

The Brand Extends Greetings to New Readers

Thanks for the nice things you said about us, Mr. Black. We will in part confirm a recent charge that the Chamber of Commerce is a mutual admiration society by returning the compliment. We believe you are a dandy good president of the organization. Mr. Black, and that your period of service in that capacity will establish a mark of solid achievement. Future presidents will find hard to reach. More power to you.

If you don't get your Brand this week let us know at once and you will surely get it by return mail. It is the intention of the Merchants Bureau to put the paper in every home for a time. We want you to have it—and to read the ads in it, too, as well as the news. It will be mutually profitable.

Are you using the services of County Agent R. O. Dunkle, Mr. Farmer? If not, you are passing up something that means many dollars to your income. Mr. Dunkle is paid by the county and the government to aid you. He is equipped for that service. He knows his business, which is not to tell you how to farm, but to lend aid that will be helpful. Try him once. It will be well worth your while.

The poultry idea is beginning to take root in this community in a wholesome way. We have heard any number of men recently announce their intention of putting in a bunch of laying hens this fall. The advent of a mammoth hatchery will mean tremendous stimulation to the industry.

There is good money in poultry, but like in any other business it requires industry, and hard business sense. As Kazmeier said in his address here last week, time was when all the broken down politicians, preachers, professional men, merchants and ne'er-do-wells went into the chicken business. But that time has passed. It requires brains and hard work to make it pay nowadays, just like it does in any other business.

There is a knack in handling chickens that some people have and some do not possess. No doubt there will be failures in the poultry business at Hereford as there has been elsewhere. But it's the right idea and enough poultrymen with the knack of handling chickens will doubtless be found to establish the business on a profitable and paying basis for the community as a whole.

It appears to the editor to be a reflection on the citizenship of the town when a business meeting of the commercial club is so meagerly attended as the one last Monday night. Barely enough present to attend to business. And it seems to us that right at this time when Wheeler is growing by leaps and bounds that every citizen should be willing to come out to the commercial club meetings and help to do those things which look toward the upbuilding of all community interests. Those who come out to the meetings regularly get a lot of good from them besides putting much more good into them. There are many people who put into the club much less than they get out of it and no man puts in more than he receives. Wheeler News Review.

Try the weekly luncheon plan, friend. Experience has shown it to be the only feasible plan by which a small town can maintain interest in commercial club work. "Feed a man's stomach, etc." At Hereford this plan has kept the club at work continuously since 1915 without reorganization or a break in the work. Some hard work will have to be done to start the luncheon and keep it going, but soon you will find it much easier. A habit is formed and just a little street work prior to the luncheon is all that will be necessary.

J. E. Hill Ranch Being Divided Up For New Farmers

J. E. Hill plans to subdivide his big ranch which is located 18 miles north of Hereford in Deaf Smith County into 320 acres tracts and colonize it within the near future. The ranch contains 6,118 acres and it is thickly settled on all sides. The ranch is located eight miles south of Vega. Mr. Hill plans to improve this land before selling it out. With settlements on all sides and with the land becoming more and more valuable he decided that the land could not be kept in pasture long. This is the last big ranch in that vicinity to be placed on the market for colonization.

BRUMLEY IS OWNER PAIR OF STATIONS

G. W. Brumley, probably the biggest hog buyer in the Panhandle, has just purchased the wholesale and retail oil business, including the Abo Filling station and the property where the wholesale business is located, and has contracted for the property of the Thompson Garage, where he will erect a modern drive in filling station within the near future. His son B. E. Brumley will be in charge of the Abo and Louie Olson, a son in law will manage the new filling station garage.

These changes took place Wednesday and the two stations are now in charge of their new managers. Mr. Brumley himself will continue his hog and farming operation. W. C. Falkwell, former owner of the Abo Filling Station, states that he has not yet determined upon his future course, while Arthur C. Thompson of the Thompson garage has an interest with Barnard Hicks in the Magnolia Filling Station and has taken up his duties there, where he will handle tires, tubes, accessories, and etc.

Local Banks Are Showing Substantial Improvement

The three banks in Hereford, Deaf Smith County, Texas, showed a substantial increase in business during the two years between December 29, 1922 and December 31, 1924, which is a fair index as to the progress of the business in this section. \$222,670.00 was on deposit in the three banks Dec. 29, 1922 with total discounts and borrowed money amounting to \$208,028.62. In December, 1924, the discounts and borrowed money had been reduced to \$51,450.00, while the deposits had climbed to \$997,652.67. April 6, 1925, or three months later, the discounts and borrowed money had been further reduced to \$15,957.00 and the combined deposits were slightly less than the December, 1924, record, according to E. C. Eubanks, Assistant Cashier of the Western National Bank.

Mr. Eubanks stated that the figures over this section were in much better shape than they have been in a number of years and with the recent rains and prospects for a bumper row crop the outlook is very promising.

NATIONAL GUARD BOYS GO TO CAMP MABRY AT AUSTIN

The annual encampment of the Texas National Guards commences at Camp Mabry, Austin, Texas, July 3, and Captain Buford Farmer was busy all this week preparing his company for departure Thursday morning. A minimum of thirty-six men per company is required and Captain Farmer hopes to take this number with him. The busy farm season is making it rather hard to get the men loose for the trip, however, and Captain Farmer is a man of many troubles in consequence.

The Hereford company will go via Texico and the Santa Fe to Austin on the early Thursday morning train.

STAR THEATRE WILL GIVE MATINEE FRIDAY AND SAT.

The Star Theatre's program for a week ahead is shown in the ad on the back page of this issue. Watch for it weekly.

Manager Pickett has an innovation for Friday, July 3. He will run a Friday afternoon matinee, as well as the night program, and again on Saturday afternoon a matinee will be given.

The four pictures running from July 3 through July 9 are unusually attractive and all of high class and interest.

D. R. Gass left Wednesday evening for Galveston. He will remain over in Ringgold for a few days' visit with his wife. Mrs. Gass' health is practically the same as when she left here and they are moving to Fort Worth soon.

Large Crowd at Luncheon Monday With Busy Hour

It was estimated that at least sixty men and women attended the weekly luncheon of the Chamber of Commerce at the Hereford Hotel Monday. Special music was furnished by the Paradise Hawaiians, a touring musical organization. C. C. Rowman spoke of the Canning Club work in progress at Progressive and paid a high compliment to County Agent Dunkle for his organizing ability and tact in handling the situation.

Agent J. E. Beyer, of the Santa Fe, reported that he was sorry to say that the daily packet service recently inaugurated by his line was not being patronized as largely as it should be and urged more attention to this matter by local merchants.

Dr. W. F. Gabbert, chairman of the Defense Day program, announced that after conference with Col. E. O. Thompson at Amarillo, it had been determined to have a simple speaking program at the courthouse Saturday morning, July 4, at 10:00 o'clock, when the purposes of the Defense Day program would be outlined. He urged that as large a crowd as possible be secured to hear the two addresses to be made.

Lieutenant Joe Landrum, home on vacation, followed Dr. Gabbert and briefly outlined the plan of Defense Day.

President Black got a big laugh from the crowd in paying tribute to J. B. Elliston of the County Fair committee for untiring and consistent work for the public good. "I was raised in Alabama," said the chairman, "where the long red hills are a feature. In breaking in young mules we would work them all day in the hot sun up those long red hills, and the mule that kept pulling and was still pulling at the end of the day was picked as a good mule. That's the way Mr. Elliston pulls."

"That's rather a doubtful compliment," remarked Mr. Elliston after dinner. "I don't know whether to thank Mr. Black or not."

Mr. Black then outlined the plan of the Merchants Bureau for cooperative advertising in The Brand with 100% circulation, as detailed in another column of this paper.

Next Monday the meeting will be held at the Stockman's Cafe.

SECRETARY, TEXAS CATTLE RAISERS ASSOCIATION HERE

E. B. Spiller, secretary of the Texas Cattle Raisers Association, with headquarters at Fort Worth, spent Wednesday in Hereford looking over the range conditions here and renewing acquaintances among the cowmen and bankers of the community. He was accompanied here by Ed Davis of the Association and was met here by Inspector Lem Cheser of Lubbock.

Mr. Spiller has been secretary of this nationally known association for many years and is perhaps the best known man in this line of work in the entire Southwest.

W. A. CHANDLER TRADES HIS IRRIGATION FARM TO MAN FROM DALLAS

W. A. Chandler, living just north of Hereford has just traded his irrigation farm to T. E. Alexander of Dallas, Texas for revenue bearing property in that city. All the farming implements, livestock, etc., were included in the deal. Mr. Chandler will not give possession until January first at which time Mr. Alexander will move here to make this his future home.

RELATIVE OF FORMER MAYOR OR KNIGHT IS EXPECTED

Hereford citizens will not soon forget our former Mayor Wm. M. Knight, and the great work he did for Hereford. His sister-in-law, and his legatee in his will, Mrs. James F. Tisdale, of Glasgow, Mo., will be here on July 9th to visit in Judge Knight's old home for a few days, and many of our citizens will be glad to meet and welcome her as Judge Knight's beloved relative.

It is fitting that every community should remember the labors and sacrifices of those who have spent themselves for our general good and gone to their reward.

MERCHANTS BUREAU, IN ADVERTISING CAMPAIGN, CONTRACTS FOR PAPER TO GO INTO EVERY HOME IN TERRITORY

4th of July Program Gives Three Choices to Pick

Hereford will celebrate the Fourth of July in a modest way with a Defense Day program in the courthouse at ten o'clock in the forenoon, a double header baseball game in the afternoon, starting at 2:30 o'clock, and a beautiful display of fireworks in the lake opposite the Christian church at night. As the day falls on Saturday no petition to close the stores has been circulated, but it is understood that many of the merchants will close voluntarily.

Secretary Moss was busy Thursday endeavoring to arrange a band concert for Saturday night, preceding the fireworks, and it was hoped to add this attraction to the program.

The Defense Day program, under direction of Dr. W. F. Gabbert, will consist of two short speeches by Carl Gilliland and Dr. John W. Overton and possibly a musical program. The ball games will bring together the Dimmitt and Vega nines first, and Amarillo vs. Hereford in the last contest.

BUILDING STARTED TO HOUSE MAMMOTH INCUBATORS HERE

Actual construction started Thursday on the house for the mammoth hatchery which is to be installed soon by H. H. Hawkins of Hereford. The house will be 36 by 20 feet and will be large enough to house three of the 12,000 egg incubators and Mr. Hawkins predicts that he will have to fill all the other two machines within the year, judging from the orders that are coming in daily for baby chicks. A brooder house 30 by 30 feet will also be built at once and others will be added as the business grows. These buildings are all to be stucco and will be modern in every respect. The mammoth hatchery will be in operation by the first of August according to plans.

PROGRESSIVE CANNING CLUB CALLS MEETING, JULY 7, 2:30 P. M.

The Progressive school community Canning Club rally, at which final plans for the summer's work will be announced, has been set for next Tuesday, July 7, at 2:30 p. m. Officers of the club extend a cordial invitation to everyone interested, and especially to those who have contributed to the financial support of the work to attend this business meeting.

