

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

29th Year—Number 35.

Hereford, Deaf Smith County, Texas, Thursday, September 12, 1929.

Five Cents Per Copy

## SEIGLER AGAIN CHOSEN AS HEAD OF HEREFORD CHAMBER OF COMMERCE

T. E. Seigler, for two years president of the Hereford Chamber of Commerce, was re-elected to that position Monday at a called meeting of the new board of directors of the organization. C. W. Humble was elected vice president.

The new board of directors, A. O. Thompson, C. W. Humble, John Wilson, J. T. Cronin and T. E. Seigler, was elected to office Monday noon at the Chamber of Commerce luncheon held at the First Methodist church. Retiring members of the board of directors are A. H. Streu, L. W. Carlyle and L. Baskin.

Under the leadership of President Seigler, many problems have been solved and many projects carried to successful conclusion by the board of directors whose terms expired last Monday.

Many other problems confront their successors.

Co-operation has been the keynote of every campaign undertaken by the Chamber of Commerce during the past years and has been the lever with which obstacles were lifted from the path of progress. Every business, civic, school and church interest in the city has been assured of the hearty and loyal support of the Chamber of Commerce for any project for the betterment of Hereford and Deaf Smith county. The present board of directors, headed by President Seigler, promises a continuation of that policy of co-operation.

Among the problems that have received the attention of the Chamber of Commerce during the past few months are the Farmers Creamery, which today is distributing \$500 daily to the farmers of Hereford trade territory and by them in turn to the business interests of Hereford. When the farmers of Deaf Smith county decided among themselves that they wanted a creamery established in Hereford that would be owned and operated by the farmers, the Chamber of Commerce immediately offered its services in making a survey of the number of dairy cows in the Hereford trade territory and in arousing interest in the proposed creamery. Speakers from the organization went to the rural school houses in the county and shared the speakers' platforms with lead-

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## Monday's Ball Game to Be Big Event; Be There

Through the efforts of members of the White Face baseball team, the drive for the sale of tickets to the baseball game to be played here Monday, September 23, between the Fort Worth Cats and the White Faces is making good progress, but it will be necessary to sell many more tickets to assure sufficient funds to defray the expense of bringing the Fort Worth team to Hereford. Business men of the city as well as all sport fans are being urged by the White Faces to purchase tickets immediately so that ample funds will be assured for the necessary expenses. Tickets may be obtained from Charles Whitehead, business manager; Homer Fox, secretary, and from the City Drug Store, Corner Drug Store and all barber shops.

## Half Inch Rain Helps Crop Conditions Here

Drizzly and cool weather over the Hereford territory during the past ten days will hasten the maturing of row crops and get the wheat ground in fine condition for sowing. The rain gauge at the First National Bank has recorded a precipitation of about one-half inch so far in September and as most of this has fallen very slowly, practically all of it has soaked into the ground and has been of great benefit in conditioning wheat fields.

While wheat sowing has not become general as yet, nearly all farmers are in readiness and the rest of this month and October will see Deaf Smith county's greatest wheat acreage of all time go into the ground.

## Local Man Buys New Airplane and Machine Has Been Delivered

That the airplane has taken an accepted place alongside of the automobile in the daily affairs of the citizens of Deaf Smith county is indicated by the filing here this week with L. H. Foster, county clerk, of a chattel mortgage on an airplane as security for the payments still due on the plane.

The ship, an Eaglerock Model A-3 airplane, powered with a Hisso "A" motor, was purchased early this week by Clyde Renfro of this city, from Clifford C. Cox and Ovid Pickert of the Whipplet Auto Sales agency who have been appointed as sales agent in this territory for the Eaglerock planes. Clyde Renfro, accompanied by Ovid Pickert and Galer Newell drove the latter part of last week to Colorado Springs, Colorado, where the Eaglerock plane factory is located, and completed arrangements for the purchase of the plane. Mr. Pickert flew the plane from Colorado Springs to Hereford last Monday.

Sale of the plane to Mr. Renfro was handled in the same manner as is the sale of a new automobile—a certain part of the purchase price being paid as a down payment and a series of notes, maturing on specified dates, given for the balance due. The notes are collected by the Airplane Acceptance Co., a finance company similar in operation to those which handle the notes given for deferred payments on automobiles.

Mr. Renfro is taking lessons in piloting the ship and as soon as he has completed his training period will apply for his pilot's license. The airplane delivered to Mr. Renfro by Cox & Pickert is the first sale of an airplane made to a resident of Deaf Smith county.

## Third Truck Making Rounds Of State Fairs

E. R. Black, president of the board of directors of Panhandle Plains, Inc., went to Amarillo Monday to inspect the third and final truck and the display it will carry to other points to the east and south, showing products of the Panhandle-Plains country. These trucks have been sent out to different parts of the United States during the fall and will visit state fairs, and exhibitions in twenty-five locations before returning to Amarillo. Mr. Black stated to The Brand that the truck which left Amarillo Tuesday morning had the best exhibit of the Panhandle counties' products he had ever seen. When set for show purposes the exhibition occupies a sixty foot space, the chief feature being the wheat display.

This truck went to Oklahoma City for the Oklahoma State Fair and other points in that state for fifteen days, from there to the Texas State Fair at Dallas for three weeks, to Shreveport, Louisiana, and back home by way of the Houston State Exhibition.

The other two trucks that went out with exhibits of Panhandle products went further north and east, the first one now being at the North Iowa State Fair, Marshalltown, Iowa, and the second one at Topeka, Kansas.

When the three trucks arrive in Amarillo during the latter part of November they will have completed an itinerary throughout the northern, middle western and southern states. In this manner thousands of names and addresses of farmers in those sections of the country who are interested in Panhandle products are secured by the Panhandle Plains of Texas and are placed on file, so that descriptive literature can be sent out to the prospective citizens from time to time.

## Tax Rate Discussed by Commissioners Court

Meeting in regular session, the Commissioners Court of Deaf Smith county convened last Monday at the court house. A petition bearing the names of 1100 voters was presented to the court by the Women's Clubs of the city asking that the commissioners establish a county free library. The petition was granted.

Numbers of routine matters were considered by the court and the county tax rate discussed. Final action on the tax rate was postponed until Friday when the commissioners will meet again.

## WILL HAVE LIBRARY BY JANUARY 1

In answer to a petition bearing approximately 1,100 names of the qualified voters of Deaf Smith county presented to them last Monday by Mrs. George Garrison, the Commissioners Court voted to establish a county free library at Hereford and to appropriate the funds necessary for its organization and maintenance. It is expected that the new library, under the management of a qualified librarian, will be open to the public on January 1 of next year.

Sponsored by the Bay View Club of this city, the movement to secure a county free library for Deaf Smith county was launched early last spring. Mrs. George Garrison was appointed chairman of a committee to make an organized effort to secure the library. Mrs. F. T. Roloson and Mrs. Chas. Donald were appointed members of the committee.

Immediately the committee secured the endorsement and co-operation of the Federated Women's Clubs of the county and workers were appointed to circulate petitions for the establishment here of the library. Workers were appointed in every community in the rural districts to make a house-to-house canvass of every home in their respective districts and more than 200 women in Hereford made a house-to-house canvass of every home and business institution in the city to secure signatures to the petitions. The combined efforts of these workers were evidenced Monday when the petition bearing approximately 1,100 signatures was presented to the Commissioners Court. As there were only about 1500 votes cast at the last general election, the 1100 signatures to the petition represents 75 per cent of the voters of the county.

An advisory board of three members will be appointed this week by the Commissioners Court to arrange for the establishing here of the library and will co-operate and advise with the librarian and with the Commissioners Court in the management of the library, purchase of books and arranging suitable quarters for the library. Present plans of the Commissioners

(Continued on Page Seven.)

## Creamery Ships Another Car of Butter Today

Maintaining its average production of one carload every two weeks, the Farmers Creamery Association, Inc., is shipping a car of Cream of Plains butter today to the Chicago markets. This is the fourth car of butter shipped by the creamery since it began operations July 15.

Receipts of cream at the plant continue to show an increase each week in spite of the slump in production of butterfat that develops at this season of the year, state creamery officials.

Word received here by friends from N. O. Bendickson, organizer of the creamery, who recently returned to his home at Traer, Iowa, because of ill health, states that he is improving slowly and expects to remain in Iowa for some time in an effort to fully regain his good health.

## Agricultural Expert to Lecture On Dairying

R. O. Dunkle, county agent, has been notified that H. S. Mobley, agricultural expert of the International Harvester Company, will deliver a lecture on dairying at 2:00 o'clock Saturday afternoon, September 14, at the Municipal Auditorium, Amarillo. Dairy farmers of Deaf Smith county are urged by Mr. Dunkle to attend this lecture. Those planning to make the trip will gather at Mr. Dunkle's office in the court house at noon on Saturday and all will drive to Amarillo.

Before accepting employment with the International Harvester Company, Mr. Mobley was with the bureau of dairy industry of the United States Department of Agriculture, and is recognized as an authority on dairying and the problems connected with the industry.

## Low-Flying Airplanes Said to Be Costly to Cattle-Raising Farmers

You can run two weeks' feed off of a steer in five minutes, declare stockmen who have protested to the State Game Fish and Oyster Department against airplanes flying over their herds and the hunters shooting ducks and geese from the planes and against hunters entering their fields without permission and firing recklessly among their cattle.

"We are going to stop the practice of hunting from an airplane and of shooting at game while riding along the highways in an automobile," promised S. D. Turner, district game warden to the members of the Hereford Chamber of Commerce and their guests at the luncheon held last Monday at the First Methodist Church, which he attended at the request of T. E. Seigler, president.

"If a hunter flies over your ranch in an airplane and fires at ducks or geese or other game, get the number of his plane which is painted in large figures on the under side of the wings. Send me that number, tell me the place and time the incident happened and I'll do the rest," he promised. If you see a hunter shoot game from an auto, follow the same procedure. Get the license number of his car, state where and when the incident happened and mail it to me at Amarillo.

"It is not the sportsman who scares your cattle, tears down your fences, endangers your life or that of your family by reckless shooting," declared Mr. Turner. "It is the amateur hunter. When he breaks the law get his auto license number and send it to me. The laws will be strictly enforced at every opportunity," stated Mr. Turner.

## Many Attend Demonstration of Pure Seed

A total of thirty-two people, including farmers, business men and vocational and agricultural students, attended the pure seed demonstration held Tuesday morning at the J. P. Robertson Pure Seed Farm in West Hereford.

E. A. Miller, agronomist and pure seed expert of the A. & M. College, conducted the demonstration and explained the process of selection and development of pure grain sorghum seed and the value in increased production to be secured by its use.

B. H. Hopkins, vocational agricultural teacher in the Hereford high school, brought ten members of his class to the meeting Tuesday morning and accompanied twenty pupils to a demonstration held Tuesday afternoon at the Jasper Cockrell farm at Progressive. A delegation composed of eight members of the Deaf Smith County 4-H Clubs attended the afternoon session at Progressive.

The work being done here by J. P. Robertson in raising pure grain sorghum seed for distribution to the farmers in this territory was highly commended by Mr. Miller, who approved the methods used by Mr. Robertson at his pure seed farm.

Through the efforts of Mr. Robertson, S. O. Dunkle, county agent, 7000 acres of land in Deaf Smith county were planted with pure line grain sorghum seeds last year, which resulted in an average increase in yield of five bushels per acre. This year, Mr. Dunkle estimates the average plant of pure line seed is 14,000. With an average increase in yield of five bushels to the acre this would amount to 70,000 bushels, which at 50 cents a bushel would bring \$35,000 of new revenue to those farmers who planted pure line seed.

## New Implement House To Locate In Hereford

Mr. and Mrs. J. K. Drake of Amarillo were Wednesday visitors in Hereford. S. C. McAdams of Umbarger accompanied them. Their trip here was concerned with establishment in Hereford of the merged interests of the Twin City Tractor Co., the Moline Co. and the Minneapolis Steel and Machine Co., Mr. Drake being district representative of the new merger and Mr. McAdams will be manager of their agency here. Mr. Drake stated that the company contemplates the construction of a new building in Hereford to take care of the business.

## ENROLLMENT IN HEREFORD SCHOOLS EXCEEDS MARKS SET UP IN PREVIOUS YEARS

### Star Theatre Adds New Improvements

The Star Theatre during the past week has added much to the beauty of its interior by the effective placing of artistic tapestries on the walls and about the building. Since the recent installation of sound pictures and with the new decorations Manager Parker is to be congratulated on having one of the finest and most up to date theatres anywhere.

### Hot Games Scheduled By Football Squad

Under direction of Coach McCollum, the Hereford Whitefaces are hard at work. Each day they are learning new plays and perfecting old ones. Old familiar faces, as well as new ones, are working hard trying to hold their places on the team or beat the regular out of his place. So far none of the places are cinched. With a heavy forward wall, averaging around 165 pounds, the light but speedy backfield should have a chance to show their wares.

Friday, September 20, the local fans will have a chance to see the black and gold in action against Tulla, on the home gridiron. Season tickets will be put on sale early next week.

Following is the schedule for the season up to the dates set for championship games, which, of course, cannot be scheduled until that time.

The schedule:  
September 20: Tulla, here.  
September 27: Texico-Farwell, there.  
October 4: Tucuman, there.  
October 11: Clovis, here.  
October 18: Tulla, there.  
October 25: Happy, here.  
November 1: Canyon, here.

There will be at least three other games after November 1.

### Local Farmers Have Chance to Win Prize

C. N. Sheppardson and A. L. Darrell of the dairy department, A. & M. College; D. T. Simons, secretary of the Texas Jersey Cattle Club; Henry Ansley, farm editor and feature writer of the Amarillo News-Globe, made a tour Thursday of a number of Deaf Smith county farms whose owners have entered the paper's Master Dairy Farmer Contest, in which \$1,000 in cash prizes and medals will be awarded during the Tri-State Fair at Amarillo.

Accompanied by R. O. Dunkle, county agent, the party visited the farms of Lester Galley, S. O. Wilson and J. L. Lookingbill and inspected the dairy herds, equipment and records of each contestant. The final decisions will be based upon the scorecard made at a conference some time ago of the dairy leaders of Texas. The names of the ten Master Dairy Farmers will be announced during the Tri-State fair. From the excellent showing made by the farmers here it is expected that Deaf Smith county will be represented among the winners of the contest.

### Parmer Wins Trip to Dayton Headquarters

B. B. Parmer, local agent for Delco Light system, announced the purchase this week from J. C. Cummins of the Frigidaire franchise for this section. Mr. Parmer will maintain his office at the Cummins plumbing shop.

Coming here from Platteville last April to accept a position with J. C. Cummins as salesman for Delco Light and Frigidaire, Mr. Parmer last August purchased the Delco Light franchise from Mr. Cummins and this week secured the Franchise for the Frigidaire electrical refrigeration plants in this territory. Through the excellent sales record made during the past few months Mr. Parmer has received bonus checks from the Delco Light manufacturers for exceeding the quota of sales for this district and last week was notified by the company that he had been awarded a free trip to the salesmen and dealers convention to be held at the Delco Light factory, Dayton, Ohio, early next year.

According to figures announced Tuesday by C. H. Dillehay, superintendent of Hereford public schools a total of 747 pupils in all grades have enrolled to date in the Hereford public schools, an increase of 51 pupils over the registration at the commencement of the fall term last year.

In high school the enrollment totals 248, which is only four less than the enrollment for the entire school year recorded last year. Departmental pupils this term number 167 and the grades from first to low fifth inclusive are 332. Two pupils in the high school are taking post graduate courses. The 248 pupils enrolled this term in the high school is an increase of 25 over the number enrolled at this same period last year.

Figures on enrollment in the rural schools are not yet available as the reports of the teachers in the various districts will not be received by Earl W. Wilson, county superintendent of rural schools, until later in the month. From the requisitions for text books and supplies by teachers of the rural schools it is estimated by officials that the enrollment in the rural schools this year will exceed that recorded last year. Many pupils in rural schools who are qualified are expected this year to continue their studies through the high school studies.

