

Hereford Wholesale Grocery Company
L. W. CARLYLE

Summerfield

Rev. Brownlow of Plainview, filled his regular appointment here last Sunday.
Mr. and Mrs. Ray Johnson announce the arrival of an 8 1/2 pound baby girl, Billie Ray, at Saint Anthony's hospital, Amarillo, last Sunday.
Miss Elsie Slakey of Greer, New Mexico is visiting her sister, Vedna.
The Morgan and Huntley families are going to Carlsbad, New Mexico, for an outing and visit at the Cave.
Mrs. Blakemore and daughter, Eva, attended church at Hereford Sunday.
W. G. Harris and family have returned from El Paso where they visited his brother, W. H. Harris.
W. D. Welts and family returned from Lamesa, Texas, and points

In Oklahoma this week.
Mr. and Mrs. Lawrence Johnson left for Austin Thursday to attend the graduation exercises of their son, Elton, who will receive his B. B. A. degree August 26.
The families of Doc Roberson, A. C. Fowers and Roswell Schilhagen enjoyed an outing in New Mexico and the North Plains last week.
Etta Mae Lance of Chillicothe, Texas, is visiting relatives here and at Hereford.
Mrs. Lee Curry is enjoying a visit by her mother, Mrs. W. B. Davis, and brother, Claude Davis, of Chrenodon. They leave for Colorado for a visit this week.
Miss Rambo, a teacher in the Hereford schools, spent the weekend with the Huntleys.
The Watkins sisters who have been visiting their brother, A. M. Walker, returned to their home in Pampa this week.

Mr. and Mrs. J. B. Davis visited in the Friday home at Hereford Sunday.
Mr. and Mrs. L. L. Cannon invited several neighbors and good friends to a dinner Sunday.
Mrs. Walter Huntley and daughter Geraldine visited friends at Tulla last week.
Rev. Cloyd of Hereford will conduct a series of meetings here, beginning next Monday night. Rev. Cloyd is a forceful speaker and everybody is invited to attend this series of meetings.

Ward News Notes

On the first Sunday in September Ward community will observe rally day. There will be Sunday school and church in the morning and dinner on the ground. Singing will begin at 1:30 and we invite all the neighboring communities to meet with us. Let's have a real singing.
Mr. and Mrs. Alfred Litcher of McCamey visited last week in the home of his mother, Mrs. Bob Allison.
Mr. and Mrs. O. Caraway of Guadalupe, Texas, and Hobart Caraway of Caddo, Texas, spent the past week in the home of Mr. and Mrs. W. P. Caraway.
Mrs. D. O. Williams and sister, Miss Beatrice Hutson, who are attending school in Amarillo, spent the week end with home folks.
Lisle Woodford took dinner in the Wiley Roberson home Monday.

Mr. and Mrs. Arlie Dean and Jack and Mary Louise left Monday for a vacation trip to the mountains of New Mexico.
Francis and Viola Hutson spent Wednesday night with Mrs. Streun.
Sherm Williams is spending this week with his son, D. O. Williams.
Weslie Higgins and George Suggs were Amarillo visitors Tuesday.
Mr. and Mrs. Jim Lipscomb left last Wednesday for a tour through Colorado and New Mexico.
Mr. and Mrs. James Gardner of Amarillo spent the week-end in the home of her sister, Mrs. Bill Hutson.
Mr. and Mrs. Bob Allison and Mr. and Mrs. George Lewis and Gladys took supper in the home of Mr. and Mrs. Arlie Dean Tuesday night.
Mr. and Mrs. D. O. Williams and son and Sherm Williams were guests Sunday at dinner in the Jack Hutson home.
Mrs. Bray and Mrs. Lee Hardy and son of Hereford called on Mrs. Suggs Thursday afternoon.
Mr. and Mrs. George Lewis and Gladys, Mr. and Mrs. Zorn Vaughn of Westway, and Mr. and Mrs. Harry Schultz of Amarillo were among those who enjoyed a picnic supper on the creek Sunday night. Gladys Lewis accompanied her uncle and aunt, Mr. and Mrs. Harry Schultz, back to Amarillo for a week's visit.
About 45 people gathered at the home of John Hutson Monday night to remind him that his birthday had come again. He was delightfully surprised. The evening was spent in playing games and at a late hour refreshments of ice cream and cake were served. The birthday cake with its 36 candles was brought out and presented. When leaving, everyone expressed themselves as having spent a very pleasant evening and wished him many happy returns of the day.
Mrs. Bob Higgins called on Mrs. Suggs Monday afternoon.
Mrs. Wilson and sons are visiting in the home of her daughter, Mrs. Bob Herbold.
W. E. Hicks and Rev. V. M. Cloyd called in the home of Mr. and Mrs. Wiley Roberson Thursday morning.
Mr. and Mrs. J. H. C. Copeland, Mr. and Mrs. J. R. Copeland, Murray, Miss Anna Copeland and her house guest, Miss Mary Katherine of Waxahachie, enjoyed an outing on Cedar Canyon Sunday.
Miss Mattie Wimberly of Plainview who spent the past week in the home of Mr. and Mrs. W. P. Caraway returned home Saturday.

MARY McDONALD AND J. A. MOBLEY MARRIED
Announcement has been made of the marriage of Miss Mary McDonald and Mr. John A. Mobley, Jr., of Houston, Texas.
The wedding took place August 11, at the Central Presbyterian church, Dr. R. Thompson performing the ceremony.
Only members of the family witnessed the quiet occasion.
The bride is the beautiful daughter of Mr. and Mrs. D. L. McDonald of 1226 Bonham street. She recently moved to Amarillo with her family from Hereford. Mrs. Mobley is a graduate of the University of Texas. She is a member of the Gamma Phi Bets sorority.
The groom is the son of Mr. and Mrs. John A. Mobley, Sr., of Houston. He is a graduate of the law school of Texas University and is practicing law in Houston.
Mr. and Mrs. Mobley left immediately after the ceremony overland for Houston. They are at home at 806 Fulross, apartment six—Amarillo News.
Mr. and Mrs. Albert Schofield of Jumbo were visitors in the home of Mrs. Schofield's mother, Mrs. R. E. Littleton, Sunday.
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.

estate of D. F. Ashbrook, please see the undersigned. Dated this 19th day of July, 1929.
LIZZIE ASHBROOK, Executrix.

Old Peoples' Homes

—Aren't filled with people who own their own homes. Did you ever think of that?
—Be planning now to have that home of your own you have always wanted. Our years of experience in building homes is at your service.

ROCKWELL BROS. & COMPANY

Lumbermen In Hereford Since 1898.
Phone Four—The Lumber Number..

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

Congratulations.....

—We are glad to join in with others in extending best wishes to Hereford and its trade territory, upon the coming of "talkies" to Hereford.
—Thus Hereford is afforded the most modern and highest type of entertainment possible anywhere in theatres today.
—Mr. Parker is deserving of much praise for making this possible.