MR. AND MRS. A. LAWRENCE HAVE BABY-GIRL

The many local friends of Mr. and Mrs. A. Lawrence will be interested in the news that they are the proud parents of a second baby girl, born June 24 at Lawrence, Kansas. Mrs. W. R. Steckman, Mrs. Lawrence's mother, is now with her daughter, and Mr. Steckman, who has been visiting in both Lawrence and Princeton, Mo., where his father resides, is also getting acquainted with his second grandchild this week.

OFFICIALS VISIT EIGHT PLANT OF TEXAS UTILITIES COMPANY

A party of Texas Utilities Co. officials visited Hereford Wednesday on an inspection trip of the Company's various Panhandle projects. In the party was Messrs. Billings, Golds, worthy and Carl of the St. Louis headquarters staff, and Manager Scott of Plainview.

The inauguration of a cooperative community advertising campaign, participated in by the business and professional men of Hereford and using the Hereford Brand as the vehicle, was announced to an overflow crowd of diners at the Hereford Hotel Monday by President E. B. Black during the weekly luncheon of the Chamber of Commerce.

Mr. Black officially named the occasion as "Brand Day," and made some flattering statements concerning the attitude of the paper toward community development work for the twenty-five years of its existence. He then outlined briefly the plan of the Merchants Bureau of the Chamber of Commerce whereby an effort would be made to interest every business and professional man in Hereford in taking advertising in The Brand, which is to be sent into every home in this trade territory for a limited time, the object being to bring the Hereford market before the buying public, one hundred percent on each side as far as possible.

Beginning with this issue The Brand is going into every home in this territory, so far as it has been able to secure the names.

Ireland and Alex Thompson Form A New Partnership

A business change affecting two concerns was announced this week. Mayor E. S. Ireland, who has been a member of the Real estate firm of Hill & Ireland for about two years or more has withdrawn from the partnership and purchased a half interest in the business of the J. Frank Potts Abstract and loan business. The new combination will hereafter be known as Thompson & Ireland.

J. E. Hill stated Thursday that he will continue his real estate business alone for the present at least.

Both Messrs. Thompson and Ireland are experienced abstract men. Mr. Ireland was formerly county clerk and afterwards in the abstract and loan business in Dimmitt and prefers this line of work to any other. Mr. Thompson purchased the interests of J. Frank Potts about a year ago but continued the business under the old name.

The abstract plant owned by these gentlemen is the most up-to-date plant of its kind in the state. They have a complete tract index of the records of the county as well as a nearly complete copy of the lands therein. The new firm is successors to Barnes & Suggs, Suggs & Jones, Potts & Jones, J. Frank Potts & Company, Hereford Abstract Company and Deaf Smith Abstract Company.

ORDERS FOR 5,000-BABY CHICKS ALREADY PLACED

An order for the five thousand baby chicks that will be hatched by H. H. Hawkins with his 12,000 egg capacity incubator which is to be installed early in August, has already been received by Mr. Hawkins. Local people have placed orders for 5,000 and the entire first run is expected to be contracted for within the next few days. Mr. Hawkins plans to have his first hatch coming off during the Deaf Smith County Fair, which will be held in Hereford Sept. 18-19.

LIGHT SHOWER FALLS HERE TUESDAY AFTERNOON LATE

Last Tuesday afternoon late a heavy shower of rain fell across a limited scope of country, including the city of Hereford, but it was purely a local rain and did not extend very far in any direction. In town the gauge registered two tenths of an inch and the moisture refreshed growing vegetation and cooled off the atmosphere appreciably.

Outside this the weather has been warm during the day and crops are growing at a rapid and profitable rate.

Special advertising is begun in this issue, and it is hoped to increase and enlarge the space taken by the Hereford merchants as fast as the time can be found to work out the plan. The Brand wants a correspondent in every school community, and has an attractive proposition to make prospective correspondents who apply in person or in writing.

With 100% circulation and with the entire business and profession community pulling as one the project should be one that will result in mutual profit and saving for all. The readers of The Brand are invited to scan the advertising of the merchants in this issue and in succeeding issues and avail themselves of the savings that will inevitably result.

Old Ranches Are Being Broken Up For Settlement

The old Mormon ranch in Deaf Smith County, 16 miles west of Hereford, which has played an important part in the development of the cattle industry in this section for nearly half a century, has been broken up into 100-acre tracts and will be sold to homesteaders, according to Henry Willingham, owner.

This tract contains about 1,000 acres of rich land that is considered too valuable to be used longer for grazing. The colonization will start immediately. This ranch was formerly a part of the famous Syndicate Ranch.

A fine acre tract, 14 miles west of Hereford in Deaf Smith County, was recently purchased by John T. Cunningham and O. M. Shore and will be improved immediately. Most of the land will be broken out and summer tilled for wheat this fall. Work will start on the buildings and wells in the next few days.

OTIS WILLIAMS AND SON HERE FROM CALIFORNIA THIS WEEK

Otis Williams and young son of Cliff, formerly residents of Amarillo and well known here, arrived Tuesday night and are visiting in the home of relatives, Mr. and Mrs. Dow Mercer. Mr. Williams is a golf enthusiast, and he and Mr. Mercer are busy planning great things for the future of the Hereford Golf Club.

WILLIAMS BROTHERS INSTALL LARGE REFRIGERATING PLANT

Another modern ice box for preserving fruits, meats and vegetables has been installed by a Hereford grocery store. Williams Brothers Thursday morning unloaded a large two-story refrigerating plant and erected it in their store.

WEEKLY NEWS SUMMARY
Furnished by West Texas Chamber of Commerce

Gorce, Texas.—The West Texas Utilities Company is completing a white way in this city. Installation will cover the entire business district.

Graham.—There was recently held here at the City Hall a meeting of the Young County Poultry Association. Plans are under way to make Young County a banner poultry county.

Aspermont.—The hydrographic and topographic surveys of the streams in Stonewall County have been completed by Dr. Leroy T. Patton at Austin. Several excellent irrigation sites have been found in Stonewall County.

Spur.—At a recent meeting of the Spur Chamber of Commerce, C. E. Cook, Manager of the local cotton exchange, presented plans for a local cotton market association. It is also planned to promote a Building and Loan Association.

Bomarton.—Bomarton is becoming much interested in the conservation of water and the construction of dam sites here.

Richland Springs.—Under the auspices of the Richland Springs Chamber of Commerce, a Fair Association has been perfected here. H. T. Speake is Secretary.

Rotan.—Contract has been let here for a \$76,221 High School. Work is expected to be completed in time for the fall session of school.

Munday.—J. A. Boger of the Plains Paving Company of Wichita Falls has completed plans for Munday's new street paving.

Merkel.—J. C. Mason has suggested to the Luncheon Club of the Merkel Chamber of Commerce that this city stage a community wide picnic on July 22.

Moran.—One of the largest oil producers ever found in the Moran field was that of the Phillips Petroleum Company's well No. 3. Oil was found at a depth of 2,000 feet.

San Saba.—C. A. Reed, nut specialist of the United States Department of Agriculture, has recently inspected the pecan groves here.

Moran.—The Moran Chamber of Commerce Luncheon Club, in view of the present house shortage in this city, has undertaken to work out plans for the construction of more homes.

Memphis.—Recently a party of railroad engineers and promoters arrived in Memphis and went over the right-of-way and dump of the Altus, Roswell & El Paso Railroad which was projected a number of years ago by promoter Kennedy. This road is projected from Altus thru Memphis and Lubbock to Roswell and El Paso.

Abernathy.—A fifty thousand acre tract of land at the Spade ranch has been opened to settlement in tracts of 160 acres.

Quanah.—The Certain-teed Products Company will begin the manufacture of sheet rock at Acme and a huge plant is being built. After this is completed one hundred more men will be employed.

Halluzer.—Under the leadership of H. H. Carsey, Bandmaster, a new band is being organized here. Fifteen young men have so far signed up as members of the same.

Albany.—James E. Pirie has returned from Austin and announces that plans have been completed for the paved highway system in Shackelford County.

Comanche.—McKenzie Moss, Assistant Secretary of the Postmaster General has notified Mayor J. R. Eanes that work is now progressing rapidly on the drawing of plans for the new Postoffice at Comanche.

Are You a Comedian?
Three smiles one grin;
Three grins one laugh;
Three laughs, one fat movie contract.

Barbecue!

Don't heat your kitchen cooking—let us supply you with choice barbecue meats fresh daily.

Try our Weiniewurst, Bologna, Minced Ham, Cheese, Pickles, Sauerkraut, etc.

We Will Appreciate Your Patronage

TEXAS MEAT MARKET
Cloyd & Son

Do You Want a Boyish Figure?



Do as Miss Lila Everett of Los Angeles if you would keep a girlish figure. She does it to keep fit for swimming—and many victories.

NOTICE TO CONTRACTORS.

Sealed bid will be received by the undersigned, until 2:00 p. m., o'clock, the 11th day of July, A. D. 1925, at Dimmitt, Texas, for the furnishing of all labor and materials, in the construction of a One Story Brick and Tile School Building, for Consolidated School District No. 18, Castro County. Plans and specifications may be obtained, for the purpose of bidding, from Kerr & Walsh, Architects, Amarillo or Plainview, Texas, by deposit of \$15.00 cash or certified check. A certified check for \$250.00, payable to Sam Allen, Chairman of Board, shall accompany each bid. The Owner reserves the right to accept any or reject all bids or proposals.

Under my hand and seal, the 25th day of June, A. D. 1925 at Dimmitt, Texas.

RAY SHEFFY,
County Judge, Castro County.

That's That

Persnick: "I have been watching you now for several days, and I notice you don't seem very busy. You've spent at least three hours a day sitting on that soap box."

Whiskers: "I guess that's about right."

Persnick: "Aren't you ashamed to waste time that way? Time is valuable, you know. Now if you were working at a common laborer's wage you would have earned at least \$9 in the time I have been watching you."

Whiskers: "I guess that's about right."

Persnick: "How long has this been going on?"

Whiskers: "Oh, say 20 years."

Persnick: "Twenty years! Man—"

USED CARS

Essex Coach.....\$25 m
Dodge Touring...\$23 m
Dodge Touring...\$19 m
Dodge Touring...\$18 m
Hudson Touring...\$18 m

Terms if Desired

Beavers Brothers
Phone 383

Hail Insurance!

We represent the Franklin Fire Insurance Co., one of the strongest old line Companies, and will be glad to write your hail insurance.

All adjustments made promptly by Mr. W. L. Peters and claims are paid in the field.

See or phone us, and we will do the rest.

Hill-Ireland Realty Co.
Clark Building Phone 358

Don't Use 'Superior' Cow and Chicken Feed

unless they prove cheaper and more satisfactory than your own or other mixtures. A fair trial will convince YOU.

WEST TEXAS FEED & SEED CO.
Hereford, Texas Phone 265

Whiskers: "I do."