Enrollment in Hereford public schools for this year and last are:

Grade	1928	1929	Gain	Loss
Post graduate	0	2	2	
Eleventh grade	46	52	6	
Tenth Grade	47	38		9
Ninth Grade	58	68	10	
Eighth Grade	72	88	16	
Seventh Grade	85	69		16
Sixth Grade	61	58		3
Fifth Grade	56	80	24	
Fourth Grade	76	79	3	
Third Grade	56	64	8	
Second Grade	75	74		1
First Grade	64	75	11	
	696	747	80	29

Net gain in enrollment in 1929 over 1928 is 51.

The total enrollment for the fall term is expected to be increased considerably within the next few days by the addition of new pupils and by transfers from rural districts.

## Tuberculin Test Available Here Next Monday

Announcement is made this week by County Agent Dunkle of a tuberculin test for milk cows to be made in Hereford next Monday. The services of a licensed veterinarian, Dr. D. F. Little, of Amarillo, has been secured, and it is hoped that as many as possible will avail themselves of this opportunity to have their cows tested for tuberculosis.

There had been between 85 and 100 cows promised for the test, Mr. Dunkle told The Brand this morning, and more are expected. Because of this large number, a lower price than is customary will be made, he stated, and asked that any one desiring to have their cows tested at this time should report either to Fred Pittner or himself.

There is a city ordinance concerning the sale of milk from cows that have not been tested for tuberculosis which specifies that this test must be made at least once each year with a penalty provided for failure to comply with the requirements. Many Hereford citizens who do not sell milk from their cows but keep them for their home supply of milk are availing themselves of this chance to have the tuberculin test taken.

Miss Beulah McKenzle of Amarillo enjoyed a visit here over the week-end with friends and relatives.

Mr. and Mrs. W. E. Gillis were Amarillo visitors Tuesday. They were accompanied home by his mother, Mrs. A. K. Gillis, who was operated on there about two weeks ago, and who is reported to be convalescent.

**The Hereford Brand**

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COUNTY, TEXAS

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

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

**SUBSCRIPTION PRICES:**  
Zone 1, per year - \$2.00  
Zone 1, six months - \$1.00  
Outside Zone 1, per year - \$2.50  
Outside Zone 1, 6 months - \$1.50  
Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

There is a "Death Chamber" in the FLY-TOX factory. This chamber is about the room size. It is used to test the quality of FLY-TOX as a spray to kill flies, mosquitoes, bedbugs, roaches, etc. During a test a large number of young, healthy insects are placed inside the cabinet. These insects are raised in incubators for testing purposes. While the insects are flying and crawling around in the "Chamber of Death" FLY-TOX is sprayed inside. Less than a teaspoonful is used. Instantly there is a change. Within five minutes not a buzz is heard. All insects are dead. To make sure they are really dead, the insects are carefully removed from the "Chamber of Death" and placed in incubators in an effort to revive them. If a wing flutters, the FLY-TOX tested never leaves the factory. This test is your guarantee of FLY-TOX quality. It does what you want it to do—kill insects in and about your home. Yet FLY-TOX is positively harmless to people. FLY-TOX was developed at Mellon Institute of Industrial Research by Rex Research Fellowship. It will not stain. Has a delightful perfume-like fragrance. There is only one FLY-TOX—insist upon the genuine in bottles with blue labels.—Adv.



BY BILL

Well, folks, last week we had a pretty fair bunch of contributions to this column but some of you seem to be falling down on the job this week. Where is that letter that you said to yourself the other day that you were going to write to me?

I'll bet you haven't written to that friend or relative yet, either, and told them about the opportunities to buy good farm land here at \$25.00 to \$35.00 an acre on payments of \$2.00 or \$3.00 down and \$1.00 an acre per year. You know some one right now, don't you, that would like to move to Deaf Smith county to make their home? Why not write them a letter today and tell them something about the opportunities here?

You will be helping your home town to grow larger and better and at the same time will be doing your relative or friend a real favor if you get them interested in this section.

Do you know of any other section of the United States where a man can buy productive farm lands at the prices and on the terms that he can buy it here, and where many farmers have made enough from one crop to pay for the land they have bought?

Then why keep it a secret? Tell your friends in other localities about it. There are hundreds of people that would be absolutely glad to know about the opportunities here. Your friend or relative may be one of them. Try them and see. Write that letter today.

Did your child start to school this week? Hundreds of children in Hereford are hurrying to school every morning; back home again for lunch. They are in a hurry. Their minds are filled with thoughts of school affairs. Some of them are going to be careless and forget to look both ways before they cross the street. Some, when in the middle of the block are going to dash suddenly across the street. It may be your child or it may be your neighbor's, but unless every

person who drives an automobile on the streets of Hereford drives carefully, especially when the hundreds of children are going or coming from school, someone's child is going to be injured and pain or tragedy will enter someone's home. If you drive as carefully as though every child was your child, tragedy and pain will be averted. Think it over.

**TRUSTEE'S NOTICE OF SALE**

Notice is hereby given that on the First day of October, 1929, between the hours of ten o'clock a. m. and four o'clock p. m., I, Frank F. Ferry, Trustee, shall proceed to sell at public outcry in front of the court house door of Parmer County, in Farwell, Texas, to the highest bidder for cash, the following described property situated in Deaf Smith and Parmer Counties, Texas, to-wit:

Three hundred and twenty (320) acres of land out of Capital League Number 448, and out of Capitol League Number 449; and particularly described as the South one-half (S. 1/2) of Survey or Section Number Thirty (30) of Township Number Two (2) North, of Range Number Four (4) East, of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said Counties of Deaf Smith and Parmer in the State of Texas, Volume 19 and 5 at Pages 23 and 394 respectively. Patented to Abner Taylor. Located about 38 miles west and 6 miles south

of Hereford, Texas, and about 24 miles north of Farwell, Texas.

Said sale is to be made at the request of John V. Farwell, Francis C. Farwell and Arthur L. Farwell, the present holders of the notes hereinafter mentioned, and by virtue of the authority conferred upon me by the terms of a deed of trust executed by L. J. Wilson, dated Fifth day of September, 1917, and recorded in Vol. 17 and 18 at pages 510 and 154 respectively, of the Deed of Trust Records of Deaf Smith and Parmer Counties, Texas, whereby the said L. J. Wilson conveyed to me, as Trustee, the above described property, for the purpose of securing the payment of certain notes executed by the said L. J. Wilson particularly described in said deed of trust, and the proceeds thereof will be applied to payment of the balance due upon said indebtedness, the expense of making said sale, and the remainder, if any, paid to the said L. J. Wilson or his order, all in accordance with the terms of said deed of trust.

Witness my hand this twenty-eighth day of August, A. D. 1929.  
FRANK F. FERRY,  
Trustee.

**DAIRY FARM WANTED**  
On 60-50 basis. Sell cream, raise feed, sow some wheat. References if desired.  
N. E. BARRON  
810 Avenue C. Northwest  
Childress, Texas.

**\$1.25 value for 87¢**

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**One pint of Acme Quality Varno-Lac and Varnish Brush. You save 38¢**

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  - Compound, Swift's Jewel, 2 lb 33c
  - Compound, Swift's Jewel, 4 lb 63c
  - Compound, Swift's Jewel, 8 lb \$1.19
  - Baking Powder, Calumet, 10 lb \$1.55
  - Candy, assorted, lb 25c
  - Catsup, large size 19c
  - Mazola Oil, pint 29c
  - Mazola Oil, quart 55c
  - Crackers, 6 lb caddy 79c
  - Lye, Babbitt's 10c
  - Coffee, Folger's, 1 lb 53c
  - Matches, carton 20c

Sound stock fire insurance on your property is an investment that never slumps. It does more than protect your property—it makes your ownership and your equity in that property safe and secure.

Sound stock fire insurance is your best investment. Don't neglect it.

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freezes desserts better... makes ice quicker... keeps foods fresher... longer

The Frigidaire "Cold Control" has introduced a new standard in electric refrigeration. It is as important as a gas regulator on an oven. It gives you, at will, faster freezing of meats and desserts. Every household Frigidaire is now equipped with the Frigidaire "Cold Control"... without added cost to the buyer. And it is found only on Frigidaire.

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a spotlight?  
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To Buick, pioneer of four-wheel brakes, now falls the distinction of another major achievement in this same vital field: the development and introduction of Buick Controlled Servo Enclosed Brakes—the most effective four-wheel braking system ever devised for any automobile!

Buick's new brakes are of the highly efficient internal-expanding type. They are fully enclosed—fully protected against dust, dirt and water—and thus assure maximum braking effectiveness under all weather conditions.

They represent the highest development of the self-energizing principle, which makes the car's own motion provide part of the braking effort. They reveal unmatched responsiveness to the slightest pedal pressure. And they are so perfectly controlled that "grabbing" is entirely unknown! When you apply these brakes, you obtain the most positive, as well as the smoothest and most silent action you have ever experienced in any automobile!

Drive the new Buick! Test not only its matchless new brakes but its brilliant all-around performance, riding comfort and driving ease—all of which combine to establish the new Buick as the greatest value ever offered in the fine car field!

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**NEW LOW PRICES**  
118" Wheelbase Models \$1225 to \$1295 124" Wheelbase Models \$1465 to \$1495  
132" Wheelbase Models \$1525 to \$1995

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 Company**  
Buick and Marquette Sales and Service Hereford, Texas

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

# Specials

## Friday and Saturday

SHORTENING, 8 lb bucket -----	\$1.02	SOAP, P. and G., six cakes -----	25c
TOMATOES, No. 2 can -----	10c	VINEGAR, pure apple, gallon -----	37c
SOUP, Van Camp's, three cans -----	25c	PEAS, Van Camps, two for -----	25c
SUGAR, 10 lb sack -----	59c	THESE SPECIALS FOR CASH ONLY.	
SYRUP, Brer Rabbit, gallon can -----	82c	SPECIAL DEMONSTRATION ON	
Blackberries, gallon can -----	55c	BROWN'S CAKES AND CRACKERS	
OATS, large package, White Swan -----	19c		

**Hereford Wholesale Grocery Company**  
L. W. CARLYLE

## POULTRY FACTS

### LAYING HOUSES IN NEED OF CLEANING

#### Scrape and Scrub Various Utensils Made Use Of.

Information to poultrymen concerning fall cleaning of poultry houses is given in a statement just issued by Hoyt M. Wells, poultryman for the Colorado Agricultural college.

"The laying house for the pullets should be given a thorough cleaning," says Wells. "All dropping boards, roosts, nesting boxes, feeders and drinking containers ought to be scraped and scrubbed with a good disinfectant. Roosts may be painted with a carbolineum product to control red mites. Old litter should be removed from the floor, and if the floor is wooden or concrete, it should be scraped and sprayed with a good disinfectant.

"Whitewashing walls and ceiling will give greater sanitation and provide more light in the house in wintertime. Whitewash may be applied best with a force spray pump. This mixture gives good results: Slack lump lime with water to the consistency of cream. Take five quarts of this, add one pint of good coal tar disinfectant and one quart of kerosene, stir thoroughly, and add an equal amount of water. Strain the whitewash through a fine screen or a piece of burlap before using it in the sprayer.

"Window lights should be cleaned and broken ones replaced. Sweep down all muslin curtains, and replace with new muslin those that are too dirty or torn.

"This is the best time of the year to repair the roof, or put on a new one. Check over all seams on patent roofing for leaks.

"A good deep litter should be put in the laying house next, and new nesting material in the nest boxes. Remove old litter and replace with bright, clean straw every four weeks or oftener, if necessary."

### Scratching Found Not Essential to Fowls

Three flocks of Rhode Island Reds and three White Leghorns at the University of Illinois indicated that hens do as well when fed grain in boxes as when they are obliged to scratch for it in deep litter. This method has the advantage of being much cleaner and more sanitary.

One lot of each breed was fed dry mash in hoppers and scratch grain morning and night in straw litter. A second lot received dry mash in hoppers, but the grain was fed twice daily in shallow troughs. For the third lot the scratch grain was ground and mixed with the mash and the whole ration self-fed in hoppers.

No high records were made, but the egg yield was not affected materially by the methods of feeding. The test ran for 41 weeks.

The grain mixture was shelled corn, 70 pounds and oats, 30 pounds. The mash was made up of 17 pounds each of ground corn, ground oats, wheat bran and flour middlings, 25 pounds of dried buttermilk, 5 pounds of bone meal and 2 pounds of salt.

### POULTRY FACTS

Shut up the broody hens each night.

Eggs are a food which is quickly and easily digested.

Infertile eggs do not spoil as readily as fertile eggs do.

Don't forget the water pans. Eggs are not produced without a constant supply.

Cleanliness is next to godliness. In the chicken business it spells success or failure.

Eggs from hens have a higher rate of hatchability than those from pullets, and produce larger and more vigorous chicks.

Ducks consume a great quantity of green food in the ration to insure them getting sufficient. The same holds true with the geese.

The collection of flowering cherry trees that was presented to the city of Washington by Japan in 1912 consists of almost 2,000 trees.

Records kept by poultry flock owner shows that culling of flocks and marketing of unprofitable layers and surplus broilers are highly profitable practices.

### CREW OF TWENTY-SIX IS RESCUED AT SEA



At Sea—Worn by three days of struggle in a rough sea, the captain and crew of 25 of the old German freighter, Quimistan, were brought safely into New York. They were rescued by the Dollar Liner President Harrison. Capt. J. H. Benson, master of the Harrison, sighted the helpless castaways and in an hour had brought them safely to the deck of his ship despite high waves and a strong northwest wind. The men were forced to take to the boats when their ship took fire. Photo shows one of the crew of the ill-fated freighter climbing up the side of the Harrison.

### Adrian-Sims Notes

(Too late for last week)  
Mr. and Mrs. Ferguson and children returned Sunday from a trip to Dallas.

Wesley Collier was in Amarillo on business Friday.

The Sims Community Club met Tuesday afternoon with Mrs. Austin Blasingame. The ladies spent the afternoon quilting and refreshments of sandwiches, cake and lemonade were served to the guests.

Miss Maude Malone was shopping in Hereford Friday.

Lois Phillips visited Thursday night with Elizabeth Chapman. Mrs. Chapman and Ray were in Amarillo Wednesday.

Norman Jacobsen is in the hospital at Amarillo. He is recovering from an operation.

Sims Community Club held its regular meeting Thursday, afternoon at the home of Mrs. J. M. Chapman. Refreshments of cake, sandwiches and punch were served to the guests.

B. H. Rice and family were shopping in Amarillo Wednesday. Dr. and Mrs. C. E. Hawn have as their guests their daughter and children of Enid, Oklahoma.

Ida Jane Lotta left Friday for her home in Indiana after an extended stay with her grandmother, Mrs. Malone.

### BIG TRI-STATE FAIR FEATURE



"Mary," the 80-year-old debutante with the Hagenbeck-Wallace circus, has been treading up and down the country for so many years that she knows it is far wiser to obey than resist, so one word from Miss Rae Bailey and "Mary" does her stuff. In fact, all of the elephants with Hagenbeck-Wallace are exceptionally talented and are said to be the best trained "bulls" with any circus.

Cheerful Gardner, master elephant trainer, spent much time during the past winter instilling additional knowledge into his charges and the new routines are a bit unusual for elephants. Everything from an elephant barber shop to a Charleston contest is offered by these ponderous pachyderms.

Many changes have been made in the Hagenbeck-Wallace performance since its last appearance here and this year's program is said to be the best in history. Hagenbeck-Wallace comes here and gives two performances daily during the Tri-State fair, September 23 to 28, Amarillo, Texas.

### EXHIBIT OR OIL PAINTINGS

See them in Olsen's Variety Store window this week. They are for sale, the prices plainly marked—my own work. This is your opportunity to get a beautiful painting for your home.

J. A. (AUBREY) DANIEL



DON'T WAIT FOR WINTER'S ICY HANDS—ORDER COAL NOW!

You own experience tells you that coal prices invariably rise in the winter—so follow your judgment and order coal NOW. That's the way to make your bins bring in revenue! Prompt action will pay!