C. E. Stone Co.
Chain Stores Hereford, Texas
—watch Stone's windows—

AMARILLO PAINTER ENDORSES ORGATONE

Says Wife Was Sick In Bed. Suffered Seven Years with Digestive Troubles, But Feels Fine Now.
"I had two doctors with my wife this Christmas eve and then when she didn't get any better, bought a bottle of Orgatone and she began to improve right away," said Floyd E. Gifford, residing at 3500 Tyler, Amarillo, Texas, while talking with the Orgatone representative. Mr. Gifford is a painter.
"My wife has suffered for seven years with stomach and digestive troubles. She has pains in her neck and back and her heart was affected every time she ate anything. The food would not digest and caused gas formation which would crowd her heart and she would get weak and dizzy. She had severe attacks of indigestion and would have pains in her abdomen and cramp for hours. She was very bilious and dizzy, most all the time, and never was able to rest or sleep of a night and was very, very nervous. She was constipated and had to take strong laxatives most all the time. Every time she ate anything she had to go to bed. Any kind of food would make her sick.
"She was very ill Christmas eve and I went to town and saw where Orgatone was helping so many people and got a bottle. This indeed was a nice Christmas present for us, for the very first dose she got better right away. She eats anything she wants, now feels better in every way. She is not constipated any more and does not get dizzy and bilious. She says she feels she owes it to Orgatone to give a statement so that other people may know the benefits. We are both grateful to it."
Genuine Orgatone is manufactured by one of the world's largest laboratories and is not a so-called secret or patent remedy but a new scientific bile treatment and is sold in Hereford by the City Drug Store.—Adv.

Here and There

The meeting continued over Sunday with growing interest.
Mr. Hogan's many friends here are very glad to hear of his improvement.
Mr. and Mrs. Geo. Sparkman spent Sunday with Mrs. Green.
Mr. and Mrs. A. H. Beauford and daughter Blanche and Mr. and Mrs. C. E. Beauford were visitors at Irving, Texas, last Tuesday, going there because of the illness of Mr. Beauford's mother.
Mr. and Mrs. C. M. Bell and sons and Mr. and Mrs. Emmett Dixon and children returned Saturday from an extended stay at Pagosa Springs, Colorado.
Mrs. J. R. Steele and Mrs. J. Lee Frances of Silverton visited in the W. A. Springer home last week.
Mrs. M. D. Fincher and Misses Pauline and Christine were Amarillo visitors Thursday.
Mr. and Mrs. C. D. Beauford went to Gary, Oklahoma, last Thursday.
Jack Allman was a tonsil patient at the Hereford Hospital Thursday of last week.
Mr. and Mrs. Earl Springer visited with Mr. and Mrs. Barnes near Toler, New Mexico, last Sunday.
Mr. and Mrs. Whitefield and children returned last week from a ten days visit at their old home near Itasca.
Mrs. Leo Williams had as her guests last week her sisters, Mrs. Clem Dillard of Santa Anna, California, and Mrs. Volle Mills of Las Vegas, New Mexico.
Next Sunday the regular county singing convention meets at Flagg.
Rev. Ansmore has changed his appointment date at Frio and now comes on the Saturday night before the fifth Sunday.

Your tongue tells when you need



Coated tongue, dry mouth, bad breath, muddy skin, gummy nerves and sour stomach suggest its use.

Womack's Specials

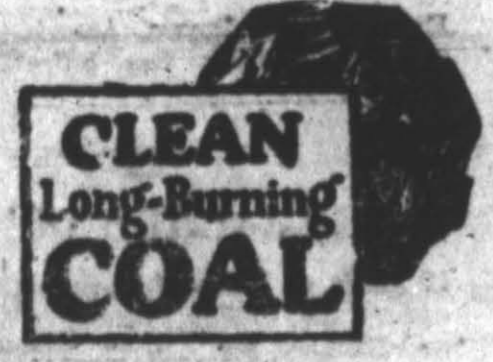
FOR FRIDAY AND SATURDAY
APRICOTS, evaporated, pound 20c
RAISINS, Economy, two pound package 18c
SOAP, Ivory Flakes, package 10c
CEREALS—One muffin pan FREE with each purchase of four packages of Kellogg's Cereals, either Corn Flakes, All-Bran, Rice Krispies or Bran Flakes.

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

OLD DUTCH CLEANSER, 3 cans for 21c
Grape Juice Pint 26c
Quart 51c
PORK and BEANS, Wapco brand, 3 cans 25c
SOAP, Crystal White, 10 bars 41c
GOLD DUST, washing powder, large size 26c
SYRUP, Brer Rabbit, gallon size 84c
POST TOASTIES, per box 11c
CRACKERS, Saltine Flakes, 2 lb box 31c
BANANAS, per dozen 25c

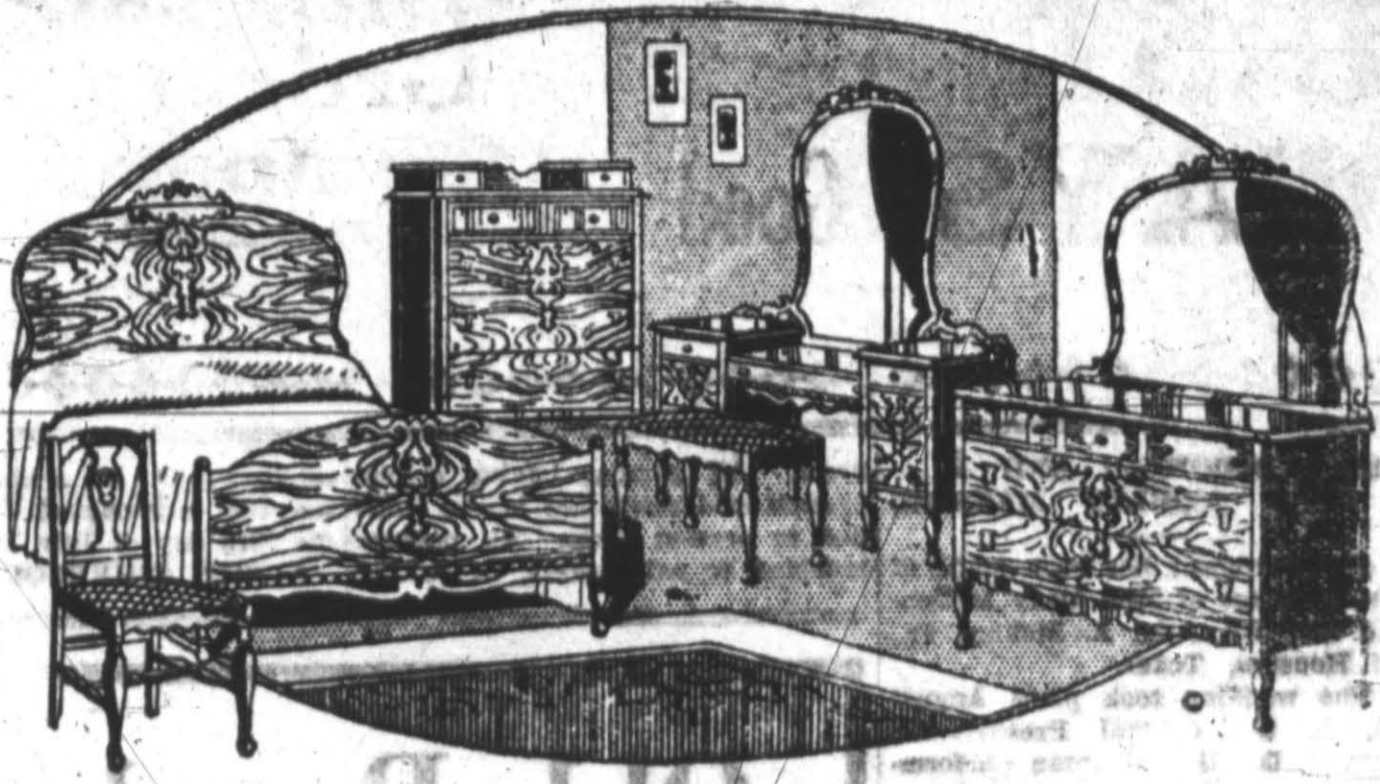
Arrange For Your Winter Coal Now!