Fair Question
Customer: "I want something to cure fleas on a dog."
Young Clerk: "Well, er—can you tell me just what seems to be the matter with the fleas?"

At the Place
"Where are you going on your vacation?"
"I can't decide—but it is going to be someplace where I am entirely cut off from the world."
"Why worry? Any telephone booth will do."

Blonde Bess Opines
"There's only one man that can make me give back an engagement ring. That's the installment man."

Conservative Estimate
Sightseer: (Not knowing he is talking to the president of the company—"I have heard that thousands are employed here. I wonder how many men really work here."
President: "About one in every fifty, mister."

Then She Shot Him
Winnie: "Did you have this book rebound?"
Bill: "Didn't have to. It's 'The Story of Rubber.'"

The Test
Son: (Just home from college)—"Publicity is a great thing, dad. It can accomplish anything."

Farmer Brown: "Well—let's see if make those hens lay more eggs."

How it is Done
Diggins: "Did you see those two young girls in town last week who were walking from New York to San Francisco?"
Samuelson: "Yes. I was down to the depot when they got off the train."

"WE HAVE IT, OF COURSE"

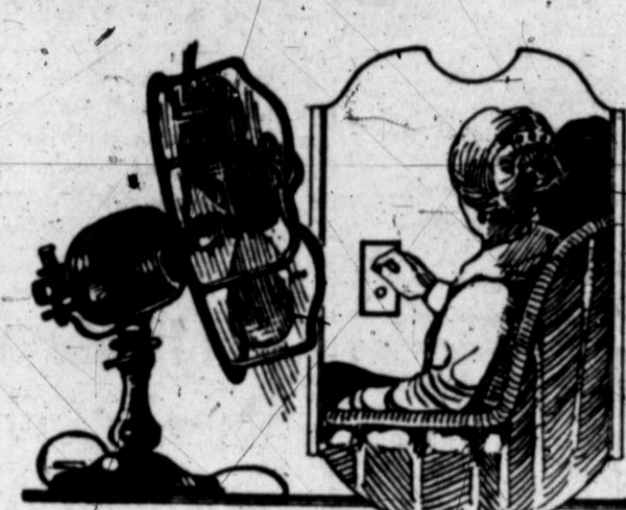
When you are in need of a bill of groceries, remember that you can come here and get it all.

We not only have what you want in stock, but we have the very best of each article.

And, too, we sell on a very low margin of profit.

GYLES GROCERY
Phones 81 and 271

PRESS THE BUTTON and Keep Cool



The cool home in summer is the inviting home. Electric fans for the home are now made in many attractive models—and with an eye to economy in use of electricity.

Think of those at home, Mr. Man. Come in and inspect our fans. Surprise the wife—and please her with one of these Home Comfort fans. They are in all sizes and priced right.

Hereford welcomes the new town of Flagg.

Texas Utilities Company
of Hereford

GOLDEN RULE PRODUCE CO.
H. H. HAWKINS, Mgr.
WHOLESALE AND RETAIL

Apples, Spuds, Honey,
Cow Feeds of All Kinds,
Colorado Labeled Coals,
Poultry Feeds for all Chicks from Chick Starter to Laying Mash,
Block Salt, Crushed Salt, Meat Salt,
Oyster Shells, Grit and Charcoal,
Meat Scraps,
Viking Cream Separators.

We Pay Cash
Poultry, Eggs, Cream, Hides.

THROUGH SERVICE WE GROW.

GOLDEN RULE PRODUCE CO.
Hereford, Texas Phone 108

Sallie's Temptations

(Copyright 1924—By Gladys Baker)

MRS. FISHER—APOLOGIZES TO SALLE, BUT—

"Yourself!" was Ellie's frank answer.

Mrs. Fisher rose in indignation. "Really, you are impossible. Just what do you mean?" she demanded.

"There's no use getting excited about it," Ellie's voice was unusually calm but in her eyes, there was a glint of bitterness, of lost faith in humanity and of a love that had turned to ashes.

"Just this," she answered, "you are the sort of woman who allows herself to go mentally after she's had her husband so long that she regards him as a fixture. Oh, there's no excuse for it, especially with you, for you haven't even babies. A man like your husband longs for the companionship of someone whom he can discuss subjects that are lively and entertaining. Oh, I don't mean committee meetings—and Refuge home for starving Russians. I mean he wants scintillating, responsive conversation. He can talk about the Reparation Plan at the office. He'd like to hear what you think of 'Eris Storm' and what Michael Arler meant when she said she had a 'pagan body and a Chiselhurst mind.' He would like a few clever stories to go along with his caviar—instead of a resume of YOUR activities during the past twenty-four hours."

Mrs. Fisher hung on her every word. "Has he discussed our private life with you, Miss Mitchell? That is, at least, inexcusable and an offense against good taste for which you, yourself, can find no pardon."

"So, the shoe fits, does it?" Ellie flung back at her. "Really, I had not meant to be personal. It is the usual thing that happens when men about your husband's age begin to look outside their home for diversion."

"You seem to have a fund of information on the subject."

"I've been the object for their scoffs for several seasons," Ellie admitted, "and yet, knowing all of it, I have not been immune to their flattering attention."

"You mean?"

"This is my affair, Mrs. Fisher. Personalities are contemptible. I have only dealt in them to give you the benefit of my experience."

"Thank you, I think I understand better," she said falteringly, "then you believe I could win Warren's love back if—"

"Certainly, if you want it," and she might as well added, "personally, I wouldn't."

"But what must I do about the Inn episode and—"

"I would suggest that you apologize to Sallie."

"No, no," I interrupted, "that is scarcely necessary and besides, it doesn't make any difference," my voice was peculiarly listless. Too many things, I suppose, had happened in swift succession.

"But, if she's innocent and it's not her fault, I AM sorry and," she hesitated, looking down at the toe of her slipper.

"Yes, what is it, Mrs. Fisher?" I asked, sensing trouble.

"I'm sorry I mentioned your name to these friends with whom I am staying. I was so upset, I couldn't help it. Really, I couldn't."

"You mean you told them vile things about my character and connected my name with your husband?" I demanded.

"Why, yes, but I'll tell them I was mistaken."

All the cruelty of the unfairness, I could see them, the eagerness with which older women tear into particles a young girl's reputation. I could hear them exchanging and each time exaggerating the story. "She would tell them she was mistaken" as if that had lessened the damage. Already, telegrams had carried the juicy bit of gossip over the wires. And at the same hour, the Church Circles and Sewing Societies would have it.

And Father and Curtis Wright. How glad Anne Coddington would be when she heard the ugly story.

What was it Curtis Wright had told me, "You who run in poppy fields are so drugged with the perfume and color of the petals that it's almost impossible not to get lost in the maze of blowing blossoms."

"Get lost" yes, that was it. For with the story abroad, all the liveliness of life was fleeting. Everywhere, I'd be conscious of sid glances and surreptitious nudges freighted with meaning. One moment of malleous scandal and the whole future of a young girl's life could be changed from sunlight to darkness.

I did not arise when Mrs. Fisher departed. I sat staring out at a tree beside a window. It lifted its branches and in its top was a bird's nest—that

little symbol of peace and safety.

That was the kind of love I had wanted. My little nest. My made. Children. All the time these had been the things I had desired and yet I had thought all this reckless romping had been a necessary prelude through which I could pass unscathed and untarnished.

In spite of my continued frivolity, Curtis had, evidently, not ceased to love me. Why, he had even sent me hillies of the valley the morning of my departure for Miami. Bob Chenoweth had said that upon my return he would be tired of Anne and would be waiting for me, the past foolishness forgotten.

It was so far from the thing I had wanted. Out there, the soft blue of the twilight, the sweetness of God's good, clean air, the lighted green of the trees, bursting with fresh buds like little buttonieres upon the branches.

Springtime! And for me. What? I could only sit silently without an answer.

(To Be Continued.)

ARNEY—BLUE RIDGE

(Too Late for Last Week.)

Quite a number from our community attended the big annual Plateau Singing Convention Saturday and Sunday which was held at Littlefield, June 20-21.

This proved to be a wonderful occasion. There was an enormous crowd and many singers were present who entertained the crowd with good singing. Several quartets, representing different music companies, were present, including the Vaughan, Frio, Stamps and the Plateau Quartets, besides many local quartets. The citizens of Littlefield surely did entertain the crowd. Both days of big barbecue was served. This is an occasion the people will long remember.

Mrs. Velma McKlunen visited her parents, Mr. and Mrs. J. H. Cook, last Saturday and Sunday.

Mr. and Mrs. Charlie Cox and two daughters, Laura and Beulah, spent last Sunday at the home of Mr. and Mrs. J. E. Boyd.

Mr. and Mrs. Claud Fox visited last Saturday night at the home of Mrs. Fox's parents, Mr. and Mrs. John Hendrix.

Several of the Arney citizens attended the big picnic, rodeo and barbecue at Happy last Tuesday. All who were present enjoyed the day.

Messrs. Lacy Boyd, Thomas Boyd, David Cook and Misses Ora Boyd and Luedy Boyd visited their aunt and uncle, Mr. and Mrs. Jeff Cook, of Littlefield last Saturday night and Sunday.

Miss Cynthia Hendrix is spending a few days visiting her sister and family, Mr. and Mrs. Dock Noble, who live near Dimmitt.

A very large crowd gathered at the home of Mr. and Mrs. Charlie Cox last Sunday night for a Singing.

Trube Gagne, of Estaline, is visiting his old friends, Mr. and Mrs. J. E. Boyd, this week.

J. E. Davis is cutting his wheat this week.

Beach Pajamas the Latest



"No more sun-burned knees" is given as the reason for the newest style—which brings forth the beach pajamas. The fair bather in the center is wearing them—or to be exact—half of them—the lower half.

FRIO-EASTER ITEMS

(Too Late for Last Week.)

The young folks enjoyed an ice cream supper at Mr. and Mrs. Bob Knox's last Friday night. Those who attended were Misses Irma Sullivan, Eva, Zelma and Maurine Sullenger, Helen Estes, Lucille Henry, Messrs. Bob Axe, Clayton Woolery, Jesses Laughlin, Bill Smith and John Knox. Miss Olive Stagner visited Sunday with Helen Estes.

Mrs. W. B. Green spent the week end with Mrs. R. Dixon, in Hereford.

W. J. Sullivan and Mr. and Mrs. W. S. Dixon attended the Singing Convention at Littlefield Sunday.

Mr. and Mrs. Tom Sanders and Everett Doak were Sunday guests of Miss Irma Sullivan.

Mr. and Mrs. E. M. Allen and family and Mr. and Mrs. W. Fields and family visited in Dimmitt Sunday.

Mr. and Mrs. Henry Allman had as their dinner guests Sunday, Mr. and Mrs. Carl Frye, Mr. and Mrs. E. V. Sullivan, Mr. and Mrs. Jim Bagwell, of Bethel.

Refinement

Pa—"That old maid next door has some new kind of flowers in her yard." Ma—"What does she call them?" Pa—"Dutchman's Knickers."