Jones & McLean

### What's Doing IN WEST TEXAS

Marfa furnished the principal speaker at the barbecue by John M. Gist at Midland in the person of Wm. A. Wilson. Gist raised everything eaten at the barbecue except bread, pickles and coffee. Over 200 people were entertained at the barbecue and picnic.

San Angelo reports the highest price paid for leases in Pecos county's fourth oil pool up to this time to be \$3,215 per acre, half of which is to be paid in cash and the other half in oil. Forty acres brought this amount in leasing.

Canyon school officials greeted and entertained over 1000 teachers representing 188 Panhandle counties in the annual institute. Many teachers of the WTSTC were on the program and special lectures were given during the sessions.

Convention plans were made at a meeting of the advisory board of the WTCC with A. M. Bourland and Grady Shipp. A time and place will be designated for the giving of programs or stunts by every town represented. The convention will end with a fiesta on the streets of Juarez, Mexico.

West Texas Today for September will be in the malls this week. Stories of the Panhandle region

take up a great deal of space in the official organ of the WTCC. Spur, Alpine, Perryton and Tulla also have stories of their record industrial and civic growth.

Winters is sending out appeals for cotton pickers. The cotton picking is in full blast there now and has average one-fourth bale per acre. They are paying \$1.00 per 100 and furnishing houses for families who want to pick.

Come To Hereford, Texas  
and call on  
**Hill-Ricketts Co.**

for  
WHEAT LANDS AND STOCK FARMS  
Phone 358 Clark Bldg.

## C. E. Stone Co.

Specials for  
Friday, Saturday and Monday

Men's  
**Shoes and Oxfords**  
—Newest fall and winter styles in a variety of leathers you will like, priced—  
\$3.45 \$3.95 \$4.95  
\$5.95 \$7.95  
Men's and Boys' Tennis Shoes, 98c

Men's Furnishings  
Men's winter weight union suits 95c  
Haynes' winter weight union suit, \$1.25  
Men's dress shirts, pre-shrunk collars, guaranteed fast colors, \$1.45 \$1.95 \$2.45  
Men's \$1.00 ties for 89c  
Boys' hickory striped coveralls, 89c

Cotton crepe, all colors and patterns, per yard, 25c  
Bleached domestic, per yard, 10c  
O. N. T. Thread, 7 spools for 25c  
Mavis Talcum, large size, 19c  
Hind's Honey and Almond Cream, large size, 39c

Ladies' Fine Footwear  
—In the latest and most popular creations; new, up-to-the-minute styles and leathers to suit any occasion, prices—  
\$2.95 \$3.45  
\$4.95 \$5.95

Blankets and Bedding  
Wool-mixed double blankets, 66 x 76, price, \$2.95  
Wool-mixed double blankets, 66 x 80, price, \$3.45  
Wool-mixed, extra heavy double blankets, 66 x 80, price, \$4.95  
Wool-mixed, extra heavy double blankets, 70 x 80, price \$5.95  
9-4 Sheeting, white or brown, per yard, 29c  
9-4 Garza sheeting, white or brown, per yard, 39c

### JUST RECEIVED

A large shipment of Sweaters, Lumber Jackets, Leather Coats, and New Fall Suits and Top Coats for men. Also a new shipment of the new and most desirable New Fall Dresses and Millinery for ladies.

**C. E. STONE CO.**

Chain Stores Hereford, Texas.  
The Chain of the Southwest.

Green Carbons, 1 lb. solid gold, 25 jewel movement, \$40

**Solid gold Greens ... as low as \$40!**

Here is the utmost wrist watch value for the amount asked. 14 kt solid white gold cases—beautiful design, plain or engraved—thoroughly dependable Guild movements—at \$40! Green style leadership is apparent at a glance. Why not see them here today!

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

# Ceresan

(A DuPont Product)

**A Dust Disinfectant**  
for controlling  
SMUTS AND OTHER DISEASES  
OF WHEAT  
OATS, BARLEY, RYE AND  
SORGHUMS

You can only be assured of greatest wheat yields and freedom from smut if you treat your seed before you sow it. Seed that is free from smut may get contaminated from bins, sacks or other containers. Treating seed wheat need not be by the laborious soaking method—CERESAN, a remarkable new dusting disinfectant, kills all smut on small grains. (We also have copper carbonate and formaldehyde for those who prefer them for treating seed wheat.)

# Corner Drug Store

Tynes & Humble

## The OLD PUMP

A. J. DUNLAP



I've sipped the nectar made by art,  
From champagne down to tea,  
And quaffed the beverages they brew  
Across the rolling sea;  
But rather far I stoop to drink  
The water, pure and sweet,  
That gurgled from the old town pump  
And splashed my sun-browned feet.

It was a democratic thing,  
The old pump, cracked and brown,  
Its crystal stream was free to all,  
The sinner, saint and clown.  
These panting urchins paused to drink,  
Like-wise the village belle,  
While neighbors passed the time of day  
As evening shadows fell.

When tired hands pumped the old town pump,  
Its rusty voice would croon;  
But when the children pumped, it danced  
And sang a merry tune.  
When water systems banned the pump  
A landmark passed away,  
But in the land of memory  
It never will decay.

at the D. B. Mann home. Mr. and Mrs. Jake Kilever returned home from Kansas this week.

Clyde Freddy and Tillman Stone both of Hobart, Oklahoma, visited D. B. Mann Tuesday.

Arthur Butler is building a new barn on his farm.

Henry Rempie and family returned home from Oklahoma Friday.

### Progressive News

Mr. and Mrs. Cockrell spent Sunday afternoon at the Mack Beach home.

Mr. and Mrs. Webb were in Amarillo Tuesday visiting their brother-in-law, Mr. White, who is seriously ill.

Mr. and Mrs. Cecil Hodges and daughter spent the week end with her parents.

Catherine Ricketts visited Eunice Caldwell Sunday.

Some of the people of Progressive community wish that the dove hunters would confine their shooting to doves and not mistake turkeys and chickens for wild turkeys and prairie chickens.

Jim Ricketts visited his sister, Mrs. Arch Daugherty, Sunday.

Mr. and Mrs. Luther Ramsey are visiting relatives and friends in Oklahoma.

Mr. and Mrs. Roy Hershey motored to Abilene to attend the wedding of their son, Horace.

Alfred McKinzie is on a motor trip to Oklahoma and California.

Mr. and Mrs. Luke McBrayer entertained his mother several days last week.

C. L. Hodges stayed Saturday

night with Percy Caldwell.

School began Monday with good attendance. The teachers were delayed because of the serious illness of their brother, Otto.

Mr. and Mrs. Willie Sublett and Mr. and Mrs. Roy Sublett and children of Dallas visited in the Baker home Thursday. They left Friday for New Mexico.

Mr. and Mrs. Jake Trefel called in the Perkins home Sunday afternoon.

Mr. and Mrs. Luke McBrayer and daughter spent Sunday with Mrs. Baker.

Mary Ella Hershey, Ruth Botts, Cloyd Vicks and Annie Laura and Mildred Sawyer from our community are attending high school at Hereford.

We have several new families in our community. Charles Green purchased the Blagg place, Mr. Roberts and family moved into the Dyar house north of the school building and Lon Keeler and family are living with Mrs. Sawyer.

### 3000 STUDENTS EXPECTED AT TEXAS A. & M. COLLEGE

College Station.—Advance applications indicate an enrollment of 3,000 students for the 54th regular session of the A. & M. College of Texas, announcement from the office of Dean C. E. Friley, registrar, shows. This would mean an increase of about 200 over the student body of last year. A feature of the advance enrollment this year is found in the large number of students transferring from other colleges, especially junior colleges, Dean Friley pointed out.

"Freshman Week" exercises will be held again this year in keeping with a custom that has become

popular at A. & M. This program will open September 16 and all freshmen are required to be present to participate in the exercises. Freshmen registration will be held September 18, with registration of old students September 19. Formal opening of the college for the new session will be held September 20, when class work will begin.

Freshmen Week exercises, designed to familiarize the new students with their surroundings and with the traditions and ideals of the college prior to the opening of class work, will be opened the morning of September 16 with addresses by President T. O. Walton, Dean Friley and T. F. Mayo, librarian, of the college, and Col. C. C. Todd of Bryan. Group meetings with deans of the various schools will be held during the first two days. Psychological tests are scheduled for September 17. Physical examinations will be held September 19. "College Night" program, a colorful affair in student activities, will be held the night of September 20.

Try a Want Ad in THE BRAND

## C. T. Kibbe

Chiropractor

Buckner-Lambert Building

LADY ATTENDANT

Hours 10 to 12, 1 to 6.

Phones

Office, 207  
Residence, 9018F4

### PAPER AVAILABLE AFTER SEPTEMBER FIFTEENTH

Austin.—September 15 has been set as the date of publication for the first issue of the Texas Interscholastic League, official newspaper of the Texas Interscholastic League, for 1929-30, according to Roy Bedichek, chief of the University of Texas League Bureau. Lists of district managers for the various events and other important announcements will be published in the first issue.

Mrs. Ollie Dixon visited relatives in Hart last week.

Gas heaters and appliances at JONES FURNITURE CO. • 35-1c

Six years with Brunswick tires convinces us that they are as good as the best and better than the rest. AT RICE'S. 35-1c

Every PHILCO model, regardless of price, uses Electro-Dynamic Speaker and TWO of the new extra-powered 245 tubes, push-pull. 35-1c

# WE HAVE IT!

## The new PHILCO

### Balanced-Unit Radio

This superb SCREEN-GRID LOWBOY only

**\$119.50**

Neodyne-Plus \$129.50  
Tubes Extra



Cabinet finished in genuine walnut with bird's-eye maple and Oriental walnut panels. Genuine ELECTRO-Dynamic Speaker, built-in Acoustic Equalizers, and balanced to use TWO of the wonderful new 245 power tubes, push-pull.

### Free Home Demonstration!

Yes, we will deliver this magnificent Philco Lowboy to your home on free demonstration. No obligation—no red tape—and EASY PAYMENTS, if you decide to buy.

This is the same marvelous Philco that you have seen advertised in the great national magazines. Rare purity of tone—marvelous selectivity—vast distance range.

Call or phone us today. Other models from \$67.00 to \$205.00

## Lee Electric Co.

Phone 452

Star Theatre Building.

BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

## NEARBY and YONDER

by T. T. Maxey

### The King of Convention Halls

THE United States having developed into a nation of gatherings and might be said to be suffering from conventionitis, a convention hall for the proper housing of possible multitudes which may descend upon it to discuss or display this, that or the other, became almost a necessity for any self-respecting large city. Convention halls went up "nearby and yonder" and boasts of having the largest or the finest were heard. Finally, Atlantic City "took the bull by the horns," so to speak, and settled the question for a time at least, by building the most mastodontic hall on earth.

This giant structure covers seven acres, seats 41,000 persons in the main auditorium alone—there are a host of smaller meeting rooms with capacity ranging from 150 persons up—cost the tidy sum of \$15,000,000, and is located, directly across the street from the Atlantic ocean. It holds what is claimed to be the largest pipe organ ever built, a skating rink, swimming pool, ballroom capable of accommodating 5,000 persons and what not.

A 13-story building, 500 feet long and 200 feet wide could be housed in the main auditorium; railroad trains can be operated to the entrance; automobiles can be driven right into it; the air in the interior can be changed every seven minutes, washed and cooled in summer and heated in winter; 200,000 tons of sand were moved to make way for it and 12,000 tons of steel, 42,000 cubic yards of concrete, 65,000 barrels of cement, 25,000 tons of sand, 53,000 tons of stone and 10,000,000 bricks went into its construction.

(© 1928, Western Newspaper Union.)

### Famous Swiss Mountain

From the Swiss mountain, the Rigi, a view of 200 miles in every direction is seen from the top. Rigi is about eight miles from Lucerne.



Thorough satisfaction on each visit to every patron is the basis upon which our reputation rests.

Phone 16 for Appointment  
Orr's Beauty Shoppe

## Ford Doings

Ford school started Thursday with Mrs. Bennett and Miss Brumley as teachers and an enrollment of 23 pupils. Mrs. Bennett and Miss Brumley are boarding at the Mall Stewart home.

Mr. and Mrs. Vought and family returned home from Kansas last week.

Mr. and Mrs. Raymond left last Wednesday for Hobart, Oklahoma, where he will fill a position as bookkeeper at a gin.

Mr. and Mrs. S. A. Veal left Wednesday for Texola, Oklahoma.

Mr. and Mrs. Dewey Larson have purchased a new car.

Robert Lanfer of Hobart, Oklahoma, is here visiting his brother, Harry Lanfer.

M. A. McCurdy of Hobart, Oklahoma, spent Wednesday night at the D. B. Mann home.

Mr. and Mrs. Tom Major visited Mr. and Mrs. J. S. Garrett Sunday afternoon.

Charles Simpson returned home from Mountain View, Oklahoma, Wednesday.

Lucky Leavell and Thomas Bingham left Thursday for Hobart, Oklahoma.

Mrs. Bissett returned to her home in Amarillo last week.

Mr. and Mrs. Bob Orr made a business trip to Claremont.

Miss Elizabeth Drummonds spent Tuesday night with Venita Simpson.

Mr. and Mrs. Baker, E. Bowman and George Mann all of Levelland, Texas, spent the week end

## MONEY TALKS BY YOUR CASH



My Mother is Penny Wise, my father is Dollar Bill. From them I received a rigid business training. Read what I say, for I am money personified, the final authority on value and where it is best obtained, says YOUR CASH.

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

## Womack's Specials

FOR FRIDAY AND SATURDAY

- COFFEE, Fancy Peaberry, lb ..... 42c
- PRESERVES, Glen Rosa, pure, 2 lb jar ..... 55c
- TOMATOES, Arkansas, No. 2 cans, two for ..... 25c
- KRAUT, Van Camp's, No. 2 1-2 can ..... 15c
- BEANS, red, No. 2 can ..... 9c

WE PAY MARKET PRICE FOR EGGS.

# REZNOR GAS HEATERS

.... REZNOR heaters of today are the products of nearly a half century of research and experience in the gas appliance industry. The guarantee, as old as the company itself, still reads "Satisfaction or Your Money Back." Reznor products, of course, bear the Blue Star of approval of the American Gas Association, but it has been by building above such standard requirements that this company has gained its enviable reputation.

.... REZNOR ORTHORAY, the greatest advance in gas heaters and the latest Reznor development, is the result of the entire sum of this company's experience in the manufacture of successful appliances. Through a combination of vital principles, Reznor now offers a line of heaters that is not only supreme in beauty, but is also safe, highly efficient and economical.

## Streu Hardware Co.

## WOOLY SWEATERS

CRISP FALL DAYS CALL US out to the open and incidentally inform us that it is the time of all times for soft wooly sweaters that are warm as well as chic. A smart selection of slip-overs and coat sweaters—

**\$1.69 to \$7.95**

**Sprolws-Cronin & Co.**



# International Sunday School

## Lesson

BY DR. J. E. NUNN

### TEACHING THE LAW OF GOD

Nehemiah 8:1-3, 5, 6, 8-12

**GOLDEN TEXT:** The opening of thy words giveth light.—Ps. 119:130.

#### Introduction.

For 12 years the great priest and scribe Ezra, is mysteriously absent from the history. These were troubled years in Jerusalem on account of Samaritan aggressions. There was no opportunity for the religious teaching which was Ezra's main purpose in going to Jerusalem. "We can only account for the sudden and absolute vanishing of the greatest figure of the age by supposing that he had retired from the scene, perhaps gone back to Babylon alone with his grief and disappointment. Those were not days for the scholar's mission. But now, with the return of some amount of securing and its accompanying leisure, Ezra emerges again, and immediately he is accorded the front place, and Nehemiah—the Saviour of Society—modestly assumes the attitude of his disciple. A higher tribute to the exalted position tacitly allowed to the scribe or a finer proof of the unselfish humility of the young statesman cannot be imagined. It recognized the supremacy of religion."

#### "Bring the Book."

"And they spake unto Ezra the scribe to bring the book of the law of Moses which Jehovah had commanded to Israel." It was not as man's book, but as God's book, that Ezra presented the Bible to the great congregations.