—We are taking orders now for storage coal to be delivered later. You can effect a material saving by ordering enough to supply all your winter's needs, as the price goes up each month for winter deliveries, beginning September 1st.

Jones & McLean

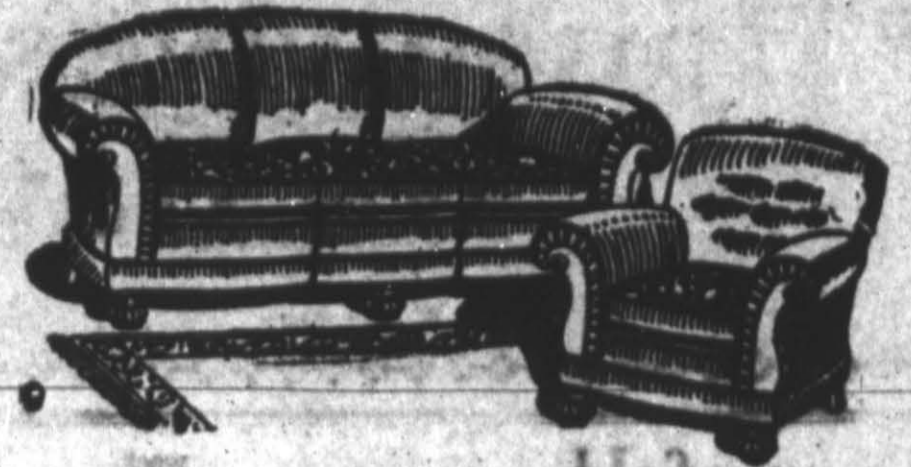
A Carload of New Furniture



JUST RECEIVED AND UNPACKED

Now on display in our show rooms. Come in and see it—compare it for Quality and Price.

Living, Dining and Bed Room Sets



At unheard-of low prices. We will take in your old furniture, too, and allow you liberal terms. You will find for your selection and approval, Cabinets, odd Dressers and Beds, Springs, Mattresses, Cedar Chests, all kinds of Rugs and Floor Coverings, Window Shades, Wall Paper, etc. Don't fail to come in when you are in town. We'll be glad to have you look around and do our best to give you the highest values in town that money can buy.

Jones Furniture Company

Phone 111

"Down On the Bowery"

Hereford, Texas

PHONOFILM RECOGNIZED

(Continued from Page One)

minute care in electrical, mechanical, optical, photographic and chemical details. Indeed, it is a wonderful laboratory problem and one which must be solved in the terms of the practical atmosphere of the motion picture studio and of the theatre in which the films are reproduced.

"Yet the way to make a talking picture is a simple story. To begin with we employ one or more microphones for gathering the sound waves just as in broadcasting. We also employ a suitable speech amplifier, similar to those of the usual broadcast studio for magnifying the delicate electrical variations in the microphone circuit. The powerful output of the amplifier is fed to a sensitive glow tube which varies its light intensity in accordance with the variations in the electric current coming from the microphone. One of my early problems was to develop a sufficiently sensitive and reliable glow tube for following the exceedingly rapid and delicate variations of the voice currents, yet capable of sufficient luminosity to affect the sensitive film. The glow lamp throws its varying light beams through a small aperture or slit directly onto the negative film as it rolls steadily past. In this manner I obtain a "sound track" as we term the photographic sound record about 1-8 inch wide between the actual motion pictures and the perforations on the side of the film. Upon close examination, with a magnifying glass, the sound track is seen to comprise of successive bands of varying density of exposure representing latent sound values.

"We record our sound simultaneously with the filming of the pictures for perfectly synchronized talking pictures. In other cases where absolute synchronization is not a necessity we can record the sound separately from the pictures which is printed on the positive print which goes to the theatre before or after the picture is printed. Incidentally music to accompany a phot-play or lecture to accompany a series of pictures are usually recorded as a separate operation from that of taking the pictures. The Phonofilm process is exceedingly flexible in the matter of application.

"The complete Phonofilm with pictures and sound combined is reproduced in a projector that differs but slightly from the standard motion picture projector. It is just a reverse of the recording apparatus. Here the mechanism consists of a steady light source focused on the sound track of the film which in turn casts more or less light, depending on the density at that particular portion of the sound track, on the photo-electric cell. The photo-electric cell passes electric current in direct ratio to the amount of light that is falling on it, thus transferring the varying densities on the sound track into electric variations. These electrical variations are fed into proper amplifiers and then fed into loud speakers for conversion into sound.

"That in brief is the method of taking talking pictures and the way in which they are shown in the theatre. There have been many problems that had to be overcome. One of the greatest of these has been the development of amplifiers and sound reproducers, that is the loud speakers, which would give the necessary degree of realism to the greatly magnified voices as they go out into the theatre. We had to review both the studio and theatre arts at great length and finally evolved many refinements and innovations as the result of our experience and making and showing

talking pictures since 1923. Today Phonofilm employs a combination of the cone and the air column types of loud speakers for an amazingly realistic rendition of voices and other sound quite unlike that you have been hearing heretofore.

"With talking pictures the motion picture industry has had to adapt itself to many changes in production technique. The heretofore silent drama, with its pantomime art and cumbersome titles has had to make way for the talking picture drama which virtually speaks for itself.

Surprisingly enough, several well known screen players have made out very well indeed with their new speaking parts, even though they have had no stage experience. Of course the speaking role involves no serious change in the usual motion picture practice. The lines are actually rehearsed for each scene, which is then filmed. It is quite unnecessary to rehearse the lines for an entire play as is the case on the spoken stage. The director cannot shout his commands and his coaching within earshot of the sensitive microphone. Rather he must resort to sign language or frequent retakes. Otherwise the actual effect of talking pictures is very little felt by the ordinary personnel of the silent screen."

SOUND FILMS WILL BE

(Continued from Page One)

be labeled as "with synchronized orchestra accompaniment, featuring the theme song."

Thus, there are four classifications into which sound productions are divided. It is hoped, by careful labeling and advertising, to create in the public mind exactly what type of synchronized pictures are to be offered at the Star Theatre from week to week.

Not all the biggest pictures of the year are all-talking, it is explained. Whether or not the motion picture field will eventually confine its productions to all-talking pictures, solely, is still problematical. Many types of story lend themselves to talking pictures while others are most effective in silent form, with merely sound ef-

fects and the usual musical accompaniment.

In this latter classification is "Red Skin," with Richard Dix. The picture is beautifully synchronized, the score being very effective, it is pointed out; while the color process used, producing an all-colored out-door picture, results in a very beautiful and impressive photoplay—minus any sound save the orchestra and the theme song, sung by an unseen soloist.

"The Iron Mask" opens with a prolog in which Douglas Fairbanks speaks; then reverts to the silent form of movie and the talk is never missed, for this type of picture is still tip-top entertainment, without talk or sound save the music. It is in a class with "Three Musketeers" and some how talk would be out of keeping with the nature of the piece.

Adrian-Sims Notes

Mr. and Mrs. Lige Ellison and Glenn left Thursday for Crosbyton, and expect to return in a few days.

Mr. and Mrs. Ed Mecaakey and Jim Ney, and William motored to Amarillo Tuesday.