BLONDE BESS OPINES

"Since working in this real estate office I've learned one thing—people satisfied with their lot—usually build a house on it."

ED PURDY'S PHILOS

"Save while you are young and when you are old you will have money enough to do all of the things you will no longer enjoy."

ED PURDY'S PHILOS

"One thing certain is that few clo-

thes lines are breaking these days from the weight of women's clothes pinned thereon."

How the Fight Started

Sis—"What are you writing?" Brother—"Some jokes." Sis—"Well—give my regards to all of them."

His Home

"I'm boss in my home—'Yes?'" "—When the wife and both children are away."

Ed Purdy's Philos

Men's shoes are hard to fill—which reminds me that they are a great deal like those new silk stockings the women are wearing. It's what is in them that counts.

Good Printing at the Brand

Old-fashioned Gent

Touch not a hair on you gray head. She's m'wife and shant be bobbed, he said.

A New One

Meyer: "Dave was late to work this morning. I wonder what was the cause?"

Eddie: "His wife gave him a waffle for breakfast and he thought it was a cross-word puzzle so missed his train trying to work it."

LODGE DIRECTORY



Hereford Chapter 245, B. P. O. E. U. L. D. Regular meetings, second Monday of each month. J. G. HARTINGS, R. V. J. S. JONES, Sec.

Geo. A. Stambaugh
HEREFORD, TEXAS
THE STORE FOR SAFE BUYING
Dry Goods—Groceries

Something New In Hereford

We have installed a Frigidaire Ice Cream Cabinet. We can now keep on hand 6 to 8 varieties of Ice Cream, including Brick Cream and Frozen Suckers.

Party Orders Our Specialty

At present we have on hand Pineapple Sherbet—Honey Moon Special—Banana Nut Cream—Cherry Nut Cream, Strawberry Cream and Chocolate Cream.

Try us at any time for a Pint, Quart or Half Gallon. We will deliver a gallon or five gallons on short notice. Phone us your order.

CITY DRUG STORE

Phone 300.

National Steam Pressure Cookers

for Vegetables, Meats, and anything else put up in the home by thrifty housewives. They are efficient and economical. Also

Ideal Glass Top Fruit Jars Kerr's Wide Mouth Jars

and any kind of kitchen supplies needed in preserving and canning.

STREU HARDWARE CO.

"Home of Service and Quality"

—The fellow who takes chances usually takes one too many

How About Your

Fire Insurance

HEREFORD INSURANCE AGENCY

Ralph Barnett, Mgr.

Phone 273

Why Milk the Profits

You hit the more summer profits mark when you use Cow Chow as the ration. Dairy men everywhere are using Cow Chow and putting more money in the bank because—

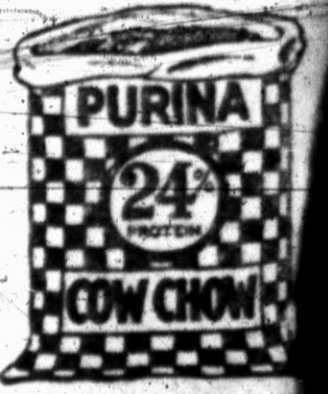
Cow Chow cuts the cost per gallon of producing milk on grass.

Keeps your cows in better condition.

Gets a longer milking period.

Every pound of Cow Chow fed a dairy cow will make her produce three pounds more milk per day on grass up to normal production.

Cow Chow will not only help you to make more summer profits, but your cows will be up to maximum production when colder weather arrives.



Jones & McLean

COAL AND GRAIN



BUY IT IN HEREFORD

It Pleases Us to Please You.
 "Your Satisfaction Our First Consideration"
 Phone 249.
Reed Cash Grocery

Williams Bros.
 The Oldest Grocery House in Hereford.
 Where You Get a Square Deal for a Round Dollar.

Always Ready to Serve you with a complete line of
 JOHN DEERE and OLIVER IMPLEMENTS
Garrison Brothers

The merchants of Hereford carry as complete stocks as can be found in any town of like size. The prices are on a par with general price levels the country over

Hereford merchants want your trade. They are resolved to leave nothing undone that will give their patrons What They Want, When They Want It, with complete satisfaction and service thrown in as a matter of course.

The Hereford market is yours. It cannot exist without you. Therefore it's sound common sense for the merchants who are advertising their goods in The Brand to see to it that their customers are SATISFIED in all things, at all times.

Read the advertisements on this page and in this paper and then test out the statements made herein.

Merchants Bureau Hereford Chamber of Commerce

Best Fabric 30x3 1/2 TIRES Fully Guaranteed
 \$8.50
H. L. Rice

Service-U-Like Filling Station
 MOTOPOWER, The Gasoline that Lubricates.

We Need Your Business and Will Save You Money on every Purchase
Skelton's Variety Store

WE CHALLENGE PRICE COMPARISON WITH OTHER CITIES!—WE WILL MEET ANY LEGITIMATE COMPETITION

<p>Hereford Produce Established 1916 Highest Cash Price Paid for All Produce.</p>	<p>Residence Phone 170 Office Phone 262 Clark Bldg. Dr. W. Floyd Gabbert Hereford, Texas.</p>	<p>J. P. LLOYD Elliston Building DENTIST</p>	<p>OH! See What CHARLEY SEZ— Charlie & Wallace Cash Grocery</p>
<p>CLOSING - OUT SALE OF SUMMER HATS AT ONE HALF PRICE Prices From \$1.00 to \$5.00 The Latest in Kid and Felt Hats. Mrs. T. N. Heifner</p>	<p>G. F. LeGrand, M. D. Office Upstairs in Dameron Bldg.</p>	<p>CARL'S CAFE For Plate Lunches and Short-Orders</p>	<p>TEXACO The Volatile Gas Costs no more than ordinary gasoline. Service Garage Phone 334. Deliveries Anywhere Call Us.</p>
<p>HARRISON The Grain Buyer!</p>	<p>J. W. Hicks, M. D. Office in Dameron Bldg.</p>	<p>If it's service you are looking For we have it American Railway Express Co. SANK RAMEY, Agent</p>	<p>MID-SUMMER SALE on all Millinery Fall Line of KID, FELT and PATENT LEATHER Mrs. N. C. Vogele</p>
<p>Cattle Dip Special for ten days only \$1.25 Per Can Come To See Us Corner Drug Store</p>	<p>Dr. John W. Overton Physician, Surgeon and Oculist Office Upstairs Dameron Bldg.</p>	<p>Elliston - Jones Land Company</p>	<p>When in Town Eat at the Old Reliable Stockman's Cafe The Best Place to Sleep and Eat.</p>
<p>The Popular Store Men's and Boys' Furnishings. Shoes for the Whole Family.</p>	<p>Try Flavo Flour It's home-made and It's the best there is. COMMUNITY MILLS</p>	<p>Cheap Lands Established 1902 "We Sell or Trade"</p>	<p>Orr's Tailor Shop CLEANING — PRESSING — TAILORING Prompt Service by Mail</p>
<p>WILLARD STORAGE BATTERIES The Best Battery Made Try Our Cheap Batteries, They are Guaranteed Electric Service Company</p>	<p>Improved Section in Castro County. On Highway \$20.00 Per Acre. Easy Terms.</p>	<p>Bring Your Hogs on Fridays and Receive Premium. G. W. Brumley Hog Buyer</p>	<p>OUR ICE PLANT is not finished, but before long we will be ready to talk ice to you.</p>
<p>Ringer's Tailor Shop Cleaning and Pressing That Brings You Back. Phone 385.</p>	<p>Gonnell The Land Man</p>	<p>Texas Utilities Company Baskin Abstract & Title Co. Abstracts of Title Covering any piece of property in Hereford or Deaf Smith County.</p>	

SERVICE

When you buy insurance thru this Agency your problems receive careful, intelligent study—giving you safe and sane coverage. You get prompt claim settlements—

Phone 50

THE A. L. BIGGS AGENCY

Insure In Sure Insurance.

CAMERON, N. M.

Mr. and Mrs. A. W. Cameron received the very sad news of the death of their grand daughter Miss Flo Cameron who was taken to Enloe hospital at Chico, Calif., about three months ago, for treatment of abscess of the lungs. Miss Flo has been a sufferer about a year. She was taken from the Baptist hospital at Clovis to California as her uncle is manager of the Enloe hospital there bears his name. She has kept getting worse, and her parents, the Rev. A. W. Cameron and wife who now live at Alta Vista, Kansas where he is pastor of the Baptist church, went to visit her. The doctor said there was no hopes for her recovery without an operation, but very faint hopes then. She never came out from under the influence of the ether and died at 10:30 Monday morning, June 21. She was 18 years of age, she had lived a christian, was a member of the Baptist church and had graduated from the high school at Eldon, N. M. Her parents accompanied the body from Chico, Calif., to Russellville, Missouri where burial took place. Miss Flo was raised in our community and was loved by all who knew her.

We stated last week, Rev. Simmons was helping Rev. Lee in the meeting at New Hope he was there only two days and went to work in another meeting. Rev. Nethercutt occupied the pulpit at New Hope each morning and night the remainder of the week. He filled his regular appointments at Claud Sunday morning but was back to his work Sunday night at New Hope. Rev. Lee preached Sunday morning in his absence.

Mr. W. B. Hutchinson has been quite sick the past week. Grandma Edmonson attended church at New Hope Sunday and was a dinner guest in the home of R. A. Lowe. Other guests were Mr. and Mrs. G. H. King and baby and A. C. Johnson and family.

Messrs. O. L. and Charlie Tellman and their families were dinner guests of Mr. and Mrs. A. A. Dethrage Sunday.

Some of the farmers are busy cutting wheat, others tilling land preparatory to try another wheat sowing, and some are working in their row crops which are usually not a very good stand.

W. R. Montgomery is suffering with a very sore arm from being kicked by a horse last week.

Mrs. F. B. Scott's mother Mrs. Peel and her aunt Mrs. Puckett and children of Denton, Texas are visiting her.

Little Lavarn Williams was taken to the hospital at Clovis Sunday for treatment for abscess of the lungs.

Floyd Mote purchased a Ford car last week.

Dallas Johnson is quite sick this week.

A fine boy was born to Mr. and Mrs. Arnold Bunch June 25.

Our community was made sad Monday June 21 by the death of Brother Whiney who has been a sufferer for some time. He and wife went to Hot Springs, N. M. for their health during the winter. He improved some while there and they returned here with Mr. and Mrs. E. W. Leach about the middle of May. Brother Whiney lived a very consecrated christian life. He attended church on Sunday night before he died Monday. He had the pleasure of knowing that all his children were christians. He had disposed

of the heart and paralysis. He was laid to rest in the Bellview cemetery in the presence of a large crowd of sorrowing relatives and friends, who believed without a doubt that he has departed to receive the reward of the righteous.

NORTH EAST CORNER (Fairview-Union Schools)

About forty of our citizens attended the Sunday school picnic held at Vega last Saturday. A good and profitable time was had by everybody aside from a number of blistered arms and necks all seemed pleased.