"Bring the Book!" It would be well to take this little sentence and frame it as a motto and hang it on the walls of the house. It would be well for men of affairs to have this sentence meet them daily as they go forth to their toll in office, or shop, or store, or street, for wherever men do their work in the world there is need to "Bring the Book." In all circumstances and conditions of life let us learn to "Bring the Book." In our sorrows, when the tapers of hope burn low, there is no book that can comfort the heart like the Bible. Daily it calls us to higher levels of life, opens for us new vistas of thought and hope, inspires us with the great ideals of the Kingdom of God. No wonder that a brilliant writer has said that if all the books of the world were going up in a bonfire, he would rush in and save the Bible.—Rev. Edgar Whitaker York.

**A Six-Hour Bible School.**  
"And he read therein from early morning until midday." At midday "the excessive heat made further standing in the open impracticable. Most Orientals have about this time of day a long siesta." The Bible school was six or seven hours long and yet we degenerate moderns think that half an hour a week is all the time we can give to Bible study in the church. And the ears of all the people were attentive unto the book of the law. Attention is the first essential of learning. Giving attention, when one wants to give it, as well as continuing one's attention when he has given it, is a matter of habit. And there is hardly a habit of mind more difficult of acquiring than just this

one. It has been said indeed that a man's power of learning and a man's power of using his learning depend more upon his ability of fixing and continuing his attention on what he sees or hears, or on what he would say or do, than on any other mental habit or quality.

**The Only "Pulpit" in the Bible.**  
"And Ezra the scribe stood upon a pulpit of wood." A wooden pulpit or platform has been made for Ezra, the first contrivance of the kind recorded in history. This important novelty helped to mark the importance of the occasion. It was broad enough to contain, in addition to Ezra, no fewer than thirteen assistants; if Ezra may be called the superintendent of this first Bible school, he had thirteen assistant superintendents. These assistants were probably Levites, and six of them stood on Ezra's right hand, seven on his left.

"And Ezra opened the book; and when he opened it, all the people stood up." "The Jews commonly sat to hear and stood up to pray; but in hearing they occasionally stood up, to do greater honor to the person or the occasion (Judges 3:20). It is not to be supposed that they stood during the whole of the six hours that Ezra's reading lasted."—Pulpit Commentary.

**Worship in the Bible School.**  
"And Ezra blessed Jehovah, the great God." This pioneer Bible school opened with prayer, and the custom has been maintained ever since. We cannot fully apprehend the Bible without the aid of its Author. "And they bowed their heads and worshipped Jehovah with their faces to the ground." They bent over, their heads low in token of profound adoration.

Worship is an essential element in the Bible school. We cannot make progress in Bible study unless God is present with us. A reverential attitude on the part of

#### Sore Gums Now Curable

You won't be ashamed to smile again after you use **Leto's Pyorrhoea Remedy**. This preparation is used and recommended by leading dentists and cannot fail to benefit you. Druggists return money if it fails. City Drug Store.

## Wanted

—Opening territory in forty counties in North Texas, affords opportunity to high class men and women who wish to grasp real chance for making money with one of the outstanding Old Line Legal Reserve Life Insurance companies of Texas. Apply giving references, to 701 First Building, Amarillo, Texas.

all must be obtained and maintained or the school will be a failure. "They Read Distinctly and Gave the Sense."

"And they read in the book, in the law of God, distinctly." Reading aloud is a fine art, and especially as it applies to the Scriptures. It is an art that is falling into disuse with the breaking up of family life. And in reading the first essential is for the reader to make himself heard, to read distinctly, each syllable properly formed and the reading as clear as a bell. "And they gave the sense, so that they understood the reading." We often say that "the Bible is its own interpreter," and that is true, but only after the reader is put into the same relation with regard to it as toward a modern English or American book. But the Bible comes to us from distant countries and from ancient times. It is full of allusions to different customs from ours and before we can understand it many references must be translated into corresponding terms in our experience. These reasons made it necessary to have lesson helps in the Bible school and in the preliminary study at home. They take the place of those thirteen Levites who explained Ezra's Bible reading to the people.

The thirteen men who stood with Ezra on the platform were there probably to do honor to him and help him render the occasion impressive. In addition thirteen others are named who were probably Levites representing as many families and it was their duty,

standing in different parts of the assembly, to repeat the Scripture passage as the reader gave it, a small portion at a time, and then explain it clearly to the people. This was the part of Nehemiah's Sunday school which corresponded to our modern recitation period. It is the climax of the whole, that to which the Bible reading and the worship have led.

#### "Send Portions" to the Needy.

"And send portions unto him for whom nothing is prepared." "The sending of portions" to the poor is not distinctly mentioned in any but the later historical Scriptures. (Compare Esth. 9:19, 22). But it was an injunction of the Law that the enjoyment of the greater festivals should be extended to the stranger, the fatherless, and the widow (Deut. 16:11-14); and the practice of sending portions naturally grew out of this injunction, proceeding even beyond it.—Speaker's Commentary. Thus in modern times dinners are given to the poor and baskets of food sent them on Thanksgiving day and Christmas especially. "Neither be ye grieved; for the joy of Jehovah is your strength." "This beautiful sentence is literally 'Delight in Jehovah is a strong refuge.'"

#### Joy and Gladness in Worship.

"And all the people went their way to eat and to drink, and to send portions and to make great mirth." "These exhortations to festal gladness breathe the characteristic Old Testament tone of wholesome enjoyment of material good as a part of religion. The way of looking at eating and drink-

ing and the like, as capable of being made acts of worship, has been too often forgotten by two kinds of men—saints who have sought sanctity in asceticism, and sensualists who have taken deep draughts of such pleasures without calling on the name of the Lord and so have failed to find his gifts a cup of salvation. It is possible to 'eat and drink and see God,' as the elders of Israel did on Sinai.—Alexander Macclaren.

"Because they had understood the words that were declared unto them." The ground of their joy was very good. To have the Holy Scriptures with us, and helps to understand them, is a very great mercy, which we have abundant

reason to rejoice in. The better we understand the Word of God the more comfort we shall find in it; for the darkness of trouble arises from the darkness of ignorance and mistake.—Matthew Henry.

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

Rotan reported 250 bales of cotton already ginned, at an early date in the season, with cotton coming in faster all the time. Early cotton continues to open fast with the hot dry weather starting opening in all fields. Six thousand, five hundred bales or half the crop of last year, is estimated for this year.

DR. D. E. ROBISON  
Residence Phone 171-W

DR. R. R. WILLS  
Residence Phone 114-W

DRS. ROBISON & WILLS

CLARK BUILDING  
Phone 282

# THINK

## How About Your Old Age?

How are your loved ones going to be cared for when you are too worn out to provide for them as you do now? Wouldn't it be fine to have plenty of money for their and your needs? Then why don't you do it?

Start a savings account and keep adding to it. It will grow to enough for your purposes if properly handled.

MAKE A START AT YOUR EARLIEST OPPORTUNITY!

# The First State Bank

**CHEVROLET**

**Pick the car you want**

... and you can be assured when you buy it from us that it represents a Dependable and Honest Value!

No matter what price you want to pay for a used car—we can supply you with a better automobile than you ever expected to buy for that amount of money!

We have on hand at this time the widest selection of fine used cars in our history. Many of them cannot be told from new. The motors have been thoroughly overhauled—upholstery and hardware are in excellent condition—and some have even been refinished in pleasing new colors.

Here is your opportunity to get a real bargain! And you can have absolute confidence in the cars that bear the red "O. K. that Counts" tag—because they have been carefully checked over by skilled inspectors, and represent definite, known values.

Come in and pick out your car now—while we have a wide selection for you to choose from!

**Brumley-Chevrolet Co., Inc**

**USED CARS**  
with an OK that counts

## Drs. Heard & Wiltshire, Dentists

Phone 234

Office Over Corner Drug Store

## 5% LAND LOANS

Correct Abstracts

## THOMPSON & IRELAND

Hereford, Texas

## doleful Tragedy of a young Lady of Seventeen

MARY JANE WAS IN TEARS. "...and Grandma didn't bear the telephone," she sobbed.

"Not even when Jimmy called the second time! So Jimmy asked Helen Parks instead, and ...and ...now she's going to the dance with him."

"And no-nobody else has asked me!"

The tragedies of seventeen are dark and bitter. Disconsolate, Mary Jane buried her face in a pillow.

Mr. Mason looked down at the forlorn little figure on the couch sympathetically.

"You know," he said to his wife, "Grandma really doesn't hear as well as she used to. She needs an extension telephone in her room. I think I'll order one tomorrow."

Telephones where you need them can often prevent youthful woes—and be a source of pleasure to old folks, besides. They save time, patience, steps.

Few know that one or two additional instruments cost considerably less than the single telephone they now have!

By a wisely-placed "extension" or two, and perhaps a rearrangement of the equipment you already have, an expert telephone man can often double the convenience of your telephone service.



"And no-nobody else has asked me!"

Manager, Southwestern Bell Telephone Co., City.

I'd like to know how to get more value out of my telephone service. Please send me a copy of your booklet, "Modern Telephone Service for the Home."

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

## 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

Two Prospects to Be Considered

By LILLIACE M. MITCHELL

"If I had a chance at two men the way you have," said Marie bitterly, "it wouldn't take me long to decide to say yes to one of them—and leave one for some other girl."

Ellen stared at her friend. "But you see, I've known both of them ever since I was a child and sometimes I think it's one and then again I think it's the other." Her blue eyes clouded for a moment and then she smiled. "But I know that I'll know—pretty soon—"

"I believe that you know right now, and are just—"

Ellen looked aggrieved. "Truly, I don't. But I know that—"

"Both!" interrupted Marie and slammed out of the house. It was Saturday afternoon and Ellen began preparing for the evening. Tom always took her to dinner downtown on Saturday nights and then they usually went to a show while they were still downtown. And so on Saturday afternoons Ellen always washed her hair and manicured her nails with extra care for Tom, although he never said anything concerning her personal appearance, always had the air of regarding her critically as she stood in the hall.

She and Tom and David McGuire had all gone to school at the little red schoolhouse which lay equidistant between their three homes. Tom had gone to the city, where he had made a definite success in the bond business which his uncle had founded some forty years before, while David McGuire had stayed back in Hillstown, where he worked hard on the farm all summer and slaved all winter at the little model of the potato-hiller he was trying to perfect.

That evening she was drawing on her white gloves under the affectionate yet critical eyes of Tom when David McGuire was announced. The men greeted each other with the friendliness that their school days warranted; yet, Ellen thought, there was a reserve on the part of each.

Tom wore his clothes well and was entirely at ease; David, however, was plainly from the country. It was decided that they should all dine together and Ellen found as they drove downtown in the taxi that Tom had ordered that she had ample occasion to look at the two men together. She thought of the two proposals, so like the men who had made them.

"I—I can't give you much now, honey—except love," David said as they had stood under a tree laden with cherry blossoms, "but some day the potato hiller will work out and then—then—" his eyes had looked far away over the hills.

Tom's proposal had come while they stood waiting for a taxicab after the theater; "I think a whole lot of you, Ellen, and with your looks and my money we'll just make the little-old town hum—I can give you everything!"

Everything—and nothing! Tonight she would decide. She felt it instinctively. At dinner she said little. Tom did the ordering easily and she saw that David McGuire was delighted to be relieved of the duty. David was plainly distressed by the silverware and Ellen found that he watched her eagerly to see which should be picked first. Between courses Tom said: "Ever study psychology, Dave?"

David shook his head.

"I'm much interested in it," Tom went on easily, "psychology, mental sciences, Freudian theories and all of that. I believe that a man can get on faster in the world if he knows a good deal about the workings of the minds of the men with whom he deals. Take me, for instance, when a fellow comes into the office with a bit of money to invest I can usually tell to a 'Y' whether he is interested in public utilities—in industrials or rails. I watch him—that's all—just watch him and see where his eyes travel. After I know that I mention different sums of money until I see, by the flicker of his eye, how much he wants to invest. Most people are rather reticent about mentioning a certain sum of money. Without knowing how much they want to put up it's hard for me to tell what suggestion to make in order for them to get the most return for their money. What's this, waiter—"

he broke off impatiently, and his face grew red. "I told you well done—well done. Do you understand English? Look at the red blood running out of that meat!" He pointed a finger shaking with wrath toward the silver platter before him.

And Ellen knew! It didn't make any difference about manners or money or anything else. It was disposition that counted. David was looking at the confused waiter with sorry eyes and kept telling Tom that he liked his meat rare anyhow.

And on Sunday morning when she met Marie at church she told her. "We're going to live on the farm, on the top of a hill, and the cherry blossoms in the spring—oh, Marie, you must come to visit us next spring!"

"And you're not going to marry Tom?" amazement spread over Marie's face.

Ellen shook her blond head and her eyes grew soft. "I guess I've always loved Davey—only I didn't know it—you know I said yesterday I'd know pretty soon—I must have known right then—subconsciously," she ended, using one of the very terms that Tom had liked so well as she spoke of her man, David McGuire.

(Copyright.)

Ensuring Leniency

A woman will overlook any conduct on the part of her husband if he never intimates that the law cost too much, thinks the critic in the American Magazine.

'S FUNNY-HE DONT WANT TO BE THE STAR



Chamber of Commerce

(Continued from Page One)

ing dairy farmers of the county in explaining the advantages of the plan of a farmer-owned and farmer-operated creamery which would provide a ready market in Herford for all the butterfat that could be produced in this section. Business firms of Herford, members of the Chamber of Commerce, subscribed for stock in the enterprise and advised their patrons and friends in the rural sections of the county to buy stock in the creamery. Today the Farmers' Creamery is a successful concern which is bringing trade to Herford from points as far distant as 50 and 60 miles from the city.

Hearty co-operation has been given by the Chamber of Commerce to R. O. Dunkle, county agent, in the development of interest in 4-H clubs for boys and girls; in the production and planting of pure line grain sorghum seeds; in the bringing into the county of pure bred dairy cows, heifers and bulls, and in every phase of agricultural work.

Working in co-operation with the Commissioners Court of Deaf Smith county, the Chamber of Commerce used every effort in developing interest in favor of the special 15-cent road tax for county roads recently approved at a special election by the tax payers of the county.

Problems of a new hotel, another railroad and an up-town office of the Western Union Telegraph Company, await further action of the new board of directors of the Chamber of Commerce.

A problem that has long vexed the housewives, and the men, of Herford is the question of establishing a laundry here so as to avoid the necessity and the delay of sending laundry to another city and awaiting its return. This problem, which can be rated as the first project accomplished under the direction of the new board of directors, was solved Tuesday when T. E. Selgier, president of the Herford Chamber of Commerce, received a telegram from M. Howard, of Pampa, stating that the complete equipment and machinery needed for the establishment of an up-to-date laundry was now enroute to Herford. A site for the new laundry has been selected, stated Mr. Selgier, and construction work on the building will commence immediately. Ten people will be employed by the plant.

Petitions bearing nearly 200 signatures and including practically every business interest in the city has been forwarded to the Dallas office of the Western Union Telegraph Company requesting the establishment here as early as possible of an up-town telegraph office for the convenience of the local patrons of the Western Union Company.

Because of heavy rains Sunday night in the vicinity of Amarillo Col. Ernest O. Thompson, mayor of Amarillo, who was to have delivered the principal address at the Chamber of Commerce luncheon, was unable to attend the event. In a long distance telephone call Monday morning to T. E. Selgier, president of the Chamber of Commerce, Col. Thompson expressed his regret at being unable to visit Herford.

Hershey-Turner

Miss Juanita Turner of Abilene, Texas, and Horace L. Hershey of Progressive, were united in marriage Tuesday, September 3, at the home of the bride's aunt, Mrs. S. S. Schornick, at Abilene.

The bride is a graduate of Abilene high school and later attended Abilene Christian College. Mr. Hershey is the son of Mr. and Mrs. Ray Hershey of Progressive and is a graduate of Herford high school. During the past three years Mr. Hershey has attended Texas Technological College at Lubbock.

After the wedding Mr. and Mrs. Hershey left Abilene for a short motor tour. They arrived in Herford Wednesday. After a few days visit with relatives here they plan to go to Lubbock where Mr. Hershey will resume his studies at Texas Tech.