J. M. Chapman returned Friday from Hot Springs, New Mexico, after a three weeks stay there, and is greatly improved in general health.

The John Rector family have moved to Decatur, Texas.

N. O. Phillips and family have moved into their new home.

Ida Jane Lotta celebrated her eighth birthday with a party last Thursday afternoon. She is visiting her grandmother, Mrs. Ida Matson. Refreshments of angel food cake and ice cream were served to the guests.

Mrs. Ferguson and children visited Mrs. Chapman Thursday afternoon.

Mrs. Ed Mecaakey was a Hereford visitor Monday.

Mrs. Ferguson gave a social Saturday evening.

Mrs. Larson is visiting relatives in Iowa, and will probably stay until autumn.

Mertine Fly Spray does the work. We have it in quart, gallon and five gallon size. WEST TEXAS FEED & SEED CO. Its

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

ADVICE

MANY RECEIVE IT, THE WISE PROFIT BY IT



"Sometimes Bill, the soundest advice comes from those who believe wise too late! John suffered the consequences of his business by fire. He had just enough insurance to cover the mortgage."

Fire is to be feared. Consider your insurance requirements today!

Plains Insurance Agency

JOHN PATTON

Manager

WHIPPET

Fours

Sixes

A complete line of new WHIPPET Automobiles ready for your inspection, demonstration and selection.

Used Cars

- 1—1926 Overland sedan.
- 1—1927 Chevrolet Coupe.
- 1—1927 Whippet Touring.

Noble Motor Co.

Hereford, Texas

L. A. RICKETTS, Local Manager.

Also have good Jersey milk cow for sale

FALL FROCKS of Distinction



Every imaginable color and style and type that has been created for the early fall season will be found in this assortment of dresses. Five hundred dresses particularly secured, styled and arranged for this special selling event.

Priced from \$9.85 and Up

Fall Colors

New, Chic Materials

SPECIALS

for

Friday, Saturday and Monday

MERCERIZED PRINTS

For school dresses and house dresses, 36 inches wide, yard 15c

LADIES' RAYON BLOOMERS

Extra heavy rayon, assortment of light shades, two pairs for \$1.00

QUILT CHALLIES

New Fall patterns in quilt Challies, special for three days, per yard 15c

UNBLEACHED DOMESTIC

12 yards of Unbleached Domestic. On Friday, Saturday and Monday, for \$1.00

COTTON BATTS

Melba Cotton Batts, 72 x 90 inches. Pure white cotton 75c

LADIES' HOSIERY

Pure silk and rayon, pointed heels, regular 75c quality, all new fall patterns, on Friday, Saturday and Monday, 3 pairs \$1.00

Fox Mercantile Co.

We congratulate Hereford on its progress into the class of cities who now enjoy talkies, and thank Mr. Parker who has made this possible.

Locals

Come to the Philco Radio Show. Mr. and Mrs. Dudley Palmer and Mrs. B. B. Palmer left Tuesday for a short visit to Carlsbad Caverns.

Mrs. Eva Stevick is spending a few weeks in Grady, New Mexico, visiting her son, Walter Stevick and his wife.

H. Foster of Georgetown, Tex. arrived here Tuesday for an extended visit with his sons, A. A. County Clerk L. H. Foster, Foster, Sr., was for many years a resident of Hereford and numerous friends will enjoy an opportunity of meeting him.

David Thompson of Vernon in Hereford on business this week.

Come to the Philco Radio Show. L. B. Broadbent who has been touring at Pampa for some time, returned to Hereford Thursday.

Mr. and Mrs. J. B. McMinn and daughter of Canyon were visitors for the week-end with friends in Hereford.

Mr. and Mrs. R. E. Frazier and daughter visited with friends at Canyon last Sunday.

IRRIGATION PAYS IN PRODUCTION ON PLAINS FARMS

Plainview.—A sixty acre field of beets that is estimated to yield as high as ninety bushels to the acre while adjoining fields will not reach more than a third that amount from present indications is the answer offered by Geo. Henkel, Jr., to the question, "Does irrigation pay?"

Henkel owns a half section of land three miles southwest of town and ten miles northwest of Plainview on which he has lived for eight years, coming here in 1921 from Wisconsin. In April last year he installed an irrigation plant which, as he says, to absolutely insure the raising of feeds sufficient quantities to take care of his dairy cattle, with a margin to sell each year.

Henkel is practicing a diversified agricultural plan that is being advocated for all of the shallow water district on the South Plains around Plainview—that of irrigating feed stuffs, milking cows and maintaining a poultry flock in addition to raising cotton and wheat.

The irrigation plant installed in April at a cost of \$2000 is a direct flow pump and the power is supplied by a tractor used on the farm. The well is 155 feet deep and 12 inches in diameter. He gets a flow of around 800 gallons of water a minute. The cost of operation is around \$100 a day for fuel. An acre of ground can be irrigated in slightly more than two hours time. The field of beets that is attracting considerable attention was irrigated at a cost of approximately 75 cents per acre.

Henkel is planning the installation of a second pump within the near future and expects to utilize fully his entire farm under irrigation.—South Plains Farmer.

BUILT LAND MAKES EXTRA BIG CORN CROP

Richardson.—By producing and marketing 1500 dozen ears of roasting corn from a five acre field in 90 days, D. W. Webb, local farmer, has taken in \$375 during the period of July 30 to August 16. The farm has been in cultivation for 50 years and when Mr. Webb proposed to produce a paying crop of old worn-out land his neighbors scoffed at the idea.

This is the way it was done: For the last two years this five-acre field has been sowed in the fall with a bushel and one-half of rye, and pastured with hogs and sheep until spring. The last cover crop was plowed under the last week in April and planted to corn May 12. In spite of an exceptionally dry June and July Mr. Webb's corn stalks stayed perfectly green and many of them had two ears. The land is to be re-seeded to wheat and rye again next month.

McLENNAN COUNTY WOMEN MAKE SERVING TRAYS

Mart.—Serving trays of veneer bottom and reed sides and handles, large enough to hold a pitcher and eight glasses have been made by 36 McLennan county women following a demonstration by Miss Wynne Lou Parr, home demonstration agent, at a short course held here recently. Materials have been prepared for making 50 more of these artistic and inexpensive little trays.

The Old Brass Band



Society

MEGERT-McENTIRE

Announcement was made here this week by the bride's mother of the marriage on Monday, August 19, of Miss Lucille Megert and Hubert E. McEntire. The ceremony was performed at Clovis, New Mexico, by Rev. J. C. Jones, pastor of the Methodist church of that city.

Miss Megert is a daughter of Mrs. Nettie V. Megert of this city and is a graduate of the Hereford high school. For the past three weeks Miss Megert has been employed as bookkeeper for The Brand, a position which she will continue to fill after her return from her honeymoon trip. Previous to her employment with The Brand, Miss Megert was bookkeeper for J. C. Cummins, plumber.

Mr. McEntire is the son of Mr. and Mrs. J. M. McEntire of Dimmitt and is a graduate of the Hereford high school. After graduation from the local school Mr. McEntire entered Dr. Danforth's school of pharmacy at Fort Worth. Upon graduation from the school of pharmacy he successfully passed the Pharmaceutical State Board at San Antonio. Mr. McEntire is now employed as druggist at the City Drug Store of Hereford.

After the wedding Monday at Clovis, Mr. and Mrs. McEntire left for Carlsbad Cavern and other points in New Mexico for several days, after which they will return to Hereford. Mr. and Mrs. McEntire will be at home to their friends at their new home in the J. F. Ward duplex.