Mr. A. R. Norman and wife made a business trip to Amarillo Saturday. Miss Ethel Womble of Hereford spent a few days last week in the home of C. C. Phillips.

Quite a few of the young people spent last Sunday with Mr. John Davis and wife.

Mr. C. M. Grisham and family spent Sunday with H. J. Oglesby and wife.

The meeting held at the Fairview school house by the Missionary of the Palo Duro Association closed last Friday night, it was well attended and all enjoyed the services very much.

Rev. A. M. Dowell went to Washburn to preach last Sunday.

Mr. Jack Stephenson and wife from Denver, Colorado, are visiting in the home of Mr. I. A. Allred.

The Fairview Club meeting met last Wednesday at the J. P. Walker home a large crowd was present consisting of members and visitors but owing to the rain Mr. Dunkle was not present therefore the next meeting will be held at the home of J. C. Allred.

The George Day family made a business trip to Amarillo last week.

Mr. J. T. McClain and wife together with Mr. D. C. McClain and sister, Miss Emma motored to Amarillo last Friday.

The farmers are very busy at this time slaying the fast growing weeds.

SIMS COMMUNITY

Mrs. Berry Lynch and family enjoyed a visit last week from her mother Mrs. Tye and little sons of Pimview, Texas. Also a married brother and his family from Happy, Texas.

Miss Elizabeth Chapman visited with Ruth Reed last Sunday.

Mrs. Ewing Landers of Adrian visited with her mother, Mrs. Jones of Vega last Friday. Her mother returned home with her and is spending the week-end while her husband is gone on a business trip to Groom, Texas.

Miss Williams of Littlefield, Texas has been employed as one of the Adrian teachers for the coming year.

Mr. Morrison and family of the Biggs community visited in the Jarling home last Sunday.

J. A. Reed and wife transacted business in Adrian Saturday morning.

Temple Lynch and family of Amarillo, Texas, visited his brother Berry Lynch and family of Rail H Ranch last week, returning home Sunday.

Our community was saddened last Wednesday by the death of Mr. Larson, who died after several days illness. We extend to the bereaved wife and children our tenderest sympathy in this sad hour.

Those attending the big picnic at Vega Saturday were: Misses Beatrice and Pauline Hawn, Pearl Glasscock, Mrs. Eleana Chapman and little sons and Eddie Glasscock.

Mr. Howard and family of the Bell ranch attended the Vega picnic Saturday.

Some of them were bold enough to take all the tires from "Eleana Chapman's" Ford Sedan last Friday night. No arrests have been made.

Farmers are rejoicing over the fine rain which fell in our community last Tuesday night. Precipitation was one and three fourth inches. Farm work was delayed a day or two, but farmers returned to their work as soon as the ground was dry enough and are rushing their planting as fast as possible.

Dawson Blasengame and family left Monday for a few days visit with relatives in Granite, Oklahoma and several other points in Oklahoma. Mr. Guy Cooper and family of Adrian will have charge of the Wimberly Ranch while Mr. Blasengame is away.

FRIONA

Miss Neida Goodwine, who has been attending Swarthmore College in Pennsylvania during the past nine months, returned home Monday morning.

The carnival given by the Friona Women's Club in the new Warren building Friday night was a decided success, both financially and socially. A good musical program was rendered by the Choral Club, which is being tutored by Miss Ferguson of Hereford. Also several highly appreciated numbers by the Friona band and orchestra. L. G. Symptom departed Saturday night for Portland, Oregon to attend the National Convention of Christian Endeavor. He went by way of Los Angeles and expects to be gone about three weeks.

The recent rain which visited this locality has put a hump on the growing crops. The weeds are not so slow either.

Planting is practically finished here. Many farmers had to replant which made the planting season much later. Weed killing is now in full force.

The Chamber of Commerce met Monday

night and arranged for a good delegation to attend the road meeting at Tulla Wednesday. A standing committee on roads and highways was appointed which will look after opening and grading highways to connect with those of adjoining counties.

Baseball

The Texico-Farwell Twin City baseball team played the local team Sunday. The game was forfeited to Friona in the eighth inning.

Galbraith, of Hereford, did excellent pitching for Friona, getting nine strike-outs in eight innings.

Friona plays Hereford Sunday afternoon on Hereford grounds and assures a good clean game.

V. E. S. C. E.

For Sunday, July 5.

Topic—What Makes a Nation Great? Song—"Star Spangled Banner." Song—"America." Sentence Prayers. Scripture Reading—Deut. 28:1-14. Leader—Otto Olson. Leader's talk.

When and Why was the Declaration of Independence Written?—Velma Carroll.

How Does C. E. Help to Preserve National Greatness?—Paul Corbett.

Special Music—Mabel Barnhart. What Makes a Nation Christian?—Howard Golden.

Can a Nation be Truly Great and not be Christian?—Leonard Foster. Song—"America, the Beautiful." Roll Call—Answered by giving name of some great American Business.

Benediction. We are to elect new officers Sunday to serve for the remainder of this year. Every member, be sure to be there to help elect the right officers. Visitors Welcome.

NOTED RUSSIAN LECTURER COMING TO CANYON JULY 6

CANYON—Canyon will be visited July 6 by Count Ilya Tolstoy, son of the famous Russian Philosopher, Count Leo Tolstoy. This distinguished lecturer is being brought to Canyon by a special committee of the West Texas State Teachers College. Wallace Clark, chairman of the committee, considers Tolstoy's coming the most important lecture event that has been presented in Canyon in many years. Count Ilya Tolstoy's subject will be the Philosophy of Tolstoy. This distinguished Russian speaks English perfectly and his lecture will bring the people as well as that of his distinguished father. It is expected that Canyon will be visited on this occasion by a large number of people from all parts of Panhandle.



LIKE NEW

There is more than mere brilliancy in cleaning, repairing, dyeing and pressing services. There is a pride in personal appearance which has never failed to pay returns.

Let us call for garments which yet have many days of useful wear. A bit of repairing, cleaning, pressing, and maybe dyeing will make them look like new.

Phone 16

Orr's Tailor Shop

The NEW KELLY FLEXIBLE CORD

EASIER RIDING Than the ordinary cord tire, because it is more flexible.

MORE FLEXIBLE Because the Integral Bead construction used only by Kelly has made possible a flexible tread as well as a flexible carcass.

LONGER LIVED, Partly because of the ruggedness of the tread but principally because the tire's flexibility allows it to absorb the shocks of road obstructions instead of resisting them.

A BROAD, TOUGH, Long-wearing, non-skid tread that performs its duties efficiently and silently. Altogether, the best tire Kelly has ever built.

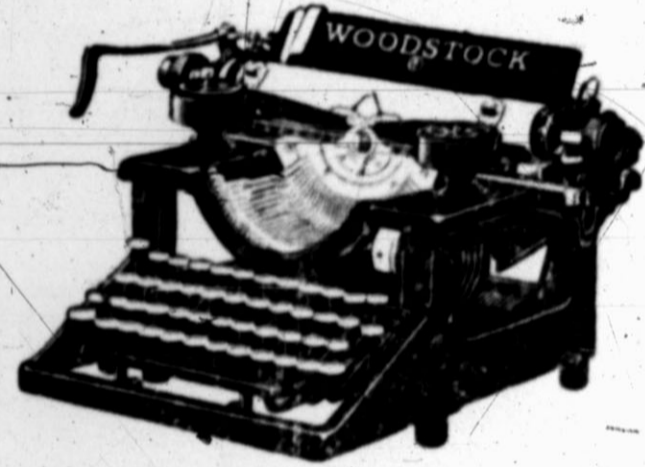
KELLY DEALERS are reporting an unprecedented demand for this new tire.



The bead of the new Kelly Cord is formed by enclosing strips of braided wire in the loops of the cord fabric. The cords which form these loops are continuous from the beginning of the innermost ply to the end of the outer. The whole tire thus has a flexibility and "give" that is necessarily lacking in tires made by the ordinary method.

Thompson's Garage Local Agents

Office Supplies for the Busy Man



Systems to lighten office work and shorten the hours. Woodstock Typewriters, I. P. Loose Leaf Supplies, Art Metal Safes and Billing Cabinets, Typewriter Ribbons and Carbon Paper.

White Face Printing Company

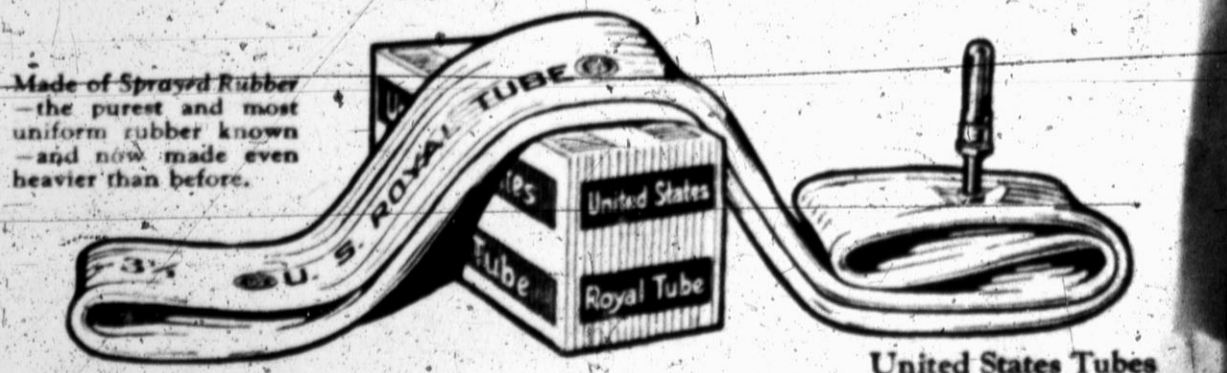
"YOU DON'T HAVE TO WAIT"

Phone 273 Hereford, Texas.

Buy Tubes as Carefully as you buy Tires

THERE are two ways a car owner can buy tubes. He can go out looking for price—and get it. Or he can buy tubes that will give his casings a chance to deliver the mileage that is built into them. U. S. Royal and Grey Tubes are built to give mileage and get mileage. They resist heat, hold their shape and retain their elasticity. To get all the mileage out of a new casing or to make an old casing last—put a U. S. Royal or Grey Tube inside it.

U. S. Royal and U. S. Grey Tubes



Made of Sprayed Rubber—the purest and most uniform rubber known—and now made even heavier than before.

United States Tubes are Good Tubes

Buy U. S. Tubes from H. L. RICE, Hereford, Texas

Floor Surfacing

Add appearance to your floors, and save wear on your rugs and linoleum, by having your floors surfaced and made smooth.

I make new floors smooth and old floors look new and smooth with my new "American Universal Sanding Machine."

Inspect the work I have done and give me a trial on your floors.

Phone 72.

Jim Gilliland



PROGRESSIVE

There was a large crowd at Sunday School Sunday evening and the Singing was well attended. Rev. Lindley preached for us. There is to be a revival in our community this week, the sermons beginning at 8:45 o'clock in the evening. They will "begin on time, run on time and quit on time."