Prior to the wedding at Abilene, Mrs. Burnett Harvey of that city entertained in honor of the then bride-to-be. Guests were seated in the large sunroom at the Harvey home which was made attractive with pink and white floral decorations. A program of readings and musical numbers furnished entertainment for the occasion and later a miniature covered wagon filled with gifts for the honoree was brought into the room. Ice cream and angel food squares, emphasizing the chosen colors, were served by the hostess to seventy-five guests.

SHOWER FOR MRS. M'ENTIRE

Misses Gertrude Bowen, Floyd Wilson and Viola Carpenter were hostesses last Thursday night at a delightful miscellaneous shower given in honor of Mrs. Hubert McEntire. The happy group of young people met at the Bowen residence and then proceeded to the McEntire home.

Many beautiful and useful presents were presented to the honoree. At a late hour delicious refreshments

**MILKWAY**  
To Health & Happiness  
By The Brindle Bossy



**C BOSS! C BOSS!**

"C BOSS! C BOSS!" You city folks can't call the cows, but you can call 15 and be sure of plenty of nice, fresh milk for your table. "There's nothing else quite so good," says The Brindle Bossy.

**Prairie Dairy**

Milk Is Good—Good for You

Phone 15.

MUSIC AND EXPRESSION RECITAL

By special request of numbers of people who were unable to attend the event we are giving here with the program presented some time ago by the joint recital of the pupils of Miss Flossie Bowman, teacher of music, and of Mrs. D. W. Hawkins, teacher of expression:

Rhythm Orchestra: Music pupils. Duet: Joyce Davis, Flossie Bowman.

Reading: Myrah Waldron. Piano Solo: Sybil Smith.

Reading: Vivian Olson. Piano Solo: Jean Millard.

Reading: Mildred Rutherford. Piano Solo: Elizabeth Bowman.

Reading: Bettie Jean Ball. Piano Solo: Joyce Davis.

Duet: Mary Posey, Virginia Bowman.

Reading: Vivian Olson. Piano Solo: Lois Smith.

Reading: Expression class. Piano Solo: Virginia Bowman.

Piano Solo: Marguerite Brown. Duet: Lois and Sybil Smith.

Reading: Myrah Waldron. Piano Solo: Mary Posey.

Motion Song: Mildred Rutherford. Song and Motion: Expression class.

Rhythm Orchestra: Music Pupils.

SEARS-HUCKERT

Miss Marie Louise Huckert and Ralph Sears, both of Herford, were united in marriage on Monday, September 2, at Clovis, New Mexico.

The bride is the daughter of Mr. and Mrs. Joe Huckert of Herford and has been employed for several years with the local exchange of the Bell Telephone Company. The groom is the son of Mr. and Mrs. R. O. Sears and is engaged here in commercial trucking.

Mr. and Mrs. Sears departed from Clovis on a two weeks' tour through Colorado and Wyoming. On their return they will make their home in Herford.

CONSTITUTION INTERSCHOOL-ASTIC LEAGUE AVAILABLE

Austin—Copies of the revised constitution and rules of the Texas Interscholastic League may be secured from the University of Texas as League Bureau, according to Roy Bedichek, chief of the Bureau.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

MRS. SALTZMAN HOSTESS TO CLUB ON WEDNESDAY

Mrs. Fred Saltzman was hostess to her club last Wednesday afternoon when the time was spent in piecing three quilts for orphan children; this following a short business session. Delicious refreshments of stuffed tomatoes, fruit rolls and punch were served to thirteen members and one guest, as follows: Mmes. Bob Higgins, W. P. Carraway, John Hudson, H. B. Herbold, Jack Hutson, George Lewis, Clowe Phillips, J. G. Suggs, Jim Lipscomb, R. J. Kibbe, Arlie Dean; and the guest, Mrs. H. P. Luck.

MOTHERS' CLUB HOLDS FIRST MEETING OF YEAR

The Herford Mothers' Club held its first meeting of the club year Tuesday afternoon at the home of Mrs. O. G. Hill. The pleasures of the occasion began with the serving of an elaborate four course luncheon to those present. This being the first meeting, much of the time was spent in informal social entertainment—games and contests adding to the festivities. The honor guest of the day was Mrs. S. B. Edwards, now of Arlington, who was president of the first Mother's Club organized in Herford twenty years ago. The club has outlined its study course for the coming year to be devoted to current history, adopted from the Current History Magazine.

The next meeting of the club will be with Mrs. E. S. Ireland on Tuesday afternoon, September 24.

CONSTITUTION DAY

Tuesday, September 17, will be observed throughout the Nation as Constitution Day, the 142nd anniversary of the adoption by the Colonies of the Constitution of the United States.

Through the National Society, Sons of the American Revolution, schools of every state are being urged to hold special patriotic programs on Constitution Day. Ministers of churches are being requested to give special attention to the occasion on the preceding Sunday, September 15. Women's clubs, civic organizations, Boy Scouts, Camp Fire Girls and other bodies are asked to remember Constitution Day with fitting ceremonies.

G. A. F. Parker, president of the Western National Bank, Herford's only member of the National Society, Sons of the American Re-

gulation, has received a request from the Texas branch of the Society "to co-operate with city, church and school officials in observance of the Constitution Day in this city. A special request is made by the Society that every merchant in Herford display our Flag of Stars and Stripes on Tuesday, September 17.

Mr. and Mrs. Noah Elliston entertained with a progressive bridge party at their home Thursday evening. Tables were set for six groups of players. A delicious plate luncheon was served at late hour to approximately twenty-five guests.

Leon Welch who for the past year has been working near Canadian, has returned to Herford for a visit with his parents.

Mr. and Mrs. Billie Elkins of South Herford entertained a number of their friends last Monday evening with a party. Various games provided entertainment for the evening, after which delicious refreshments of sandwiches, cake and hot chocolate were served to thirty guests.

Mark Hanna was a business visitor to Dimmitt and Turkey last week.

Mrs. F. W. Price, formerly of Herford, was operated on for appendicitis in Amarillo last Wednesday. She is reported to be improving rapidly and expects to return home the last of this week.

Miss Imogene Wilson, daughter of Mr. and Mrs. John L. Wilson, left Tuesday to enroll in Baylor University at Waco.

Mr. and Mrs. S. O. Wilson have had friends from Claude, Texas, as their guests during the past week.

Mr. and Mrs. Claude Longbottom have been visiting relatives in Fort Worth the past week.

Rev. C. E. Saxon, general missionary for the Tierra Blanca Baptist Association, left Tuesday for Happy where he will attend a meeting of the Association which is being held there this week. A large number of workers of the First Baptist church of Herford will also attend the meeting.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

**The YEAR**  
*May*  
**It Knows**  
**POWER**  
[makes Majestic . . . more buy. In Models 91 and 9 type-45 power tubes and free of all hum, "background"]  
Another triumph of research! Sensitive Sensitivity Control, points on the dial, while the first time, you can enjoy garbled reception—and yet higher waves. In the Majestic and strong, free from hum  
Ask for Home De  
**ORR'S TA**  
Model 91 Early English design cabinet of American Walnut. Instrument panel overlaid with genuine imported Australian Lacwood. Escutcheon plate and knobs finished in genuine silver.  
Phone 16 and Ask for FREE DEMONSTRATION  
Phone 15.

**Free Library**

(Continued from Page One)

Court are to remodel several rooms, and construct additional rooms in the basement of the court house to provide ample space for book shelves and for reading rooms. The free library now located in the basement of the court house will be merged with the county free library and will provide a nucleus to which will be added large numbers of new books and magazines.

Through the State Librarian Austin a qualified librarian will be secured to manage the Deaf Smith county free library. The salary of the librarian, the purchase of new books and all other expenses of maintaining the library will be paid from the money appropriated for that purpose by the Commissioners Court. Under the law governing the establishment of free county libraries, the Commissioners Court may levy a tax of five cents on each \$100 valuation of property in the county for library purposes. With an estimated valuation this year of approximately nine million dollars for the county, the amount available for the establishment and operation of the county free library will be approximately \$4,500.

During the campaign of Deaf Smith county club women to secure a county free library, Miss Ruth E. Daisell, of Amarillo, librarian of Potter county free library, has given her heartiest cooperation in the movement and has visited Hereford to explain to the women of the city and county the importance of securing a library for the county and has aided them in organizing plans for securing the necessary signatures to the petitions. Miss Daisell, at the request of Mrs. Garrison and the club women of Hereford, appeared Monday before the Commissioners Court and explained to them in detail the advantages that would be derived by the children and adults of city and county through the establishment here of the library. Miss Daisell made a special plea for the entertainment and diversion that would be available through the library for children in the rural districts.

Under the plans of operation of a county free library, as outlined by Miss Daisell, sub stations of the library will be established at rural schools and homes throughout the county and ample supplies of books and magazines, both fiction and reference works, will be

available to the children in the rural sections and also to their parents. Books will be loaned by the librarian here to the rural districts for limited periods, probably thirty days, and then these books will be transferred to another district and other books sent from Hereford to replace them.

The establishment of a county free library will be of great value to pupils of both city and rural districts, declare school officials, as through the books available at the library supplementary courses of reading suggested by teachers can be easily secured by the pupils. Reference works will be especially valuable, they say, for use with the studies being undertaken by pupils of the high school or grades.

As early as convenient it is planned by Mrs. Garrison and members of her committee to arrange "book showers," at which time a table will be placed inside the entrance of the various churches of the city and everyone will be asked to bring one or more books for donation to the library.

**"Over Land and Sea" Available at C. of C.**

"Over Land and Sea," the account of the flight of the Woolaroc, piloted by Col. Arthur C. Goebel, across 3,000 miles of the Pacific Ocean from Oakland, California, to Honolulu, published in booklet form by the Phillips Petroleum Company, is now being distributed free to citizens of Hereford by the Chamber of Commerce.

Written by Col. Goebel, the story gives the experiences and impressions of the noted pilot as he flew the monoplane Woolaroc through "the glaring sun for a few hours, then the darkness of a long night and finally sunlight again" for a total of 26 hours and seventeen minutes in the first successful airplane flight from America to the Hawaiian Islands, and won the Dole prize of \$25,000 for accomplishing the feat. Anyone desiring a copy of "Over Land and Sea" can obtain it as long as the supply lasts by calling at the Chamber of Commerce offices in the City Hall.

The Woolaroc, piloted by Col. Art Goebel, was seen by hundreds of Hereford people a few weeks ago when the famous plane and pilot visited this city on the farewell tour of the Woolaroc before its removal to Bartlettville, Oklahoma, where it will be placed in a specially constructed museum as a monument to the progress of aviation.

**Band Master Confident of Prize-Winning Group**

Under supervision of R. E. Frazier, director of the Municipal band and of the Hereford high school band and orchestra, the organization of the school band and orchestra has commenced. Much interest is being displayed in these organizations by the pupils, states Mr. Frazier, and both band and orchestra will have large memberships.

In addition to group instruction in music, private instructions in band and orchestra instruments will be given by Mr. Frazier. The individual instructions will be given free of cost and every effort made to build up a high school band and orchestra that will be able to compete successfully with any similar organization in this territory.

Municipal band practice continues regularly and according to Mr. Frazier this organization is fast developing into an efficient group. From the talent that is evidenced by members of the band, states Mr. Frazier, Hereford is assured a first class municipal band.

**J. M. Erwin New Manager at Harrison's**

J. M. Erwin, recently of Wichita Falls, began his work this week as the new manager of the Harrison Elevator. He will succeed Harold Hicks, who leaves for Fort Worth to resume his studies for the ministry. While Mr. Erwin might be regarded by some as a new arrival, in reality he is an old-timer who has come back to Hereford. Those who have lived here that long may recall his marriage twenty-five years ago to Miss Eula Eagle, daughter of Mr. and Mrs. G. W. Eagle. They have made their home in Wichita Falls, where Mrs. Erwin and her mother will remain this winter before joining him here next summer.

Mr. Erwin is an experienced grain buyer, having spent many years dealing with farmers and grain men throughout the Panhandle, and is familiar with grain conditions peculiar to this region.

Stratford will soon have gas to burn. The Stratford Star has begun an editorial campaign urging the people to have their answers ready when the canvass is made to see how many users there would be. Virtually every residence owner and business house is expected to be consumers.

**Barber to Sell Blooded Guerneys at Tri-State**

Guernsey breeders and dairymen in general over the Panhandle will be interested in the auction sale of twenty-two young Guernsey bulls at the Tri-State Fair in Amarillo, beginning at 1:00 p. m., Thursday, September 26. Col. Ray Barber of Hereford has been engaged as auctioneer. Mr. Barber's prestige and ability as an auctioneer will be called into excellent use in selling this sale, and Hereford is proud of the recognition given him. He will do his part.

**Boy Scouts Pleased With Encampment Trip**

Mr. and Mrs. R. P. Coneway returned home several weeks ago from taking the Hereford Boy Scouts to their summer encampment on Holmes Creek in the Canyon near Silverton, and report a most enjoyable time as well as much being accomplished toward further field work that is required of the Scouts. Mr. Coneway is Scoutmaster of the Hereford troop, twelve members of which accompanied them on the trip. A special item of the outing which appeared greatly to the Scouts was a big 350 by 30 foot swimming hole with rock bottom.

The Scouts are meeting for training and scout work each Thursday evening at the Hillside Hatchery. Now that long winter evenings are coming soon, plans are being made to add more members to the local scouting work.

**10,561 Chances to Err; One Complaint Made**

Steadily gaining publicity in the outside world and establishing records of achievement, Hereford, through the efforts of Sank Ramey, agent here for the Railways Express Agency, formerly the American Railway Express Co., recently received favorable publicity throughout the Nation in every city and hamlet where there is an express office.

"The Express Messenger," a publication by the Express Co., and sent every month to the 500,000 employees of this vast organization, carried in a recent issue an account of the remarkable record established at the Hereford office during the first seven months of this year, when a total of 10,561 shipments, plus cream cans

and deadhead shipments, were handled by Mr. Ramey with only one claim made against the Express company for loss or damage. Competing with records made by large offices and small throughout the United States, the record established here by Mr. Ramey is admitted by all to be difficult to surpass.

**AMERICAN ROYAL SHOW SCHEDULED NOVEMBER 16-23**

The premium list of the 31st annual American Royal live stock show to be held in Kansas City November 16-23, is ready for mailing and prospective exhibitors and others interested in this event.

Breeders of pure bred Herefords, Shorthorns, Polled Shorthorns and Aberdeen-Angus cattle will compete for approximately \$22,000 in prize money, which is offered on breeding cattle and individual fat steers.

More than \$5,000 is offered to producers and feeders of commercial cattle and they may compete for this money with carloads of fat and feeder cattle.

Increased premiums will be offered in the dairy cattle department and breeders of milking Shorthorns, Holsteins, Jerseys and Ayrshires will have the opportunity of competing for \$8,000 in premiums.

Breeders of pure bred Chester White, Berkshire, Duroc Jersey,

Hampshire, Poland China and spotted Poland China swine will show their best animals against their fellow breeders for more than \$4,000 in prizes.

The producers of fat market hogs and feeder pigs will exhibit their animals in carload lots for more than \$700 in awards.

The sheep breeder will have opportunity to put his best production in competition with his fellow breeders and share approximately \$5,000 in prizes offered for B and C type Rambouillets, Hampshires, Shropshires, Cotswolds, Lincolns, Southdowns, Oxford, Corriedales and Dorsets.

Percheron and Belgian draft horse breeders will have \$5,000 offered on these two breeds and the mule fancier and breeder will have \$1,000. \$600 is offered in the

horse and mule pulling contests. The afternoon and evening horse show will have \$40,000 for saddle horses, roadsters, harness, ponies, hunters and jumpers.

More than \$7,500 is offered in trophies and medals and in special cash prizes for Herdsmen's specials, live stock judging contests, 4-H boys and girls clubs, vocational agriculture high school activities of which \$1,000 is for agricultural college scholarships.