FAMILY REUNION

Meeting for the first time in four years, members of the Phillips family held a reunion in the home of J. L. Sparks on West Second street. Five of the daughters of J. C. Phillips of Leedey, Oklahoma, were present. An elaborate dinner was a feature of the reunion.

After dinner kodak pictures were taken. Those present were Mr. and Mrs. J. L. Sparks and family, Mrs. J. O. Howard and son, Carl, Mrs. Omega Allen, Miss Lorene Phillips of California, Orland and Arlis Phillips of California. Mr. and Mrs. Howard-Morris of Friona.

SPENDING VACATION IN MASON COUNTY, TEXAS

Intent upon enjoying life out-of-doors three families from this city departed Saturday on a fishing and camping trip to Mason county, Texas. Provided with tents and cooking utensils, the party will camp along the river wherever night overtakes them and will not hurry in arriving at their destination. The party, which expects to be absent two weeks, includes Mr. and Mrs. R. R. Jennings and family, Mr. and Mrs. Jake Boydston and son, and Mr. and Mrs. Ennis McCollum.

Mrs. R. L. Elliott and children, Oleta and Victor, accompanied by Miss Ruth Wolf, enjoyed a visit over the week-end at the home of J. F. Ward duplex.



The Winner of the Edison Scholarship. Photo shows Thomas A. Edison, donor of the Edison Scholarship, congratulating Walter B. Huston, of Seattle, Washington, 16-year-old high school boy, who was the winner of the coveted prize.

CAMP AT HARDING RANCH

Leaving the last of the week, a number of young people of this city enjoyed a camping trip over the week end at Harding's Ranch. Those in the party included Mr. and Mrs. Finis Owens, Misses Mary Valentine, Francis Guinn, Dessie Mac Steele and Messrs. Alton Frazier, Ike McLennon and Jewell Murchison.

DALHART GOLF

A tempting array of cups, trophies and special prizes are being arranged by the Dalhart golf club for its first annual invitation tournament to be held here August 31 to September 3. Eighteen prizes have been secured and included in the list will be trophies for the best attendance and the best team play from visiting clubs.

There will be four flights and suitable prizes for the winner and runner-up of each flight. The list of prizes were expected to tempt a large entry list from more than 20 clubs that have been invited.

August 31 to September 1 will be given over to qualifying rounds of eighteen holes each. Match play will be held the two following days. A supper will be held on the night of September 2 for the visiting players. George Ainsworth, Henry Tuck and Ralph Waite are members of the tournament committee.

TRY A WANT AD IN THE BRAND

CAMP FIRE PARTY

The local group of Camp Fire girls were entertained last Thursday night at the home of Miss Mary Elizabeth Stamford on Fourth street. Table games were played and music enjoyed. Refreshments were served to Misses Wilma Joe Jones, Virginia Barnett, Betty B. Jones, Estelle Gilliland, Betty Ruth Pickett, Nora Alice Daniel, Jimmy Clark, Thorton Shirley, Patricia Wederbrook, Florence Boardman, Margaret Hill, Ruth Marie Mounts, Billie Valentine, Lois Matthews.

METHODIST MISSIONARY

An interesting program was enjoyed by members of the Methodist Missionary Society, held Wednesday afternoon at the First Methodist church. Mrs. G. A. F. Parker and Mrs. J. E. Beyer gave an extended account of their trip to California which proved very interesting to their companions. Miss Florence Bowman gave a piano solo that drew the hearty approval of the audience. Mrs. F. T. Rolason was chairman of Wednesday's meeting.

HOME FROM TRIP TO ARKANSAS

Omer Baker, proprietor of the Stockman's Cafe, accompanied by Mrs. Baker, returned Sunday from an extended trip to Hartford and Fort Smith, Arkansas, Joplin, Missouri, and Picher, Oklahoma, where they have visited with relatives. During the two weeks that Mr. and Mrs. Baker were absent from Hereford their daughters, Misses Bobby and LaVerne, were in charge of the Stockman's Cafe.

PROVIDE PASTURES FOR DAIRY COWS, SAYS EXPERT

College Station.—Texas dairy herds may be greatly improved by providing temporary and permanent pastures, growing legume hay, like alfalfa or clover, feeding grain according to milk production, giving more attention to such management problems as barns, shade and water and by culling out the unprofitable cows by testing," declared A. L. Darnell, professor of dairy husbandry A. & M. College at the farmers short course recently.

"Where green pasture cannot be maintained every month in the year a silo will pay provided there are as many as 30 cows in the herd. Silage is not the equal of good tender grass but it's the best substitute in dry summer months. A dairy cow ought to be fed good alfalfa, sweet clover or cow pea hay each

day in the year. For every three or four pounds of milk a cow produces she should be given one pound of grain and to do this a farmer must weigh each cow's milk as well as the feed. As long as a cow is giving 15 pounds or more of milk daily she should receive some grain regardless of the silage or pasture she is getting.

"Extensive barns are not needed in Texas but cows should be protected from the short, cold, wet spells in the winter. In the summer shade should be furnished and an abundance of clean, fresh water. The rest of management lies in breeding for fall freshening, for cows usually give 20 per cent more milk this way, drying cows up a month or so before calving, and taking care to start a fresh cow off on a good ration.

A dairy farmer who doesn't keep records is like a sailor who tries to run a ship without a rudder. The best way to cull out inferior cows that eat up profits is to weigh and test each cow's milk, although some of the poorest ones may be picked out on the basis of general type and conformation.

The future dairy herd may be built up by buying better cows, but they are hard to locate, high in price and may bring disease into the herd. The best way is to breed the cows on hand to high quality pure bred bulls. The daughters of such crosses often produce double the milk their dams gave.

HOME DEMONSTRATION WOMEN IN COMPETITION

Tahoka.—In a tailored wash dress contest recently completed in Lynn county 173 home demonstration club women entered dresses that had been made according to suggestions of Miss Thelma Greenwade, home agent. Special attention was given to the selection of good materials, designs suitable to the wearer and colors adapted to the individual. The winner was Mrs. L. C. Crews of the Tee-Bar club, a former 4-H club girl.

SHORTAGE OF COLD STORAGE EGGS HELP KEEP PRICE UP

Now is the time for poultry raisers to increase their flocks in order to insure greater production this fall and winter, R. E. Swain of the Swain feed and hatchery company declares.

"There are now approximately 500,000 cases of eggs short in cold storage supply throughout the U. S. and prices are almost certain to go higher this fall and winter. The farmer or poultryman who can increase his egg production will undoubtedly cash in on this better price, caused by the greater demand," he said.

FOR JOB WORK, TRY THE BRAND.

CREAM WANTED

We pay all transportation charges, and make no deductions. Regardless what others quote for cream we guarantee our prices to be an honest market value. Your cream will bring from 2c to 4c a pound more by shipping us than selling to local cream stations. We guarantee to satisfy every shipper.