Who? Everybody from everywhere. Where? Progressive.

What? Everyone is cordially invited to Progressive next Sunday afternoon to enjoy singing together. We expect folks from every community that can possibly be represented to come prepared to render quartets, duets, leaders or class songs. In fact, anything, just so it's singing.

When? Next Sunday, July 4, 1925. Come! Let's celebrate it.

Mr. Bowden, brother of Mrs. David Thompson is now visiting in her home and attended the Singing at Progressive Sunday night.

Jess Caldwell who has been at Brownfield Texas for some time came home Saturday night surprising the homefolks.

Orien Russell made a hurried trip to Amarillo the first of last week.

Miss Marie Meharg gave a party Friday night celebrating her birthday. Games of every description were played and everyone had a good time in general.

The Canning Club members met at Mrs. Hershey's last Thursday and spent the day. The discussion of the day was the Canning house which was completed by the men and boys of the community, and the ladies' costumes were planned.

Mr. and Mrs. Park and family and Miss Marie Meharg spent Sunday in the home of Mr. and Mrs. Hershey.

Mr. and Mrs. C. C. Bowman and family spent Sunday evening with Mr. and Mrs. Jeff Roberson.

Lloyd Roberson, who taught our singing school a few weeks ago, was a visitor at our singing Sunday night.

WYCHE ITEMS

We will have Sunday School in the afternoon next Sunday. There will be preaching also.

Miss Ethel Decker visited Miss Calie McKinney last Sunday.

J. W. Dugan and family and J. F. Auten and family visited Mr. and Mrs. Clement Dugan, of Wildorado, last Sunday.

Mr. and Mrs. Owen departed for their home in Forreton Monday morning, after a week's visit with relatives here.

Mr. Raymond Elliston and three little daughters visited Mrs. J. C. Williams Friday afternoon.

Mr. and Mrs. A. L. Morrison and daughters visited Mr. and Mrs. Gordon last Sunday.

We had another nice rain last week. Crops surely are looking fine in this community.

The Wyche Sunday School held a contest last quarter. Elmer Williams and Ed Lomas were the captains. The losing side was to serve the winners an ice cream supper. Ed's side won by 30 miles, so Elmer has to treat Ed to an ice cream supper.

Mrs. R. W. Hough and two daughters visited Mrs. Leslie Roberson last Thursday afternoon.

Mrs. Jack Lawson left last Friday night for her home in Snyder, Texas, after visiting her parents, Mr. and Mrs. W. D. McKinney, for about three months.

Mr. and Mrs. Leo Wolfe and two children visited Mr. and Mrs. Doyle Rose last Sunday.

Mrs. W. D. McKinney visited Mrs. Ed Cox last Friday afternoon.

Canyon.—The eighth district Texas Congress of Mothers and Parent-Teacher associations will hold its second annual summer conference and school for P. T. A. Workers at the West Texas State Teachers College, Canyon, July 13-18. Mrs. J. I. Kendrick, president of the eighth district, has been in Canyon making arrangements for the five day meeting.

FARMS SHOW IMPROVED FINANCIAL RETURNS LAST YEAR

(From U. S. Dept. of Agl. Press Service.)

An average cash balance of \$1,024

Summerfield Insurance Agency

Try our Combined Fire, Lightning, Windstorm and Hall Policy and save money on your premium costs. Also take out your Life Insurance with the Southern Benevolent Ass'n of Dallas and Amarillo and join the two hundred members we have written in the past six weeks—The kind you can keep up in the hardest of times.

Lawrence Johnson
Summerfield, Texas
21-101

the margin of cash receipts over cash expenses, was returned to owner-operators in 1924 on 15,103 farms surveyed by the United States Department of Agriculture. In addition to this margin, these farms increased inventories of crops, livestock, machinery and supplies \$181, making an average return of \$1,205 for the use of \$17,290 of capital and the labor of the farmer and his family. These farms also produced food and fuel consumed on the farm estimated to be worth \$296 on the average.

This is a somewhat better showing than in 1923 when a similar survey on 16,183 owner-operated farms averaged a cash balance of \$890, increased inventory of \$301, and produced food and fuel worth \$295 on capital amounting to \$17,490.

The balance of \$1,024 in 1924 was all the cash the average of these farms made available to the owner to pay his living expenses, take care of debts, and make improvements. Interest paid on debts during the year 1924 averaged \$230 and the reported outlay for improvements average \$133.

Sales of crops in 1924 on the average totaled \$1,012, sales of livestock—or products were \$1,350, and miscellaneous receipts were \$72.

Cash expenses totaled \$1,410, which included hired labor worth \$384 for the year, livestock \$222, feed \$248, fertilizer \$66, seed \$44, taxes \$190, machinery \$103, and miscellaneous \$151.

The average size of these farms was 303 acres, and the reported value of land and buildings was \$14,323, the

size and value of the farms being larger than the average reported in the 1920 Census. The value of crops, livestock, machinery and supplies on hand at the beginning of the year was \$2,937. The acreage of the farms reporting in 1923 was 300 acres and the average capital \$17,490.

The department points out that the figures apply only to the farms reporting and to the farm business in each year. Many farmers have property besides the farms they work, or supplement their farms with outside work, and many drew on savings or borrowed to meet expenses not covered by cur-

rent receipts. It is probable, however, that the figures give a fairly accurate picture of the state of the business of owner-operators in the years covered by the surveys.

Yep—Well Matched
Wedding Guest: "Ideal couple—so suited to each other."
Second Guest: "Right—she's a grass widow and he is a vegetarian."

Your Title is Vital
J. FRANK POTTS & CO.

Abstracts and Loans
Only Complete Tract Index in Deaf Smith County
County Maps 50c Loans 5 1/2%

Buy Your Studebaker—Now!

You may buy a Studebaker today—or on any day of the year—with the confident assurance that no act of ours will stigmatize it as a "last year's model"

STUDEBAKER has discontinued the custom of presenting a new line of automobiles each year. Instead of bringing Studebaker cars dramatically up-to-date once in twelve months, we shall keep them up-to-date all of the time—with every improvement made available by our great engineering and manufacturing resources.

Improvements and refinements, of course, will be made from time to time. New features will be added. As in the past, we shall continue to pioneer all vital betterments. But Studebaker will have no yearly models to make your July car obsolete in August.

A dramatic story

There is a dramatic story behind this new Studebaker policy that vitally concerns everyone who expects to buy an automobile this year.

Amazing records of Studebaker performance and endurance prove beyond question that the present line of Studebaker cars is so soundly engineered and manufactured and so satisfactory in the hands of owners that drastic annual changes are not required.

Authentic reports show that hundreds of Studebaker cars have given from 125,000 to 400,000 miles of sturdy, dependable service. One Studebaker Big Six, used as a mail car, traveled almost 500,000 miles in 5 1/2 years, giving 24-hour round-trip service between Bakersfield and Los Angeles, California.

Stupendous mileage! But the same stamina and rugged dependability is built into every Studebaker that leaves the factory.

A Studebaker taxi in Jewett City, Conn., has traveled 31,008 miles without even having the valves ground or the carbon removed.

In Stockton, Calif., a Studebaker Big Six has piled up 138,000 miles over steep mountain grades and rough country roads with negligible upkeep—not a single major part has been purchased or repaired by reason of wear or accident.

It is a significant fact that wherever travel conditions are most severe, Studebaker by far outsells its normal proportion of cars.

Bus Operators, Rent-a-Car Companies, Police and Fire Departments—all turn to Studebaker year after year for their transportation equipment, because they have found that it always yields scores of thousands of miles of reserve transportation, and has low upkeep costs.

At the mileage when other cars are breaking up—Studebaker cars are breaking in. It's the second and third fifteen thousand miles that prove Studebaker superiority. It's this reserve mileage—even though you may never use it—that greatly increases Studebaker resale value.

Stamina is in-built—inherent—a vital and indispensable part of the Studebaker formula for building fine motor cars.

Buy this "One Profit" car now

Remember—under this new Studebaker policy—there is no need to delay the purchase of your new automobile until annual changes have been made. Come in and see these sturdy, dependable, "one-profit" automobiles. Today Studebaker offers greater values than ever before. It is sound judgment to buy now.

W. C. FALLWELL

STUDEBAKER

THIS IS A STUDEBAKER YEAR

When Better Automobiles Are Built, Buick Will Build Them

No. 23



Question: Why is it that there are more than a million Buicks in use today?

Answer: Because Buicks are always popular with new car buyers and also because Buick's dependable construction results in a much longer life for Buicks than is ordinarily the span of service of a motor car.

RENFRO & SONS
Hereford, Texas

When better automobiles are built, Buick will build them



Standards of Character

Every modern banking institution strives to maintain a high standard of character in its officers and directors, and a reputation for straight-forward business dealings with its depositors.

And every bank expects the same high standards of character and reputation in the establishment of credit standing among its depositors.

Do not overlook the importance of these standards in building a substantial basis for credit at this bank.

Read our message in this week's Farm and Ranch

First State Bank & Trust Company

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

Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: Classified, first insertion, 1 1/2¢ per word; minimum 25¢; subsequent insertions, 1/2¢ per word; minimum 25¢.
CASH WITH ORDER.

FOR SALE

FOR SALE OR TRADE—We have several good well located residences, one near church, will take car on deal, and give good terms, farm loans made and V. L. Notes extended also loans made on city property. Rooms 7-8 Dunlap Building.
 24-2f Walker & Bray Land Exchange.

FOR SALE—Big Gumam millet seed, free from Johnson Grass. Three cents per pound.
 Floyd Botford, Summerfield, Texas.
 24-2f-Pd

FOR SALE—Cherries for sale. Picked on the trees.
 24-1f Mrs. CHRIS GARRISON.

FOR SALE—Maize and Kaffir heads, Phone 210 F 23
 23-2f-pd J. E. SPRINGER.

FOR SALE—1 15-27 Case Engine, 1 5-disc Sanders Plow, 1 3 or 4 bottom rod plow, 1 32-inch tandem disc harrow, 1 3-row P. & O. Lister with planting parts. All these tools are good as new.
 23-1f W. C. MEHARG, Route 1.

EXCHANGE—Good No. 9 Oliver typewriter for milk cow.
 21-1f J. B. ELLISTON.

FOR SALE—Five room house in three blocks of new high school. One extra lot 60 x 140. Upright folding bed. New Perfection oil stove, four burner. See or phone 161.
 21-4f J. S. ORR.

FOR SALE—Good Jersey cow, just fresh. Phone 250.
 21-1f J. F. WARD.

EXCHANGE—150 acres timber land right in Sipe Springs shallow oil field for land near Hereford.
 21-1f ELLISTON-JONES LAND CO.

FOR SALE—A couple of good houses, Modern. Inquire at—
 19-1f PANHANDLE LUMBER CO.