**NOTICE**

I have a few tires priced to sell

32x6 Heavy Duty 10-ply Kelly with tube, \$45.00

33 x 5 Heavy Duty, 8 ply Kelly \$25.00

30 x 4.50 6-ply Kelly Balloon \$10.00

29 x 4.40 6-ply Kelly Balloon, \$9.50

29 x 4.50 Registered Kelly, the best that Kelly-Springfield makes, for only \$13.00

ARCH CONKLIN SERVICE STATION

I have for sale at this time my 1929 crop of **BULL CALVES** for fall delivery. These are extra choice calves and my price is fair to all. **T. E. SEIGLER**

**DRIVE IN**  
and  
"FILLUP WITH PHILLIPS"  
**WEST & SNYDER**  
Phillips Service Station

**City conveniences on the farm**  
Running water piped to farm, kitchens and bathrooms means that the liquid wastes must be piped out to a place of safe disposal. Build a concrete septic tank to handle these dangerous wastes safely. Costs nothing to operate—requires no attention.  
Information Free!  
**PORTLAND CEMENT ASSOCIATION**  
Athletic Club Building DALLAS, TEXAS  
**CONCRETE FOR PERMANENCE**

**The Beautiful Homes That Hereford Boasts**

Our city justly is proud of its many beautiful homes. Many of them would be a credit to much larger places. We take great pride in them and the part we have had in furnishing materials for their construction. Only years of faithful service in the lumber business merits such confidence on the part of those who build well.

**KEMP LUMBER CO.**  
The Place for Good Lumber.

**'ROUND**  
**estic**  
**RADIO**  
**"SEASONS"**  
**TECTION**

... the finest receiver you can get the wonderful reproduction of Acoustic Super-Dynamic Speaker effects and squeals.

... exclusively Majestic feature, Air equal sensitivity and range of only the tuning knob. Now, for wave stations with no tuning, full range and volume on the primary Models, reception is clear, anywhere on the dial.

**FREE Demonstration**

**OR SHOP**

**Model 92** Inebrian period cabinet of American Walnut. Doors of mahogany with ornate inlay and interior panel of genuine imported Australian Lacewood. Inebrian plate, knobs and door pulls finished in genuine silver. \$167.50

Free Home Demonstration. ABSOLUTELY NO OBLIGATION

**December**

**R T E Z**

**Job PRINTING**

Our business is to create printing that makes sales. Typographic... choice of stock—every element that makes for more attractive mailing pieces and handbills is produced here with the care that spells success. Exact estimates of cost are offered on each job regardless of size...

**The Hereford Brand**

# HAGENBECK-WALLACE CIRCUS TO ENTERTAIN THOUSANDS AT BIG AMARILLO TRI-STATE FAIR



Little Junior or Mary at Amarillo will not need any extra effort to slip from their beds the morning of September 23rd! With the first call they will spring to the floor, dress hurriedly, swallow their breakfasts and hustle toward the tracks at the railroad. The one important reason for all this activity is Circus Week—Hagenbeck-Wallace Circus Week. Every youngster in Amarillo will be anxious to be on hand for the unloading of the long trains and many of them will follow the canvas-covered wagons to the circus grounds at the Tri-State Fair Grounds at Amarillo. A huge crowd is sure to be in evidence when the circus is being detrained while additional hundreds are certain to be assembled at the grounds. Sturdy working men will make an easy job of erecting the mammoth big top, as well as the many other big and little tents. Within a few hours after the first wagon reaches the fair grounds, the Hagenbeck-Wallace Circus will be ready for the afternoon and night exhibitions. Performances start at 2 p. m. and 8 o'clock every afternoon and evening of the fair, with the menagerie doors opening one full hour in advance. Thousands of visitors from over the entire Panhandle-Plains are planning to "kill two birds with one stone" by going to Amarillo September 23rd to 28th and seeing both the circus and the greatest Tri-State Fair ever assembled.

## BUILDERS' TACTICS AID HOME OWNERS

Most of the building contractors here are entitled to the confidence of the building public, both for their progressiveness and for their fairness in dealing with home builders, said D. H. Alexander, manager of the Panhandle Lumber Company yesterday in discussing the conditions of the building trades in this city.

"If one should survey houses erected in our city, during the last five years, he would find that the great majority of them are just as soundly constructed, embody as many new materials, new items of equipment and ideas in planning and design and represent as true values as the homes of any other community," Mr. Alexander declared.

As evidence, he referred to the readiness of the city's contractors to adopt four-square packaged and re-manufactured lumber for the finer details in home building. Packaged lumber, he explained, was put on the market by the Weyerhaeuser affiliation of forest products manufactured in Minnesota, Idaho and the Pacific Northwest to protect the building public.

"For many years," said Mr. Alexander, "there have been occasional complaints that the public knows nothing about lumber grades, that it can't tell one from another and that as a consequence a contractor can substitute an inferior grade for what the owner speci-

ifies without the latter knowing about it. Packaged lumber makes substitution impossible, or every package states the grade of its contents in language which any layman can understand. So the packaging and grade marking constitutes a quality guarantee to the consumer.

The Panhandle Lumber Company is one of the limited number of lumber merchants in the country selected as authorized four-square dealers, and carries a stock of the quality lumber in addition to all items in the regular lumber line.

## NOTICE IN PROBATE

THE STATE OF TEXAS, To the Sheriff or Any Constable of Deaf Smith County, Greeting: You are hereby commanded to cause to be published once each week for a period of twenty-one days before the return day hereof,

## Glycerine Mixture Stops Constipation

The simple mixture of glycerine, buckthorn bark, saline, etc. (Adlerika) acts on BOTH upper and lower bowels and relieves constipation in TWO hours! Brings out old waste matter you never thought was in your system. Don't waste time with pills or remedies which clean only PART of the bowels, but let Adlerika give stomach and bowels a REAL cleaning and see how good you feel. Clark Drug Store. (Adv)

## Select Grade, Home Slaughtered

—You are assured of the very choicest of meats, reasonably priced, highest quality possible.

## Texas Meat Market

Phone 353



HEREFORD BREAD  
**Hereford Bakery**  
Frank Barber & Sons

ceased; be it known that John Ehlers, of the County of Seward, State of Nebraska, has filed an application in the County Court of Deaf Smith County, on the 6th day of September, 1929, for the probate of the last will and testament of Christian H. Ehlers, who departed this life on the 18th day of November, 1928, in Seward County, Nebraska; that a duly certified copy of said will probated in Nebraska be entered in the probate records of this county as provided by law, and that Letters Testamentary issue to John Ehlers, which said application will be heard by said court on the 7th day of October, 1929, at the Court House of said county, in Hereford, at which time all persons who are interested in said estate are required to appear and answer said application, should they desire to do so.

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

Witness my hand and official seal, at Hereford, Texas, this 6th day of September, 1929.

(SEAL) L. H. FOSTER,  
Clerk, County Court, Deaf Smith County, Texas. 35-3c

## 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)

# NO MOSQUITOES!

**EASIER WAY TO KILL INSECTS!**

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

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

## Bee Brand INSECT POWDER or Liquid Spray

*If your dealer cannot furnish, we will supply direct by Postal Note at regular prices.*

Liquid—50c, 75c and \$1.25. Gum—25c. Powder—10c, 25c, 50c and \$1.00. Gum—25c.

## HAVE MONEY!

## It Will Educate Your Children

Making and SAVING money will not only educate your children, but it is an education ITSELF. Not only get a PASS BOOK from us and START a bank account, but after you start, KEEP ON saving a part of your income and NEVER QUIT.

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

# For Speed, Power and Pickup ~ a Six without a rival at its price



# PONTIAC BIG SIX at \$745

PRODUCT OF GENERAL MOTORS

Without a single exception, the Pontiac Big Six is the fastest, most powerful six of its price available today. Its sturdy, 200 cubic inch, L-head engine develops 60 horsepower at moderate engine speed. Its speed and acceleration are the fastest to be found in any low-priced six, according to the "fifth wheel"—the most accurate speed measuring device known to automotive engineers. Unquestionably, today's Pontiac Big Six is the performance leader of its price field—and the style and value leader as well.

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values... Oakland-Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

**DIXON MOTOR COMPANY**  
HEREFORD, TEXAS

# PUBLIC FARM SALE AUCTION

## WEDNESDAY, SEPTEMBER 18

SALE BEGINS AT 1:30 P. M.

I will sell at Public Auction my entire farming equipment, consisting of milk cows, hogs, chickens, mules and household goods. Located two miles east and one mile north of Jumbo, the following described:

- |   |   |
|---|---|
| <p><b>MULES</b></p> <ul style="list-style-type: none"> <li>1—Red horse mule, weight 800 pounds.</li> <li>1—Black horse mule, weight 850 pounds.</li> <li>1—Black horse mule, weight 1000 pounds.</li> <li>1—Red mare mule, weight 900 pounds.</li> <li>1—Two-year-old Kentucky race stock gelding.</li> </ul> <p><b>CATTLE</b></p> <ul style="list-style-type: none"> <li>1—Mottle-faced cow, age 3.</li> <li>1—Mottle-faced cow, age 6.</li> <li>1—Jersey heifer, coming 2.</li> <li>1—Hereford heifer, coming 2.</li> </ul> <p><b>FURNITURE</b></p> <ul style="list-style-type: none"> <li>1—Dining table.</li> <li>6—Dining chairs.</li> <li>1—Good oil stove.</li> <li>Rocking chairs and other numerous articles.</li> </ul> | <p><b>FARM MACHINERY</b></p> <ul style="list-style-type: none"> <li>1—John Deere go-devil.</li> <li>1—Knife sled.</li> <li>2—Pair knives.</li> <li>1—McCormick row binder.</li> <li>1—Wagon with box.</li> <li>1—Feed wagon with rack.</li> <li>1—Two-section harrow.</li> <li>1—1927 Ford roadster.</li> </ul> <p><b>HARNESS</b></p> <ul style="list-style-type: none"> <li>4—Sets of good leather harness.</li> <li>4—Sets of good chain harness.</li> <li>Collars, bridles, lines, hitch straps, etc.</li> </ul> <p><b>CHICKENS</b></p> <ul style="list-style-type: none"> <li>2—Dozen pure bred Rhode Island Red hens and pullets.</li> </ul> <p><b>HOGS</b></p> <ul style="list-style-type: none"> <li>1—Poland China sow.</li> <li>6—Duroc shoats, 6 months old.</li> <li>1—Duroc sow, bred.</li> </ul> |
|---|---|

TERMS: CASH.

**A. T. Layman, Owner**  
CLIFF ESTES, Clerk. RAY BARBER, Auctioneer



# WANTED Ads

## Wanted

**WANTED**—To buy threshed bar-bone 137. H. C. BOWSHER. 34-tfc

**WANTED**—Steady work during the town work preferred; can good recommendation. Phone 3 or see FLOYD E. TICE. 35-2tp

**WANTED**—One half section good land. Post Office Box 35-1tp

**WANTED**—Job breaking sod by acre; well equipped for plow-ready to begin at once. M. RECTOR, Dimmitt, Texas. 35-2tp

**WANTED**—To trade 240 acre well moved cotton farm in Wilbarger county for land near Hereford or Dimmitt—prefer south of Hereford. IRVIN S. HAMILTON, Hereford. 35-tfc

**FOR RENT**—Splendid up-stairs apartment. Call 194. 33-1tc

**FOR RENT**—Nice, large bedroom, convenient to high school. MRS. E. F. CONNELL. 34-2tc

**FOR RENT**—Housekeeping rooms, four blocks north of hospital. MRS. MARGARET HEIFNER. 34-tfc

## Lodge Directory

### LODGE NO. 849.

Called meeting for Thursday, September 19 Master's Degree. 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. Fincher, N. G. L. H. Foster, Secretary.

## For Sale or Trade

**FOR OWNERS, ATTENTION**—Have buyers for your land if terms are right. We will sub-divide and sell large tracts to farmers. 25 in the land business in Panhandle of Texas. McNABB LAND First National Bank Building, 231, Amarillo, Texas. 32-8tp

## Lost and Found

**LOST**—Hereford High School 1929 inside initials, E. D. S. Re- E. DORA SMITH, Dr. E. office. 35-1tp

**LAYED OR STOLEN**—Four open Jersey calves; two heifers and two bulls; left Saturday, September 7, from my place seven miles north of Dawn, one mile north of Daniel school house, on Colorado road. Any information their whereabouts will be appreciated. W. R. MOORE, Route Canyon, Texas. 35-tfc

## For Rent

**FOR RENT**—Furnished bedrooms the day or week; all modern appliances, new furniture. F. LILLARD, Phone 303, 611 East Street. 34-tfc

**FOR RENT**—Furnished rooms for house keeping; one block north of high school. MRS. E. J. LLIAMS. 35-1tp

**FOR RENT**—Unfurnished rooms; in; phone 119-W. 106 Lee. 35-1tc

**FOR RENT**—Nice one room house, suitable for light house keeping; high school. Call or see J. TURNER. 35-1tp

**FOR RENT**—Light housekeeping for girls; two blocks from campus, 2201 Fifth Street, Hereford, Texas. MRS. C. L. FIGHTER. 34-2tp

**FOR SALE**—Furnished or unfurnished, my home; six rooms and bath, corner lot 100 x 140 feet, one block west of City Hall. See me for prices and terms. A. H. EL-LISTON. 35-tfc

**FOR SALE**—Coles hot blast range stove, in good condition; also good heater. MRS. C. E. WADE. 35-1tp

**FOR SALE**—4½ section ranch mostly lease, 60 miles northwest of Hereford, priced to sell; no trade. Also small herd of registered cattle. J. D. LOVE—Endee, New Mexico. 35-1tp

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**FOR SALE**—Sampson 8-foot wind mill with tower; also gasoline motor from Maytag washer. See EARL LANCE at Carl's Grocery. 35-2tp

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**FOR SALE**—Malze heads; wheat drill, sod plow. O. WILDER, Westway community, Box 135, Hereford. 35-1tp

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**FOR SALE**—Malze heads; wheat drill, sod plow. O. WILDER, Westway community, Box 135, Hereford. 35-1tp

**FOR SALE**—Twenty head of nice thrifty shorthorns, average about 80 pounds; will sell one or all Phone. 9025-F2. GEORGE W. SMITH. 34-tfc

**FOR SALE**—Or Trade, one 12-ft. McCormick header; also Deering row blinder; both in running shape. Phone 9025-F2. GEORGE W. SMITH. 34-tfc

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**FOR SALE**—Dry goods, fixtures, show cases, shelving, etc. Also two business lots on Main Street. For details and prices, write BOX 427, Hereford, Texas. 34-2tc

**FOR SALE**—Furnished or unfurnished, my home; six rooms and bath, corner lot 100 x 140 feet, one block west of City Hall. See me for prices and terms. A. H. EL-LISTON. 35-tfc

**FOR SALE**—Coles hot blast range stove, in good condition; also good heater. MRS. C. E. WADE. 35-1tp

**FOR SALE**—4½ section ranch mostly lease, 60 miles northwest of Hereford, priced to sell; no trade. Also small herd of registered cattle. J. D. LOVE—Endee, New Mexico. 35-1tp

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**Announcing**  
A NEW OPERATOR  
**Miss Edna Wheeler**  
OF DALLAS

—A graduate operator with a long experience in all lines of beauty work, who will assist us at the—  
**Modern Beauty Shop**  
MRS. W. B. PHILLIPS,  
Proprietor

## Locals

**FOR SALE OR TRADE**—Six room modern stucco residence; also one oil range and one Round Oak heater. JIM BURTON, Phone 114-J. 31-tfc

**FOR SALE**—By owner, choice chicken ranch, close in, terms if desired; also choice business lots. Also ornamental fence, Cheap. Address P. O. Box 473, Hereford, Texas. 29-tfc

**FOR SALE**—Ten room home, mostly modern, with many recent improvements; close to school. Priced extremely low. Box 303, City. 29-tfc

**LOW PRICES** and easy 6 per cent terms on the following. Improved section 8 miles out; raw 320 only 3½ 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. 29-tfc

**FOR SALE**—Good Jersey milk cow to sell or trade for hogs. H. C. BOWSHER, Phone 137. 34-tfc

Miss Mattie Lou Harrison returned Tuesday from a few days visit with friends in Plainview.