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

Advertisement for Hereford Insurance Agency featuring a large arrow graphic and text: 'If your property has increased in value... your insurance protection on that property should be increased in proportion. Don't neglect it! Phone today! John McLean, Manager Hereford Insurance Agency Phone 273 Hereford, Texas'

Large advertisement for 'Quality Printing' with text: 'Quality Printing-- Have your stationery, office forms and other commercial printing as you want it to be. It is yours—why not get it as you would like to have it? The Brand is equipped to do as good work as you can get elsewhere, its employees know your, and appreciate your desire for the kind of work you want done. And our work isn't right until you say it is! The Hereford Brand'

Advertisement for 'Electrical Appliances are for Your Comfort' with text: 'No one these days disputes the usefulness of electricity—it is your servant, to be used in getting your housework done better, easier, cheaper and in less time. Special Prices This Week! Reductions are given this week on Universal Sweepers and One-Minute Washers. Come in and see these wonderful machines—get our special prices and secure the best to be obtained at a saving. Texas Utilities Company'

DOVE HUNTERS MUST NOT SHOOT ON THE HIGHWAYS

City hunters who get their birds along public highways have a big disappointment coming to them with the beginning of this season, for no more can they shoot along the highways. The second called session of the last legislature created one of the shortest laws on records but it went straight to the point. Here is the way it reads: "Any person who shoots or discharges any gun, pistol or firearm in, on, along or across any public road shall be fined not more than \$100."

The first effect of the new law will be to save the doves, which has a tantalizing habit of sitting on wires, fence posts and dead trees along the highways. They have been easy targets for hunters in past years and many have obtained the limit by that kind of hunting. Hereafter it will be necessary to hunt away from public roads, either on private lands or unposted stream banks and lowlands.

It was not the original purpose of this law to protect either the doves or the highway users. Its first object was to stop poachers in pastures for deer and turkey shooting. This had become a favorite method of killing game in some of the best protected pastures. Hunters would drag along the public highways and either shoot deer or turkeys from the road or use the road as a base point to make quiet encroachments into large pastures. They often would say they had wounded the animal or turkey along the highway and were merely chasing it.

It is probable that more changes were made by the last legislature in the open season on birds than by any previous session. More counties were changed and more rearing done than has occurred for many years. The zone south time was moved back from September 1 to October 1. The game, fish and oyster department, through W. J. Tucker, commissioner, has compiled a digest of all the game laws in Texas. It covers the law on birds of all kinds and animals of various sorts, as well as general hunting regulations and restrictions. This digest follows:

Game animals are deer, elk, antelope, wild sheep, bear and squirrels.

Game birds and water fowl are turkeys, ducks, geese, brant, prairie chickens, grouse, pheasants, quail or partridges, wild pigeons, dove, snipe, chachalaca, plover and shore birds of all varieties.

Open seasons are:

-Bear, Nov. 15 to Dec. 1.

-Deer, white tail, Nov. 16 to 31; black tail or mule deer, east of Pecos river, Nov. 16 to Dec. 31, and west of Pecos, No. 16 to 30; Bastrop, Hemphill, Roberts, Hutchinson, Callahan, Eastland, Ste-

Quickly Recovers His Old Strength

"The Sargon treatment is simply wonderful for bringing back strength and energy for now, after a few weeks taking it, I feel



like a different man entirely.

"On account of my work, I was forced to eat and sleep irregularly for a long time, with the result that I became very run down and debilitated. Chronic indigestion gradually weakened me and kept me in bad health. I would suffer terrible pains after every meal, no matter how light it was. At night these pains robbed me of sleep and my condition finally got so bad I couldn't even eat an orange or a grape fruit without suffering afterwards. Naturally, I was always tired and listless.

"Then I started Sargon—and commenced to feel better right from the beginning. I now enjoy my food and my digestion is fine. I'm never bothered with stomach trouble and get plenty of good, sound sleep. I feel better and stronger than I have in years—and I'll never be without Sargon again."—E. D. Frank, 1610 20th St., Galveston, Texas.

Clark's Drug Store, Agents—Adv.

phens, Palo Pinto and Parker counties are closed, all kinds, until 1934. Only buck deer with pronged horns or better may be killed.

Doves, mourning, Red River, Bowie, Delta, Hopkins, Titus, Franklin, Morris, Cass, Wood, Camp, Upshur, Marion, Harrison, Gregg, Smith, Van Zandt, Panola, Ruth, Cherokee, Henderson, Hood, Erath, Hamilton, Coryell, Freestone, Anderson, Robertson, Leon, Houston, Nacogdoches, Shelby, Sabine, San Augustine, Angelina, Trinity, Madison, Walker, Grimes, Brazos, Burleson, Washington, Lee, Bastrop, Fayette, Austin, Waller, Lavaca, DeWitt, Goliad, Victoria, Calhoun, Fort Bend, Montgomery, San Jacinto, Polk, Jasper, Newton, Jefferson, Orange, Hardin, Liberty and Chambers counties, Dec. 1 to Jan. 16; Cooke, Denton, Grayson, Collin, Fannin, Lamar, Kaufman and Rockwall counties, Sep. 16 to Nov. 1; Gillespie, Kerr, Kimble, Mason, Llano, San Saba, McCulloch, Menard and Blanco counties, Oct. and Nov. The remainder of the state, south zone, Oct. and Nov., and in

the north zone, Sep. and Oct. Doves, white wing, statewide, Aug. 8 to 31.

Ducks, except wood ducks, geese, brant, snipe, gallinules and mud-hens, north zone, Oct. 16 to Jan. 31; south zone, Nov. 1 to Jan. 31.

Prairie chickens, both zones, Sept. 1 to 4, except in Wheeler and Collinsworth counties, which are closed until 1931.

Quail and Mexican pheasants, both zones, Dec. 1 to Jan. 16.

Roaches live in colonies. If you see one you know there are many. Roaches are loathsome vermin. Prolific breeders. There are medical authorities who declare seventeen different diseases are transmitted by roaches. Roaches must be killed. Spray FLY-TOX into cracks, crevices, around water pipes, faucets and other plumbing. Simple instructions on each bottle (blue label) for killing roaches and all household insects. INSIST on FLY-TOX. It is the scientific insecticide developed at Mellon Institute of Industrial Research by Rex Research Fellowship. FLY-TOX is safe, stainless, and has a perfume-like fragrance. Easy to Use.—Adv.

Mr. and Mrs. Jim Dowell of Floydada, enjoyed a visit with friends here last week.

Mr. and Mrs. C. O. Lee who have been visiting for some time with relatives at Electra, and in Oklahoma, have returned home.

Mr. and Mrs. D. W. Alexander had as their guests Thursday Mr. and Mrs. Wilbur Slaton of Las Vegas, New Mexico.

W. M. Wimberly of Dawn, was in Hereford Thursday on a business trip.

Mrs. L. A. Smith of Dawn, who has been at Ruidoso, New Mexico, for some time because of the serious illness there of her husband, returned home the latter part of the week and reports that Mr. Smith is rapidly convalescing.

Mr. and Mrs. Howard Hershey returned home last week after spending the summer in the country.

Arvis Tolley who has been enjoying a visit with Beryl Alexander for the past week, has returned to his home at Miami.