FOR SALE—Saddle Horses, Work Mules and Milk Cows. Will trade Ford car for bogs or cattle.
 74-1f J. L. FUQUA, Phone 146.

FOR SALE—Fresh Jersey Cows.
 Terms.
 9-1f RALPH BARNETT.

WANTED

WANTED—Good Phonograph. Phone 177.
 24-1f-pd.

WANTED—Practical nursing, reasonable price. Phone 370-W. Mrs. Mary E. Fowler, at Lester Place.
 24-1f

WANTED—Second hand cash register.
 G. W. BRUMLEY.
 24-1f

WANTED TO BUY—A good second hand windmill.
 W. A. Ricketts.
 23-3f-Pd

WANTED—Practical nursing, reasonable price. Phone 370 W. Mrs. Mary E. Fowler, at Lester Place.
 20-1f

RECENT RAINS HAVE LEFT GROUND IN SPLENDID SHAPE

Recent rains have left adequate moisture in the ground for growing crops in all parts of Deaf Smith County and as a result the row crops are in fine condition all over this section. Cotton never looked better and grain sorghums are up to a good stand except where the rain was heaviest, where a large part of it had to be planted over. The largest acreage in years is planted to row crops this spring and with the present moisture a large yield is almost in sight.

Business in Hereford has been stimulated since the rains and both farmers and business men are very optimistic over the outlook. Farmers are working early and late in order to utilize all the moisture that is now in the soil. Most of the row crops are getting foul but with the pleasant weather which now prevails most of the crops will be cleaned in a short while.

Wheat harvest is in full blast in this section and combines are running early and late in order to take care of the crop. The acreage is light due to the dry winter but the wheat that was tided over is turning out fairly well.

A change in the way of wheat farming which is expected to increase the yields over this section is the fact that the farmers have found by experience that the summer fallow system is the best. As a result the land is being disced or plowed right behind the combine, and put in shape for the summer rains. Practically all the wheat that was raised this year in Deaf Smith county was on summer fallowed soil.

BRICK WORK UNDER WAY ON NE WHICH SCHOOL

Hereford's new high school building is now "out of the ground" and a big crew of brick masons are busy running up the walls. The foundation work is solid and substantial and members of the school board and others interested are enthusiastic over the outlook for the handsomest school building in the Panhandle. Foreman Coffey stated Tuesday that a delay of a day or two had been caused by a shipment of defective brick, which had been rejected, but a car of new brick had arrived with several more on the road, and he saw no reason for further delays.

The brick is two colored laid alternately, with white mortar, and the walls will present a beautiful display when completed. All present indications point to a finished building ready for occupancy by the time school opens in the fall.

LOST AND FOUND

LOST—From car, Monday night, small girl's hat, white lace straw and felt. Finder please notify
 23-1f Mrs. Geo. Cloyd.

LOST—Lady's pocketbook, between Main Street and Camp Ground. Finder please return to Brand office and receive reward.
 24-1f-Pd

FOR RENT

FOR RENT—120 acres adjoining Hereford for feed crop or summer tilling for wheat.
 21-1f J. B. ELLISTON.

FOR RENT—A good five room house. Also two rooms completely furnished for housekeeping. Phone 105.
 19-1f DR. FLORENCE MILLER.

VOCATIONAL AGRICULTURAL CLASS MAKES RECORDS

An income of \$3,945.51 with only a few of the 40 projects completed is a record made by the vocational agriculture class of the Hereford High School under the direction of instructor C. W. Humble, according to reports for the first six months of the work.

Several thousand dollars is expected to be made by the 40 boys from their projects for the year. The cow, the sow, and the laying hen claimed most of the income for the first six months period with the beef cattle projects falling near the bottom. The field crops could not be reported upon.

An income of \$1,795.14 from the dairy projects was reported with poultry figures falling some \$300 less. Hogs came third with a total of \$732.52 while beef cattle reports showed only \$125 income. The vocational work is expected to do a great deal toward the development of the dairy and poultry industries in Deaf Smith County.

AMARILLO GOLFERS WIN MATCH FROM THE LOCALS

The Hereford golf team took a trimming at the hands of the Hillcrest club at Amarillo Sunday, losing six matches and winning three. With Steckman and A. A. Foster out of the lineup and with Frank Marrs sick the local team was crippled but carried on the best they could under the circumstances. The matches resulted as follows: Brack Williams of Hereford beat McCray 2 up; Doug Fox of Hereford beat Seales 3 up; J. A. Pitman of Hereford beat McClure 1 up; Woolsey of Amarillo beat Herbst 1 up; Satter, wife of Amarillo beat Clark 3 up; Edmission of Amarillo beat Marrs 4 up; Barrett of Amarillo beat Henry Wilkinson 5 up; Hertzog of Amarillo beat Russell 7 up; Griffis of Amarillo beat Cliff Estes 8 up.

It is hoped to arrange a couple of matches with the Lubbock team soon, one match being played here and the other at Lubbock.

BIDS ON EQUIPMENT FOR NEW HIGH SCHOOL ASKED

Representatives from a large number of school supply houses are expected to be in Hereford July 14 to enter bids to furnish equipment for the new \$125,000 High School building which is now under construction here.

The equipment for the buildings and the various departments will be purchased at that time, according to E. B. Posey, secretary of the school board, and nothing but the best will be considered. When completed this is to be one of the best and most modern high school buildings in the Panhandle.

METHODIST CHURCH

Next Sunday at 11:00 a. m. the sacrament of the Lord's supper will be administered. A brief message on "The Eucharist, or The Sacrament as a Thanksgiving."
 At 8:30 p. m. a discussion of "What is Required of a Church Member." Special music at both services. We are anxious that all new members, as well as old, attend these services. The public is cordially invited.
 Don't fail to be in your place at Sunday school.
 J. O. HAYMES.

Seventy-five sheets of sixteen pound typewriter paper, 8 1/2 x 11, in a neat package, for only 25 cents.
 —THE BRAND OFFICE.
 Why don't you go to Church?

THIS CALIFORNIA WOMAN WAS ANYTHING BUT BOOSTER

George V. Stambaugh, who recently returned from California, says that the Booster Club of Southern California asked their friends to write letters back east, telling their friends about the country. One woman wrote the following:

"Oh, come to the land of the Western Sun. Where every business is overdone. Where the stores charge freight on the goods made here. Ask them the reason, they think you're queer."

They serve you the climate with all your meals. It's so blame hot your back just peels. The Ananias Club includes the State. From San Diego to the Golden Gate; while the movie stars marry twice a year. Would marry again if the way was clear;

The grape fruit here is something fine. Cross between the lemon and the pumpkin rind; Where the cows eat barley instead of hay

And the cream gets lost in the milky way; They sell you lots that are made by hand.

The view of the ocean is very grand. (That is included in the price) They weigh the sack and then the freight.

They weigh them again and their hands to boot. They claim it is wet if it rains once a year.

You get so dry you can't shed a tear; The chickens have mites—the dogs have fleas.

The desert wind blows and the oranges freeze; We shovel sand—you shovel snow.

Just about a stand off—far as I know; Where jobs are scarce and pay is less. Bring all your cash and plenty of clothes.

When you'll get any more—the Lord only knows. I'm telling you this story, which I know is true.

As seen by me with eyes of blue. If this Boosters' Club ever gets this back; They will change my eyes from blue to black.

They ask you to write the truth to a friend. Now I have done so—and this is the end."
 WILL HE LIVE.

Let's build a Hotel in 1925!

TULSA IS EXCITED OVER T. P. & G. BY PROSPECTS

(From Tulsa Herald.) Word was received the first of the week from Ireland Hampton of Fort Worth that the T. P. & G. Finance Corporation would receive a charter the first of this week and organization would be completed at once, and work along the line will be started with a meeting of delegates from each town along the proposed line to be held at Tulsa July 1, 2 and 3. This meeting will be attended by officers of the Finance Corporation, who will have a definite plan worked out to present to different towns. It is the desire of these men to have a large delegation from every town along this route, composed of land owners, and business men.

Men of this and other counties along this proposed road, lets wake up and go after this road in earnest for we now have a better chance of securing this railroad than ever before; since Fort Worth is solidly back of us with a feasible plan of financing this road. Let every man, woman and child show that we are interested by seeing to it that the largest number of people attend this meeting that has ever been held. We can get this road if we want it badly enough, and let's say aside whatever we are doing and come to this meeting with enthusiasm and a willingness to go the limit in endeavoring to do what we can to help put this over.

Tulsa should feel proud that this great meeting has been called to meet in our city, and every family should open its doors to help entertain this body of men, as our hotel accommodations will be insufficient to house so large a crowd. Anyone having an extra bed should get in touch with Mr. Sternberg, E. G. Barks, or J. E. Scepton. Let's make a favorable impression on these men from these other towns, it will be quite an advertisement.

Do not overlook the importance of this road and what it will mean to this, and other counties.

SINGING AT PROGRESSIVE ON JULY 5, 1925

All lovers of song are cordially invited to meet with the Progressive community next Sunday afternoon, July 5, beginning at two o'clock for the purpose of enjoying a glorious Sing-Song.
 In as much as the next convention is yet far off, many have expressed

Every community in the County will be represented and participate in the program, which will be in charge of a committee.

Hon. J. E. Hill will give an interesting talk on the Sunday School for the day, at three o'clock. Someone has said that "Music is the outflow of a beautiful mind." Gospel singing is uplifting and educational, there is a sermon in every song. Let us cooperate and carry the County for Christ and song!
 SECRETARY.

Young Thing: "Doctor, will you vaccinate me some place where the scar won't show?"
 Doctor: (noting all present day styles worn) Well—I guess we'll have to give it to you in a capsule.

HAVE YOU A BAD BACK? Then the Advice of This Hereford Resident Will Interest You.

Does your back ache night and day? Hinder work; destroy your rest? Are you tortured with stabbing pains when you stoop, lift or bend? Then likely your kidneys are weak. More trouble may soon appear. Headaches, dizziness, nervousness; Or uric acid and its illa. Help your weakened kidneys with a stimulant diuretic.

Use Doan's Pills.