Dust the old radio and pep it up with new batteries. "B" batteries at RICE'S. 35-tfc

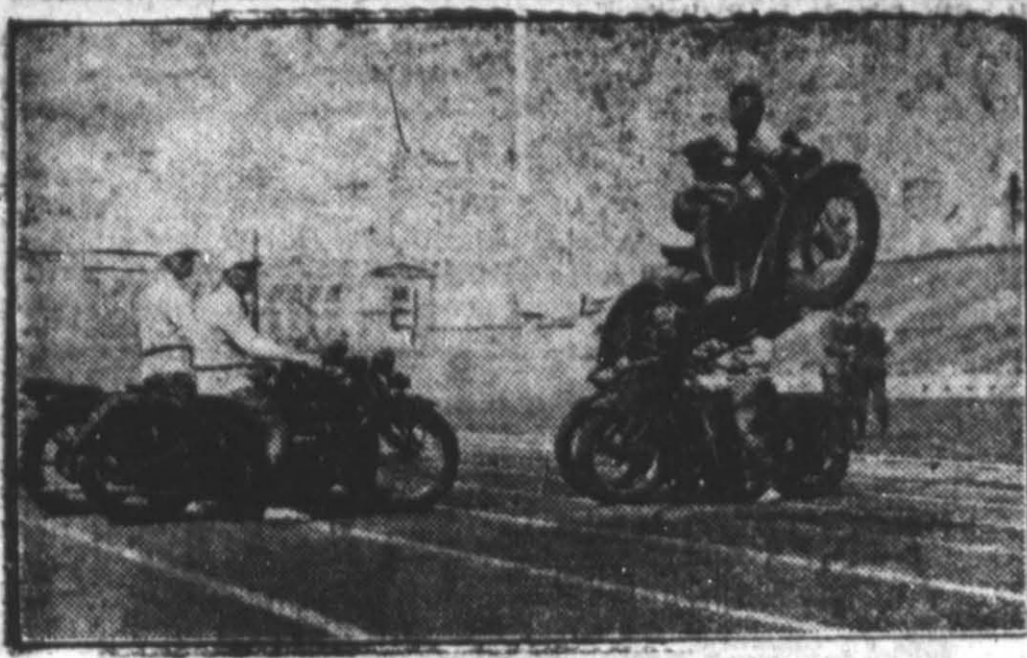
CERESAN disinfects your seed wheat and assures you a crop free from smut next year. WEST TEXAS FEED & SEED CO. 35-tfc

J. F. Thomas of Clovis was a business trader in Hereford Monday.

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

Every PHILCO model, regardless of price, uses Electro-Dynamic Speaker and TWO of the new extra-powered 245 tubes, push-pull. 35-1c

**Sweater Coats, Cowboy Boots, Rain Coats, Lace Bo**



Chicago's police department turned out at Soldier's Field to take part in the annual field meet and demonstrate to its citizenry their athletic ability on foot, horse and motorcycle. Photo shows the

Mrs. W. E. McBride and children of Dallas, are in Hereford this week visiting at the home of her mother, Mrs. E. J. Williams.

The newest development in Electric Radios is the Balanced Unit PHILCO. 35-1c

\$37.50 per acre buys improved 480 acre place only 3 1/2 miles out. L. BASKIN, Phone 138. 35-1c

Any kind of a gas heater you want at JONES FURNITURE CO., Phone 111. 35-1c

Men's and Boys' Suits, newest fall shades. Stetson Hats, Oxford, Dress Shirts, Ties, Sox, Under Clothing—everything you need to wear at the POPULAR STORE. 35-1c

I buy my Drugs at CLARK'S.

most daring event of the meet, Patrolman John Balek of the motorcycle division, making a motorcycle leap over four policemen. Balek holds the world's record for this feat.

M. D. Fincher has purchased the Bill Smith place and expects to move his family in from the farm and take possession October 1. Mr. Smith and family expect to move to Clovis, New Mexico.

Two ounces of CERESAN will treat a bushel of seed wheat and save you loss from Smut next year. WEST TEXAS FEED & SEED COMPANY. 35-1c

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

See our lineup of Gas Ranges and heaters before you buy. JONES FURNITURE CO. 35-1c

Mr. and Mrs. Bennie Fulkerson and little son spent last Thursday night with Mrs. Fulkerson's sister, Mrs. P. H. Luck.

## LIVE STOCK

### HEEL FLIES ARE CAUSE OF LOSSES

#### Most Important Insect Problem for Cattle Owners.

(Prepared by the United States Department of Agriculture.)

Control of cattle grubs or heel flies is one of the most important insect problems with which owners of cattle of all classes have to deal, say the authors of a bulletin issued by the United States Department of Agriculture. The cattle grubs or, as they are otherwise known, "warbles" or "wolves," cause losses estimated at from \$50,000,000 to \$100,000,000 annually. The bulletin traces the life history and habits of the insect and explains methods of control.

The adult form of the insect, the heel fly is rarely seen, although its presence terrifies cattle and causes them to make frantic efforts to escape. Why this is so is not clear, for the insect has no mouth for biting, and it lays its eggs on the hair of the animal without causing pain. Two varieties are known—the common cattle grub and the northern cattle grub. The common grub is found over most of the United States. The northern grub is the more persistent and annoying in its attacks on cattle and is found only rarely in the southern states where infestations commonly die without treatment. It is most prevalent in the northeastern states.

The cover page of Farmers' Bulletin 1596-F, is something of a departure from the usual federal publications. Five small drawings caricature the efforts of a cow to escape from a buzzing heel fly.

The injury to the cattle comes from their frantic running caused by the flies and through the parasitic action of the grubs, which result in less healthy and thrifty condition of the cattle and in lessened milk or beef production. Serious injury to the value of the hides is also caused from the holes cut by the grubs.

The bulletin gives information as to methods of control, extraction of the grubs by hand or with forceps or killing them by applying insecticides. It has been found that fairly satisfactory local control is possible. The flies apparently do not migrate great distances. The authors, however, believe that, because of the serious damage the insects do, it may eventually become necessary to carry on a system of general eradication, either nationwide or over large areas. Until such a campaign develops they advise each owner to control the insects affecting his own animals.

Farmers' Bulletin 1596-F, Cattle Grubs or Heel Flies With Suggestions for Their Control, by F. C. Bishopp, E. W. Laake and R. W. Wells, of the bureau of entomology, has just been published for free distribution. A copy may be obtained by writing to the United States Department of Agriculture, Washington, D. C.

#### Crossbred Pigs Often Excel the Pure Breeds

Crossbred pigs very often excel pure breeds in vigor and ability to make rapid and economical gains. It is usually not advisable to use these crossbreds for breeding purposes, since their offspring frequently lack uniformity in type. One should certainly not mate crossbred sows with a crossbred boar.

If these sows are used for breeding purposes, better results should be expected if a good Poland China or Duroc is used than if a boar of some other breed is used. No doubt you will secure good results by mating them with a Poland China boar, although we are inclined to believe that pure bred sows will prove more satisfactory for breeding purposes than the crossbred sows.—H. J. Granlich, University of Nebraska.

#### Favor Vaccination

While the last serious outbreak of cholera occurred in 1926, proper precautions should not be neglected this summer. Flooding under old hog lots prevents the spread of germs which might be lurking in the refuse around the lot. The ground should be planted to some crop for a season before placing hogs on it again. Hog houses should be cleaned out and thoroughly disinfected by spraying with a standard disinfectant solution at least twice each year.

#### Cause of Soft Pork

Recent investigations prove that the whole soy bean causes soft pork, but the use of soy bean meal from which most of the oil has been removed does away largely with this danger. However, the whole or cracked bean may be fed to breeding animals. Trials at the Iowa station reveal that cracked soy beans, when fed with the home-grown ration of corn silage, alfalfa hay, cracked corn and ground oats, are worth one-third more than oil meal for dairy cows.

#### Legume Roughage

It is impossible to say too much in favor of legume roughage as compared with timothy hay as a feed for live stock. It is invaluable for dairy cows, for growing cattle and sheep, and, in fact, for all classes of live stock on the farm. It is even of great value for wintering brood sows. Nor is the high feeding value of legumes the reason for using a greater acreage of these crops. They are, as every farmer knows, important soil builders.

Misses Vera Lee and Oleta Elliston left Sunday for Fort Worth where they will attend college this winter.

"Emergency" tire chains are worth the price just to help you out of one mud hole. RICE sells them. 35-1c

PHILCO built five special factories to manufacture the cabinets for their radios. 35-1c

Two ounces of CERESAN will treat a bushel of seed wheat and save you loss from Smut next year. WEST TEXAS FEED & SEED COMPANY. 35-1c

Laundry Queen Washers, gas or electric, at JONES FURNITURE COMPANY. 35-1c

J. C. Cummins and B. B. Farmer were in Farwell on business Tuesday.

Mr. and Mrs. Louis Lee and little daughter, Martha Louise, and Misses Oleta and Vera Lee Elliston spent last week in New Mexico, visiting Carlsbad Cavern while away.

I buy my Drugs at CLARK'S.

Just received another shipment of jacks and running board luggage carriers at RICE'S. 35-1c

PHILCO built five special factories to manufacture the cabinets for their radios. 35-1c

Leo. Potishman, of the Transit Grain and Commission Co., Fort Worth, was in Hereford on business Tuesday.

Carlene Powell left Wednesday for her home at Hannibal, Missouri, after spending the summer here at the home of her uncle, J. C. Cummins.

Mrs. F. Cranfer, who is associated in the grain business in Friona, was a Hereford visitor Tuesday.

A blue print of instructions on how to make your own "duster" to disinfect your seed wheat given free with CERESAN. WEST TEXAS FEED & SEED CO. 35-1c

For Sale—\$22.50 per acre buys 160 acre place, 110 acres broke out and fenced; one mile to school. See L. BASKIN, Owner. 34-1c

Mrs. Harold Arnold of Amarillo moved to Hereford Saturday make her home. Mr. Arnold has been here for some time and employed in one of the lumber yards.

Musical tones are not distorted by the PHILCO Balanced Unit Radios. 35-1c

Mrs. W. A. Stewart of Amarillo was here one day last week visiting in the home of Mr. and Mrs. Vern Witherspoon and other

## BIG SHIPMENT OF BEAUTIFUL COATS



Just arrived from the Eastern Markets. We are also expecting a big shipment of Dresses from New York, as well as another from California . . .

COATS—\$19.75 and up  
DRESSES—\$9.75 and up

We also have a large assortment of JUDY-MAY FROCKS in beautiful prints, guaranteed colors. Sizes 14-48—Priced \$2.00 to \$2.25

## Fashion Dress Shop

—at Vogele's Millinery Parlor

## Friday - Saturday Cash Specials

For the purpose of more thoroughly acquainting the housewives of the Hereford territory with Pillsbury's Best Flour, we are featuring it this week. The price we are quoting is near the wholesale price of our nearest competitor.

48 lbs Pillsbury's Best	\$1.81
24 lbs Pillsbury's Best	\$.96
12 lbs Pillsbury's Best	\$.49
Peanut Butter, barrel-shaped quarts	\$.44
Jello, any flavor, three for	\$.25
Soap, Lighthouse, 10 bars for	\$.38
Cake Flour, Swans Down, package	\$.34
Cocoa, Heershey's, half pound	\$.16
Potatoes, 10 pounds for	\$.34
Compound, Armour's Vegetole, 8 lb	\$1.12
Oranges, fair size, dozen	\$.16

## Carl's Cash and Carry Grocery

Phone 324

## FOR EVERY Modern HOME

Now with school work started again and long evenings of study are before the children, have you stopped to consider whether your home is properly lighted with a sufficient number of the correct sized bulbs? It is really important, you know, and will pay big dividends in later years in better prepared lessons, better trained students, and, greatest of all—well preserved eyesight for many years to come.

## Texas Utilities Company

## COWS MOO FOR

## Merit MILK MAKER DAIRY FEED



For the body upkeep the cow's feed should consist almost entirely of carbohydrates. For milk production and bringing young, she should be fed more protein and ash. MERIT MILK-MAKER DAIRY FEED CONTAINS ALL THESE ESSENTIAL ELEMENTS, and answers every dairymen's problem, by assuring greater milk production at a lesser cost per gallon.

## WEST TEXAS FEED & SEED COMPANY

## Order



We Specialize In Colorado Alamo Nut and Lump Exclusively.

Clean—Long Burning—No. Soot.

West Texas Feed & Seed Company

## CASH SPECIALS

### FRIDAY AND SATURDAY

OATS	Mothera, With Chlora	33c
SOUP	Rex, Vegetable Beef, Three for	25c
Brown Rice	Per Package	10c
HOMINY	Large Size Three Cans	35c
BEANS	No. 2 Stringless Two for	25c
PICKLES	No. 2 1/2 Gall Per Can	22c
CHERRIES	No. 2 Red Pitted	24c
Peanut Butter	Five Pound Bucket	90c
Pineapple	Extra Pack Per Gallon	84c

## Bakers Cash Grocery

MONT E. BAKER,

**ANNOUNCEMENT MADE AT LOVELY LUNCHEON PARTY**

A lovely social event of the season was the luncheon given Thursday at the Capitol Hotel by Mrs. Herbert Whiting Virgin, Mrs. C. G. Osborne, of Chicago, Illinois, and Mrs. Guy Owen of this city. The guest of honor for the occasion was Miss Elizabeth Meyer, whose approaching marriage to Mr. Boone Kendall McReynolds, formerly of Vaco, was announced recently.

The luncheon hour was set for 1:30 o'clock and the private dining room of the hotel presented a very charming scene with its elaborate appointments and novel suggestions of the coming event.

In the center of the table was a large bowl of pink and orchid arranged around the base of which was a twisted fragrant clematis. Suspended from the chandelier just above the flowers was a silver aliph and from its cabin was caught at each guest's place by a large orchid aster. Place cards were miniature silver airships and orchid and pink asters with clusters of creamy clematis marked the entire length of the table. Tall pink vases in pink crystal holders tied with bows of pink tulle completed the effect.

After the guests were seated the three and her mother, Mrs. A. Meyer, occupying places of honor with the hostesses to the right and left, Mrs. Guy Owen announced that a special message had arrived by Western Air Express for each guest and if they would draw the ribbons from the airship they would receive their letters. Upon drawing the ribbons each found a tiny addressed and stamped envelope, the contents of which read: "Elizabeth-Boone, September 12, 1929."

Special guest favors marked the faces of the bride-to-be and her mother.

Covers were laid for Miss Elizabeth Meyer, Mrs. A. B. Meyer, Miss Belle Lumpkin, Miss Simon Lumpkin, Miss Flora Louise Exum, Miss Lillian Little, Mrs. David M. Warren, of Pampa, Mrs. Bob Hughes, of Albuquerque, New Mexico, Miss Josephine Townsend, Miss Louise Row, Miss Lillian Blanche Simpson, Miss Dorothy Harris, Mrs. Frances Powell, Mrs. Bourden Arnold, Mrs. E. W. Little, Miss Sophia Meyer, Mrs. C. G. Osborne, Mrs. Guy Owen and Mrs. H. W. Virgin.—Amarillo News.

Miss Meyer was formerly a resident of Hereford and taught music in the Hereford high school during the term of 1927-28. During her residence in this city she made her home with Mr. and Mrs. Ray Barber. Miss Meyer is a sister-in-law of Dave Warren of the

**Ward News Notes**

The Willing Workers club met on Wednesday, September 4, with Mrs. Fred Saltzman, when a very interesting program was rendered, after which the hostess served delicious refreshments of tomato salad, fruit rolls and punch. The next meeting will be with Mrs. R. J. Kibbe September 18.

Mr. and Mrs. W. R. Harrison spent last Sunday in Hale Center visiting relatives.

School began Thursday with thirty pupils enrolled. The teachers are Miss Lucile Hughes of Hereford and Miss Grace Garrett, Graham, Texas.

Mrs. Emma Guillard of Dallas spent part of last week visiting in the home of her aunt, Mrs. G. M. Suggs.

Bob Higgins left Saturday for Kansas City with a bunch of fine cattle for market.