RADIO SHOWS All Next Week August 26-31

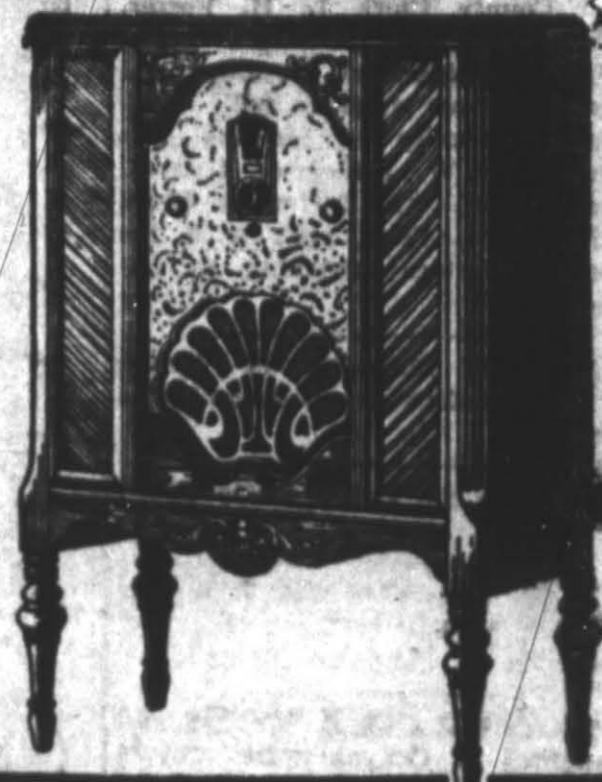
Special showing of all new models



YOU are invited to attend a special display at our store all this week of the complete range of the new and superbly beautiful Philco Balanced-Unit Radio Models. Store open evenings.

Here is your opportunity to inspect the very latest developments in quality radio, to see and hear the sensational new Philco that you have heard so much about and have recently seen announced in the great national magazines. Handsome furniture models designed by well-known artists, finished in costly imported woods.

We want you to attend this special showing whether or not you are thinking of buying a radio. However, after you have examined these various Philco models, if you wish, we will deliver any one of them to your home on absolutely Free Home Demonstration. And then, if you decide to buy, we will extend to you very easy payment terms if you so desire.



PHILCO LOWBOY
Finished in bird's-eye maple and matched Oriental walnut. Balanced-Unit Neutrodyne-Plus circuit, built-in matched Electro-Dynamic Speaker and Acoustic Equalizer. Push-pull amplification for two of the new 245 power tubes.
Screen Grid
\$119.50
Neutrodyne-Plus, \$129.50
Tubes Extra
Complete range of models, Neutrodyne Plus or Screen Grid circuits, priced from \$67.00 to \$205.00.

LEE ELECTRIC COMPANY STAR THEATRE BUILDING PHONE 452
BE SURE TO HEAR THE NEW PHILCO, BEFORE YOU BUY ANY RADIO



HAVE MONEY!

Never make a debt unless you KNOW that you can pay it. Play the game of finance CAREFULLY. It may take you longer to win, but you will have no worries and be sure to succeed.

Start Saving Regularly NOW We Invite YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD
—a strong bank thoughtfully managed—
HEREFORD, TEXAS
MEMBER FEDERAL RESERVE SYSTEM

800 Acres of Wheat Worth 2,000 Dollars more when Planted with a SUPERIOR DEEP FURROW DRILL

Mr. DuBois Walker of Hereford, Texas has this to say about his crop planted with two SUPERIOR DEEP FURROW DRILLS—

"I drilled eight hundred (800) acres to wheat, encountering wet, dry and trashy conditions. Under all conditions the SUPERIOR DEEP FURROW DRILLS functioned properly and I got a perfect stand of wheat.

Today I compared my wheat with wheat sown at the same time as mine and under the same conditions but with a regular spaced drill. I figure my eight hundred acres of wheat are worth two thousand (2,000) dollars more than they would be had I used regular spaced drills."

What the SUPERIOR DEEP FURROW DRILL has done to increase yields for this progressive farmer it has done for hundreds of others and will do for you.

If you are interested in 25 to 50% greater yields than you are now getting, you will be interested in this remarkable drill. The seed germinates quickly in the moist soil without waiting for rain. The deep furrows catch the snow insuring a plentiful supply of moisture and protection against winter killing. This is truly a remarkable drill that will increase your profits and yields.

See this great new proven drill at our store today. Sow your next crop with this drill and pay for it out of the extra profits it will bring you at harvest time.



M. D. Womble
Hereford, Texas.

THE CHOICEST OF MEATS

—The best of fresh and cured meats awaits your selection here.

—It is a pleasure to serve you.

Texas Meat Market

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4 C Lumber

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Appears only on

Kiln-Dried Quality Lumber

and assures better and cheaper construction, longer life and lower costs.

—We carry a complete line of trade-marked and grade-marked C.C.&C.C. kiln-dried old-growth yellow fir dimension and boards—all from one mill, assuring uniform manufacture, texture, dryness and quality.

"It's Worth the Difference"

KEMP LUMBER CO.
The Place for Good Lumber.

CHEVROLET
ANNOUNCING
A VARIETY OF COLORS on the Chevrolet Six at no extra cost!

In keeping with the progressive policies that have carried Chevrolet to record-breaking heights of success—the new Chevrolet Six is now made available in a wide variety of colors at no extra cost.

Still further enhancing the inherent beauty of the marvelous bodies by Fisher, these striking new colors give to the Chevrolet Six an order of smartness unapproached in any other low-priced car in the world.

And when you drive the Chevrolet Six, you will realize that its performance is equally as outstanding as its beauty. It flashes away at the traffic signal. It tops the steepest hills with an abundant reserve of power. The steering wheel responds to your slightest touch. And the quiet, non-locking, four-wheel brakes are unusually quick and positive in action.

Come in today. See this sensational Chevrolet Six which actually sells in the price range of the four.

The Roadster, \$525; The Phaeton, \$525; The Coach, \$595; The Coupe, \$595; The Sport Coupe, \$645; The Sedan, \$675; The Imperial Sedan, \$695. All prices f.o.b. factory, Flint, Mich.

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Brumley-Chevrolet Co., Inc.
Hereford, Texas
A SIX IN THE PRICE RANGE OF THE FOUR

International Sunday School

Lesson

BY DR. J. E. NUNN

AUGUST 25, 1929

REBUILDING THE TEMPLE

Exa 3:1-13, 6:14-16, Pa. 84:1-4

Text: I was glad when they came unto me, Let us go into the house of Jehovah.—Pa. 122:1.

Introduction.

The first recorded event in the history of the newly established Jewish nation was the setting up of the altar of burnt offerings. Thus when the nation was established by Abraham in the dawn of Jewish history (Gen. 12:7-8) first thing the patriarch did was to erect an altar to the One God. The time chosen was the seventh month of the year of the return, the month corresponding roughly to October. That month contains the Feast of Trumpets (the first day), the great day of Atonement (the tenth day) and the Feast of Tabernacles (the fifteenth day).

The Temple Foundation Laid.

"And when the builders laid the foundation of the temple of Jehovah." By "the builders" is meant probably the workmen; the older commentators considered it to mean Zerubbabel and Joshua, the directors of the work. "They set the stones in their apparel with trumpets." Some manuscripts read, "for glory and beauty," which the law required (Ex. 28:40, 39:27-29) and which the people had recently provided (Exa. 2:69).—The Pulpit Commentary: The Levites praised God with cymbals, the priests with more dignified trumpets.

"Praising and Giving Thanks."

"And they sang one to another praising and giving thanks to Jehovah." Jewish music lacked harmony and counterpoint, but in some degree it made up by a large measure of antiphonal singing, one portion of a choir singing one part a verse, the other singing the remainder. See Pa. 136 in which each verse has two sections.—Prof. Witton Davies. The Hebrew word translated "praising" appears "Hallelujah," "praise God" (Ps. 150). "Saying, For he is good, of his loving kindness endureth forever toward Israel." This is the refrain that was sung by one of the choirs or a portion of a choir.