Mrs. James Gardner of Amarillo spent the week end visiting in the home of her sister, Mrs. Bill Hutson.

Rev. Hornbeak spent Saturday night and Sunday in the home of Mr. and Mrs. Jack Hutson and preached at the school house at 11 o'clock Sunday morning.

Jeff Roberson of Dawn took dinner in the Wiley Roberson home Friday.

Mrs. Suggs and Mrs. Jim Lipscomb called on Mrs. Dean and Mrs. Hodges Thursday afternoon.

A shower in honor of Mr. and Mrs. Sonny Ledbetter of Vega was given Friday night in the home of Mr. and Mrs. Bob Herbold. Many beautiful and useful gifts were presented to the happy couple. At a late hour refreshments of ice cream

Nunn-Warren Publishing Co., the owners of the Hereford Brand and Friona Star.

**Feels Fit From His Head to Toe**

"The Sargon treatment built up my whole system and I feel better and stronger than I've felt in years.

"My health had been going back on me for three years, mainly from a bad case of stomach trouble. I couldn't eat a meal that didn't make me suffer from dyspepsia and indigestion pains. Even the lightest foods soured on my stomach, and I brought sharp pains that almost took my breath. I was bothered all the time by constipation and biliousness and was always having headaches.

"I have used two bottles of Sargon now but am keeping up the treatment. Almost as soon as I started it the pains in my stomach disappeared and I never have indigestion. I can eat anything I want and never have those headaches any more. The Sargon Soft Mass Pills completely rid me of constipation and biliousness without the slightest upsetting. I'm in such fine health now in every way that I want to tell everybody about this wonderful treatment."—W. T. Farmer, 3951 Capital St., Dallas. Clark Drug Store, Agents.



Mr. and Mrs. John Hutson, Freddie and Robert were guests at Sunday in the home of Mr. and Mrs. Wiley Roberson.

Mrs. W. P. Caraway went to Aberrathy Friday where she was called to her sister on account of illness.

Beauford, Francis and Viola Hutson spent Sunday with Floyd and Opal Harrison.

Mr. and Mrs. Alfred Letcher spent the week end in the home of her mother, Mr. and Mrs. Bob Allison.

Mrs. D. O. Williams and Miss Beatrice Hutson of Amarillo spent the week end with home folks.

Mrs. Vernon and Mrs. Bob Herbold called on Mrs. Wiley Roberson Friday afternoon.

Mrs. Pink Luck and Mrs. R. J. Kibbe of Hereford spent last Wednesday in the home of Mrs. Fred Saltzman.

Miss Garrett spent Saturday night with Mrs. Crutchfield.

Miss Hughes spent the week end with her parents, Mr. and Mrs. Allen Hughes at Hereford.

Mr. and Mrs. Arlie Dean and family spent Sunday in Amarillo visiting relatives and attending the air circus.

**INFORMATION FOR DEBATING TEAM FROM STATE**

Austin.—Selected material on the subject of highway financing will be available after September 15 for members of the Texas Inter-scholastic League who are interested in debating, according to Roy Bedichek, chief of the University of Texas League Bureau. A bulletin containing selected arguments both for and against the League subject for debate, Resolved, that the Sterling Plan for Financing a State Highway System Should be Adopted, will be off the press on September 15. Indications are now that it will prove to be one of the most popular subjects ever chosen by the League for debate.

**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.

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

**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.

**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

**Compare its beauty with costly cars**

SMART, GRACEFUL LINES MAKE THIS LOW-PRICED CAR A STYLE LEADER



ONLY among cars of much higher price can you find any adequate comparison with the modish design of the new Superior Whippet. Mechanically, too, Whippet offers many features found on cars costing two and three times as much. Whippet is the only low-priced car with all these important advantages: Full force-feed lubrication, silent timing chain; higher compression engine for more speed, power and pick-up; invar-strut pistons; extra-long wheelbase; "Finger-Tip Control" and in the Six, a seven-bearing crankshaft.

WILLYS-OVERLAND, INC. TOLEDO, OHIO

WHIPPET 6 COACH DOWN PAYMENT ONLY

\$305.

NEW SUPERIOR **WHIPPET** FOURS AND SIXES

**Noble Motor Co.**  
L. A. Ricketts, Manager

**Brand Want Advertisers Friends!**

**FREE GATE—TRI-STATE FAIR**  
AMARILLO, TEXAS—SEPTEMBER 23 TO 28  
Main Attractions Will Be:

**HAGENBECK-WALLACE CIRCUS**

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

**WORTHAM CARNIVAL!**

**INDIAN SHOWS!**

**FIFTEEN BANDS**

**\$15,000 IN PREMIUMS**

**Big Hereford Exhibit!**

**DOG SHOW**

**Pet Stock Show!**

GRAND STAND CHAIRS RESERVED AND GENERAL DOORS OPEN 2PM-8 PM. ADMISSION TICKETS ON SALE CIRCUS DAY 1PM-7PM.

**AUCTION SALE**

Groceries and General Merchandise —OF THE—

**Umbarger Mercantile Company**  
Umbarger, Texas

**Thursday and Friday**

September 19 and 20  
BEGINNING PROMPTLY AT 10:00 A. M. EACH DAY.

Having taken the TWIN CITY Implement Company line, we will disperse our entire stock of Groceries, Flour, Sugar, Staple Dry Goods, Rugs, Tinware, Enamelware, Butcher Shop Equipment, one eight-foot Greundler Freezer Meat Cooler Case with Frigidaire, Coca Cola cooling cabinet, show cases, counters, fruit display case, Toledo computing counter scales, adding machine, typewriter, a 22-inch safe.

- Oils and Grease for automobiles and tractors.
- One second-hand Allis-Chalmers Tractor.
- Three new 10-foot one-way Avery Plows.
- 1 Liberty Grain Blower.
- One new Kalamazoo Kitchen Range.
- Lots of shovels, pitchforks, hoes and light hardware.
- Two Radios, one Minneapolis Combine, 20 foot cut. One practically new Twin City Tractor.

Everything in this stock must go, regardless of cost. Nothing reserved. Farmers and merchants, bring your trucks. There is a large stock, plenty for everybody, and at your own price. Come early.

**FREE LUNCH AT NOON**

**Umbarger Mercantile Co.**

DICK DICKSON, Clerk. RAY BARBER, Auctioneer.

**Notice to the Buying Public:---**

I have checked this stock and find it to be one of the cleanest and most up-to-date offerings of groceries and general merchandise I have ever had the pleasure of selling in this part of the state, and anyone wanting to replenish their household needs will surely profit by attending this sale. It is sure going to be sold and you had better be there. Yours truly,  
RAY BARBER.



**Take Off  
for School**  
With Parker Duofold

Start school this year with the pen that leaps to its work like a dart and writes with *Pressureless Touch*—Parker Duofold.  
Pressureless Touch is Geo. S. Parker's 47th Improvement. The ink connects with your paper a split-second sooner than the point, and its flow keeps pace with the speed of your hand by contact alone.

Let US be YOUR Druggists.

**City Drug Store**

"WE SERVE TO SERVE AGAIN"

Hereford

Phone 300

Texas

**Locals**

Mrs. Geo. Nichols of Lubbock was visiting here last week in the home of friends, Mr. and Mrs. E. E. Ireland.

Musical tones are not distorted by the PHILCO Balanced Unit Radios. 35-1c

H. E. Seward reached home last Monday from a business trip to Erick, Oklahoma.

The next time try RICE'S INSTANT TIRE SERVICE. You'll like it. 35-1c

Mrs. H. J. Richardson left Tuesday for Kansas City where she is visiting relatives and friends.

Do you want to raise ten more bushels of wheat to the acre than you did before? Investigate the Superior Deep Furrow Drill sold by M. D. WOMBLE. Itc

CERESAN will prevent smut loss in your wheat crop next year if you treat your seed before planting. CORNER DRUG STORE. Itc

Mr. and Mrs. J. N. Scott and daughter of Amarillo, have moved to Hereford where Mr. Scott has become interested in one of the local motor companies.

Mr. and Mrs. Barney Edwards of Fort Worth and son, Bryan Edwards and wife of Lake Charles, Louisiana, arrived here Monday and are visiting in the home of Mr. and Mrs. Edwards' son, Lloyd. Mr. Edwards was formerly president of the First State Bank here and this is the first time the family has been together here since 1916.

**NOTICE**

I will open a Ladies' Exchange at my home at 110 G. Street, beginning Saturday, September 21, to sell and exchange articles of food, etc., such as is needed in the home. This exchange will operate on Saturdays only at first. See or phone me for particulars. MRS. J. W. ALEXANDER, Phone 43. 35-1c

The new PHILCO Balanced Unit Radio is singing its way into thousands of homes. 35-1c

Bob Hamilton and daughter, Miss Mary Lee, arrived last week for a visit with Mr. and Mrs. G. L. Woods.

Find out why the Superior Deep Furrow Drill will raise you ten more bushels per acre than you did this year. It's a scientific fact. M. D. WOMBLE. Itc

Mrs. J. W. Kelly of Dallas arrived Monday for a visit with her parents, Mr. and Mrs. J. A. Wear, and her sister, Mrs. Leo N. Wolf.

A group of young people of Hereford enjoyed a picnic Thursday night on Tierra Blanca creek. In the party were Misses Lucille Hughes, Ruth Northern, Eileen Cochell, Lois Clayton, Geraldine Hines, E. Dora Smith, Charlie Mack and Messrs. J. B. Noland, Glen and Ray Smith, Charles and Flint Callaway.

The new PHILCO Balanced Unit Radio is singing its way into thousands of homes. 35-1c

Get CERESAN at the CORNER DRUG STORE to treat your seed wheat for smut. Itc

Mrs. E. W. Harrison was an Amarillo visitor Tuesday.

Dick Kimmons of Amarillo was here last week visiting with friends.

C. S. McConnell, local electrical contractor, was in Vega the first of the week transacting business.

S. L. Harmon of Richwood, West Virginia, arrived here the first of the week. He is owner of the Harmon irrigated farm east of town occupied by R. M. Tankersley.

Miss Ara Fay Womack arrived home last week from a visit with relatives in Memphis and Crawford, Texas. Miss Womack was accompanied home by her grandmother, Mrs. W. S. Patton.

Miss Ethel Rice left last week for Lockney where she will begin her third year teaching in the Lockney schools.

Jake Williams, who is a forest ranger and deputy game warden in Vermijo Park, New Mexico, spent the week-end visiting his mother, Mrs. E. J. Williams, returning home with her from a trip she recently made to Fort Sumner, New Mexico.

J. S. Garrett and family reached home the latter part of last week from a pleasure trip to Hot Springs, New Mexico, and El Paso, Texas.

Miss Grace Ferguson left last Friday for Sweetwater, where she will again teach in the science department of the Sweetwater high school. This is Miss Ferguson's second year there.

Ed Mauk and Forest Minton left last Saturday for Colorado for a few days outing.

Mrs. A. E. Noe of Seminole, Oklahoma, was a recent visitor in the homes of G. F. Glover and Mrs. J. A. Wiles. Mmes. Noe, Oliver and Miles are sisters.

Oliver Ray left last Monday for A. & M. College where he will enter as a senior.

Mr. and Mrs. J. L. Wilson and daughter, Miss Imogene, and son, Paul, and Miss Vida Hicks left Tuesday overland for Waco. Misses Wilson and Hicks will enter Baylor and Paul will start his junior year at A. & M. Mr. and Mrs. Wilson on their return trip will visit relatives and friends in Denton.

The Superior is THE Deep Furrow Drill. It puts the seed down in the right place, protected from winds and where it will get the benefit of all the moisture. M. D. WOMBLE. Itc

The new PHILCO makes worthy radios of the past seem inadequate. 35-1c

Mr. and Mrs. George Shepard of Frederick, Wisconsin, left the latter part of last week for their home. Mrs. Shepard is a sister of Mrs. Frank Lambert. Mr. and Mrs. Shepard also visited in the home of Mr. and Mrs. C. J. Mountz. While here Mr. and Mrs. Lambert, the Mountz family and the Shepards visited the Carlsbad Cavern and in El Paso.

Misses Margaret and Ruby Thompson will leave the first of next week for Abilene where they will enter Simmons University. Mr. and Mrs. Thompson will accompany them. This is Miss Margaret's senior year and Miss Ruby's first year.

R. P. Conway is in charge of city affairs during the absence of Miss Eva Skelton, who is away on her vacation.

Miss Pauline Schwartz left Tuesday for New York City where she will teach in Columbia University. Miss Schwartz has been enjoying a short visit here with her parents, Mr. and Mrs. John Schwartz.

Miss Grace Ferguson, head of the science department of the Sweetwater high school, who has been here visiting with relatives, departed Friday for Sweetwater to resume her duties as teacher.

L. Baskin was in Amarillo last Sunday taking in the air derby.

Miss Eva Skelton left this week for Dallas and Royce, Texas, at which place she is visiting relatives and friends.

The Superior Deep Furrow Drill puts the seed down between deep ridges that protect the wheat plants and shed the moisture directly down to the roots. Ask about it. M. D. WOMBLE. Itc

The new PHILCO makes worthy radios of the past seem inadequate. 35-1c

Mrs. F. W. Scovall left Thursday for Caney, Kansas, where she will visit for a short time with relatives and friends.

Mr. and Mrs. T. Martin, of Childress, who have been visiting here with Mr. and Mrs. T. L. Welch, departed Monday for their home.

Mrs. Raymond Elliston entertained with a forty-two party at her home last Tuesday evening. At the conclusion of the games ice cream and cake were served to fifteen guests.

Mrs. Oden Weems and son returned Monday from Lella Lake, where they have been visiting her mother. Mr. Weems drove down to bring them home.

W. F. Mayfield and son, Houbert, were in from Dawn Wednesday transacting business.

Try a Want Ad in THE BRAND



**Fatten 'em**

There is plenty of feed in sight—and that should be a grand and glorious message to every farmer-rancher.

Fatten up those cattle, hogs and lambs—and let put your account permanently on the right side of the ledger.

**Western National Bank**  
"There Is No Substitute for Safety"

**STAR THEATRE**

CHARLES BUDDY  
**ROGERS**  
IN  
**'River of Romance'**  
A Paramount Picture



FRIDAY AND SATURDAY, SEPTEMBER 13-14  
All Talking—Also Short Subjects  
Admission 35c and 15c.

a Paramount  
**ALL TALKING-SINGING**  
Picture



**The MARX BROTHERS**

**THE COCOANUTS**

WITH  
**OSCAR SHAW**  
AND  
**MARY EATON**

All Talking—Also Short Subjects  
Three Big Days

MONDAY - TUESDAY - WEDNESDAY  
SEPTEMBER 16-17-18

Admission, Adults 50c, Children 15c.

**NEW FALL STYLES OPENING**  
**Our New FURNITURE**

—Has just been unloaded and placed on our floors. We have the greatest and most attractive line we have ever shown. It will do you good just to look it over and see our low prices.

\$140 value Bedroom suite, in Walnut.  
Fall Opening Price ----- \$97.50

\$135 value Dining Room Suite in Walnut,  
Fall Opening Price ----- \$97.50

\$175 value fine Living Room Suite, Fall  
Opening Price ----- \$135.00

Everything in our big store is scaled down in price.

See us for Victor and Crosley Radios. We sell Pianos and Sewing Machines. We sell on terms to Suit you.

**E. B. Black Co.**

"We are satisfied with small profits."

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



**In the shadow of the "cheap" house paint can**

Don't let the low price on "cheap" paint fool you. Once you get in the shadow of the "cheap" paint can you will have a gloomy outlook. You may think the low price is saving you money. But your reward will be a bigger paint bill—an inferior job—a short-life job—and big repainting bills.

There is only one way to real economy in house paint. Use the best paint money can buy—SWP. It costs more per gallon—but much less per job and per year. Ask us to prove it.

**GUARANTEED!**

SWP is guaranteed to look better, last longer, cost less per job and less per year than any paint on the market.

**SWP**  
HOUSE PAINT



See "Paint Headquarters"

Our Aim—To Help Improve the Panhandle  
**PANHANDLE LUMBER CO.**  
Quality - Service - Courtesy