Some Wept, Some Shouted for Joy.

"The old men that had seen the first house." There would be many of these, since the first temple was destroyed only fifty years before. "When the foundation of this house was laid before their eyes, wept with a loud voice." Nearly not tears of joy, expressions of joy are noted in the next passage. "And many shouted aloud for joy." These were the younger people with their greater buoy-

ancy, their springing hopes, their delight in action. They had no memories of Solomon's temple. The desolation around them meant only a chance to build. The world would make no progress were it not for the visions of youth.

"So that the people could not discern the noise of the shout of joy from the noise of the weeping of the people." "This mixture of sorrow and joy, here, is a representation of this world; some are bathing in rivers of joy, while others are drowned in floods of tears. In heaven all are singing and none sighing; in hell all are weeping and none rejoicing; but here on earth we can scarcely discern the shouts of joy from the noise of the weeping.

The Samaritans.

The Samaritans were a mixed race. When Sargon, king of Assyria, captured Samaria, the capital of the Northern Kingdom, he carried off to his own country 27,280 inhabitants of Israel. In order to keep his new province from rebellion he introduced into it a large number of colonists from Babylonia, Hamath and Arabia, and these brought idolatry with them. The result was a race partly Jewish and partly foreign, their religion a mixture of idol-worship and Jehovah-worship.

The Samaritan Request Refused.

Perhaps the Samaritans were sincere in wishing to unite with the Jews in the work of rebuilding the temple. "Let us build with you," they said. More likely, however, they wanted to be allowed to help build that they might hinder. They professed to be loyal to God, but almost surely they were not. Religion always has this temptation—the world wants to be taken in. To accept the fellowship and aid of the Samaritan would have been to compromise with the world.

The Temple Finished.

"And they builded and finished it according to the commandment of the God of Israel and according to the decree of Cyrus and Darius, and Artaxerxes king of Persia." Artaxerxes was king of Persia long after Darius Hystaspes, the ruler of Xerxes intervening, and long after the completion of the temple; but he was a benefactor of the Jews, and for that reason his name is included here with the names of the other Persian kings who were favorable to the Jews. This final effort to finish it has lasted nearly four and a half years. The foundation had been laid twenty years before.

The Second Temple.

Zerubbabel's temple was sixty cubits broad and sixty cubits high. Solomon's temple was only twenty cubits broad and thirty cubits high. Solomon collected for his temple an immense sum; Zerubbabel's means were very slight in comparison. The second temple lasted a little more than five cen-

turies and was followed by the more splendid temple erected by Herod the Great, begun B. C. 19. This was the temple of Christ's lifetime. It was destroyed by the Romans in A. D. 70. The present building is a Moslem church called "The Dome of the Rock," or "The Mosque of Omar."

The Pearl of the Psalms.

"This sacred ode has a mild radiance about it, entitling it to be called the Pearl of the Psalms. If the twenty-third be the most popular, the one hundred and third the most joyful, the one hundred and nineteenth the most deeply experimental, the fifty-first the most plaintive this is one of the most sweet of the Psalms of Peace."—C. H. Spurgeon.

Some have thought this was one of the Psalms that were sung at the dedication of the second temple.

The Courts of Jehovah.

"My soul longeth, yes, even fainteth for the courts of Jehovah." The temple courts, sur-

rounding the central sanctuary. "My heart and my flesh cry out unto the living God." Soul, heart, flesh, reason and will, the emotions, all that makes up the psalmist's being, cry out, not to the temple but to the God who dwells in the temple and gives it its significance. A day in thy courts is better than a thousand elsewhere. I had rather hold the most menial position in God's house than be an honored guest in the evil dwellings of the heathen.

How Much Ought I to Give?
A freewill offering unto the Lord. Exa. 3:5.

"Give as you would if an angel Awaited your gift at the door; Give as you would if tomorrow Would find your where giving was o'er."

Give as you would to the Master If you met his loving look; Give as you would of your substance, If his hand your offering took."

Buy Your
MAGAZINES
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BENTLEY
HEREFORD'S ONLY EXCLUSIVE
NEWS AND CIGAR STORE

Note to Boys: We can offer you a good proposition Selling the Star-Telegram.



—Since Ben Franklin said "Save and Have" many level-headed persons have opened savings accounts. And many have blessed the adage that showed them the way to financial solidity.

The First State Bank

Now
look for it
everywhere

[THE NEW EMBLEM DEDICATED TO BETTER MOTORING]



What the MARLAND CONTINENTAL Merger MEANS TO MOTORISTS

THE consolidation of the resources and facilities of the Marland Companies and the Continental Oil Company, under the latter's name, is more than a corporate merger. It is a happy union of well balanced production, manufacturing and marketing operations from which will come a host of unusual advantages to the millions of customers and thousands of distributors.

Wide Field for Crude Selection

Out of a total area of more than two and one quarter million acres in eight states, Continental selects the crudes best suited for its manufactured products. Raw materials for oils, greases and gasolines may often come from widely separated regions. Continental controls its own crude supply and chooses the best for each refining operation and thus assures a standard uniform output from year to year.

Strategic Location of Eight Refineries

Economical and efficient operation of petroleum manufacture frequently depends upon the relative locations of the raw

product, the refinery and the market. Continental is fortunate in that its eight modern manufacturing plants are well placed to afford prompt and economical delivery both before and after refinement. These properties are located at Baltimore, Maryland; Ponca City and Sapulpa, Oklahoma; Artesia and Farmington, New Mexico; Wichita Falls, Texas; Florence, Colorado; and Glenrock, Wyoming.

Exclusive Processes Insure High Quality

Continental refinery engineers enjoy a national reputation in the oil business. Not only have they adopted the newest and most efficient mechanical equipment for these big refineries but they have designed machinery and developed processes which are exclusive to this company. Under centralized control, these facilities now are made available in the manufacture of petroleum products of exceptional quality.

Conocoland Covers Tremendous Area

More than forty years marketing experience has spread the distribution of Conoco products over an area which reaches from the western slope of the Rockies, far east to the Mississippi River. Practically half of the United States is dotted so closely with Conoco Stations that a motorist may drive anywhere in that tremendous area without introducing other than Conoco products to his car. The outposts of Conocoland range from the Pacific Northwest to the shores of the Great Lakes and from the Atlantic Seaboard to the California boundary.

Prestige Established in Foreign Lands

The Continental coastwise and export fleet operate from terminals at Texas City, Texas; Newark, New Jersey; Baltimore, Maryland; and Norfolk, Virginia; to a dozen foreign countries. Petrol pumps deliver Conoco gasoline to automobiles in the shores of England and Conoco motor oils lubricate industrial plants in north Europe, South America and the Orient.

In brief, the joined forces of these two great companies afford greater, better service to the users of motor fuels and lubricants wherever the sign of the Red Triangle is displayed.



THE GREATER CONTINENTAL OIL COMPANY

PRODUCERS AND REFINERS OF CONOCO PETROLEUM PRODUCTS.

Storage Tanks and Tubs

Built as you want them. Get our prices on them.

Barnhart & Shreve

General Blacksmithing

Phone 33

Hereford, Texas

Acetylene and Electric Welding

Build Them Strong!

—Now that school days are coming soon again with their hours of study and short sessions of strenuous play, boys and girls will need food that supplies wholesome vigor and energy.

—Let them have lots of good bread—the body-building . . . health-giving accompaniment of all nourishing foods.

Hereford Bakery

Frank Barber & Sons