Read this Hereford testimony: Mrs. G. M. Suggs, Hereford, says: "My kidneys acted irregularly. I had sharp, cutting pains in the small of my back, which bothered me a great deal when doing my housework. When I stopped, my back was so sore and stiff I could hardly straighten. I had headaches and dizzy spells and I felt weak and tired easily. Doan's Pills were suggested to me. I am glad to say that they soon cured me of the attack."
 See, at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

I Own Lot 23, Block 20, Town of Hereford
 What Will You Give Me for It?
 T. A. CAPPS,
 510 Thackmorton St.,
 Fort Worth, Texas

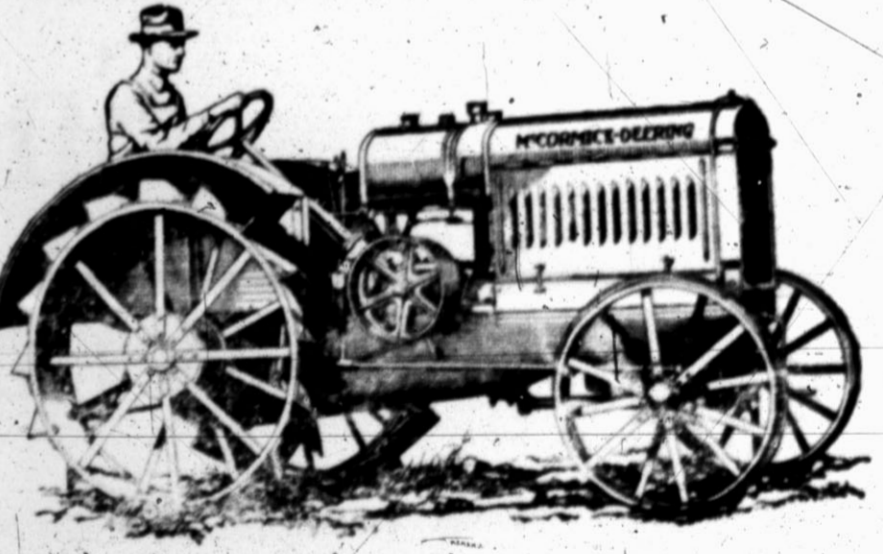
To The Ladies!

We are addressing this to you because you do most of the GROCERY buying and all the work of preparing meals for your families.
 We just want to tell you that we have a dandy good stock of Clean, Fresh Groceries at all times, with vegetables and perishables in season, and in addition, we have the most Courteous Service and appreciation of business given us you can find anywhere.

Our Customers Must Be Pleased!

L. W. CARLYLE
 GROCERY MAN
 Phone 164

Prepare Your Wheat Land With a McCormick-Deering Tractor



The Successful Wheat Growers Are Using Them

LET US DEMONSTRATE FOR YOU!

R. B. R. Implement Co.
 Hereford Dimmitt
 I. H. C. and P. & O. Lines



that we might have enough to eat, we were happy. My husband adored me. Now he is totally indifferent. He is out every evening. He never asks me to go with him. I believe he is in love with another woman. Do you think that I should give him his freedom?

Francine.

Give him his freedom, Francine? Of course NO. In the first place you are not sure that there is another woman—or that he wants his freedom, so why should you give up everything that you have worked and slaved for all these years? Another thing to consider, unless you are independent financially, is that you might find it rather difficult to support yourself. If you doubt this all you have to do is to look around you, and see the countless number of women, past their youth, trying to support themselves in a world that has no use for their services. At your time of life physical comforts and an assured income are more important than romantic love.

My advice to you, Francine, is to stop worrying about losing your husband's love and try to hold it. From what you have written, I believe that it has been a long time since you were really a companion to your husband; I believe that you have saved so long that it became a habit with you, and you still consider it a crime to spend a dollar for pleasure.

Your story is an old one. Recently the papers were full of a story of a woman, who, outraged and infuriated because her husband seemed to be giving more attention to other women than he was giving her, attempted to get a divorce. The husband told his story. It was something like this: "He made money. He wanted to dress his wife up like a million dollars," to use his expression, but she refused to be dressed up. He invited her out to dinners, theatres, and other places but she refused to go.

Well, to make a long story short he stopped asking her to go out, and went out alone—for a while.

There are many foolish wives making the same mistake—not realizing that the easiest way to get farther away from a husband is to let other people have the good times with him while she remains his saving bank. It is a wise wife who is her husband's best "good fellow."

If I were you, the first thing I should do is purchase some new clothes and make myself as attractive as I possibly could. You were attractive to him at one time. No reason in the world why you cannot make yourself just as attractive again. Surprise him some day by casually suggesting that it has been a long time since you have seen a show together.

It may be that your husband is giving his time to another woman, again, your suspicions may be entirely unwarranted. But if there is another woman, the chances are that he was driven into an infatuation by loneliness and a longing for companionship. If it is merely infatuation, it won't be hard to win him away from it.

After all the years you struggled together mean nothing to him, and

when he sees that you are really trying to make things more pleasant, he will soon tire of the other woman, and return the love of his youth.

TRINITY MALE QUARTETTE TO BE HERE JULY 12

Music lovers of Hereford will have an unusual opportunity offered them Sunday evening, July 12, when the Trinity University Male Quartet will be presented in concert here at the Presbyterian Church.

The program to be given by the musicians from Trinity, includes solos, duets, quartet numbers, piano selections, instrumental numbers and readings. An entertaining program has been arranged by the musicians and a large crowd is expected to be in attendance at the concert here, those sponsoring the entertainment said.

No admission will be charged for the concert here, it was announced, but a free will offering will be taken.

NOTICE

Pleating, all styles; Buttons, latest styles from customers own material. Hemstitching.

Amarillo Pleating & Button Co. 108 East 7th St. 17-1f

PHYSICAL TRAINING IN SCHOOLS TO BE CREDITED

Does Physical Training deserve a place in the regular curriculum of the modern high school?

It seems that modern people are agreed that a strong mind can function best in a strong body. The only difference of opinion appears to be the manner in which the physical training should be provided. Some believe that the daily chores around the home should provide sufficient exercise for the physical development of the youth. Others believe that the natural desire to play will cause the boys and girls to exercise individually or collectively all that is necessary. Then there are still others who believe that the schools should assume the responsibility of providing this all-important part of the youth's training.

The first mentioned plan does not satisfy the requirements because in

order that the most good may be derived from exercise the work must be agreeable and pleasant, and this is usually not the case with the daily chores. This form of work does not offer a pleasant form of exercise since in most cases it is considered drudgery by the boy or girl. The second method will not meet the requirements since the games will be without supervision and not all of the children will be willing to fall in line with the ideas advanced and put over by the dominant leader of the gang. The work will not be systematic, it will not be regularly taken and the custom of regular habits will not be formed. The last plan seems to be the only logical one to follow. This appears to be the idea of the majority of the people, because the school buildings erected in the past few years are practically all equipped with modern gymnasiums.

But are the schools functioning properly in this work? How many of these gymnasiums are lying idle throughout the day to be used after school hours by the basketball team, which is a very small percentage of the entire student body. It has been said that childhood is the play time of life. Then why keep a bunch of boys and girls in a classroom for the entire day without any time for play? By nature the American youth loves competition. Give him a period some time during the day when he may match his skill and prowess against his fellow playmates. Give the boys and girls something besides books at school, and many more of them will remain in school until they have graduated. Thirty minutes of vigorous exercise each day will set the blood coursing through the veins, adding life and energy to the individual and thus creating a larger capacity for work. Why not schedule physical training as other courses are scheduled? Why not get the maximum good from our gymnasiums?

It appears to us that physical training deserves a definite place in our high school curriculums.

The Association of Physical Directors, Teachers Colleges of Texas.

S. D. BURTON, Secretary.

In Confidence

Readers desiring a personal reply can address Miss Flo, in care of this newspaper

TO THE DOUBTFUL GIRL WHO IS ENGAGED

Dear Miss Flo:

I am engaged to be married to a very fine young man. He is very clever, and has all the fine qualities that are considered most essential in matrimony. But here is my trouble. When I am with him for any length of time he begins to bore me. I don't know whether it is my fault or his, but the fact remains that there are times when I am frightened to death when I think of marrying him and spending the rest of my life with him. Then, if he is away from me any length of time I get so lonely for him I can't wait until he returns. Do you think I love him? Can you tell me of some method by which I might determine my real sentiments for him? I don't know whether to give him up or not. What do you think?

Is boredom. If you find yourself bored with his company before marriage, you should be warned in time.

There are many tests you might apply to ascertain whether or not you really love him. To begin with, if you think more tenderly of him when he is away than you do when he is with you, you do not find him really sympathetic and congenial when he is with you. If, on the other hand, you believe yourself in love with him when he is with you, and doubt your love when you are away from him, he has a physical fascination only. You do not love him with a love that will last.

What are your reactions to his conversation? Can you listen forever while he tells you how much he loves you, and how wonderful you are? You aren't bored then, are you? But when he switches the conversation to himself, and tells you how wonderful HE is, are you bored then? If you are, you merely like him. It takes love—and lots of it, for a woman to want to hear everything a man thinks about himself.

Do you worry about him when it

rains—and wonder if he will keep his feet dry? Do you wonder if he is working too hard? Then, you love him. In your heart you regard him as your property—and there need be no doubt in your mind about your sentiment for him.

But the acid test—the test that proves beyond doubt that you have picked him out for a fireside companion for life—is when you prefer spending an evening at home with the man to having him take you out somewhere. Perhaps these pointers may be of value to you in reading your own heart. I'd like to have a piece of the wedding cake.

TIME COMES FOR WIFE TO PLAY WITH HUBBY

Dear Miss Flo:

I have been married for twenty years. My husband was a poor man when I married him. By working hard, struggling and saving, we finally got a start. After that it was easy. My husband made money quickly. He made many business friends. He met their wives and families. He was invited out often to dinners, theatres, etc. I did not care for that sort of thing. I thought it was wasteful to squander the money we had worked so hard for on extravagant pleasures. I wanted him to save money. In the end, I have gained nothing. I am very unhappy. During the years that we were struggling in order

I doubt very much that you love the man—although the statement that he possesses all the fine qualities so essential in matrimony would lead me to think that you do. Only people in love believe that of their chosen mate. I can't see how you can love a man who bores you. Possibly you admire all the splendid qualities he possesses, but there is a world of difference between admiration and love—although admiration and liking are fine substitutes for love.

If he bores you, my advice to you is not to marry him, regardless of his fine qualities. Boredom is the curse of matrimony. It is why husbands and wives stray from their fireside to somebody else's. It is impossible to picture a happy fireside with a man and woman who are so tired of each other that they yawn in each other's faces.

The first thing a girl should ascertain about a prospective husband is just how she reacts to an unlimited amount of his society, and just what sort of a line of conversation THEY are able to carry. He may be able to hold a wonderful line of conversation with somebody else—and so might she, but if they have nothing of interest to say to each other, the natural outcome

SID LOVING, FORMER COWMAN HERE PAYS FRIENDS A VISIT

"The Panhandle and Deaf Smith county has gone through wonderful development and the changes seem nothing short of phenomenal," declared Sid Loving, former rancher who has been away for some ten years, upon his return to Hereford recently. Mr. Loving visited a number of his native haunts but failed to find the old boys, the large herds and the open ranges as they were in former days. "The country seems even more beautiful and prosperous," he declared. "With cotton, feed and wheat growing where once was an open range." He is visiting relatives and friends. His home is at Gainesville.

Special

On Voiles and Broadcloths

Fancy Voiles, 75c to \$1.25, Now 39c and 59c yard.

Fancy Broadcloths 85c yard, Now 59c

Just received New Voiles in floral designs at 65c yard.

Wednesday is Double J.N. Stamps Day

DOUBLE STAMPS GIVEN ON ALL CASH PURCHASES EACH WEDNESDAY. ASK FOR THEM

J. O. NEWELL

Thundering Thrills!

Zane Grey's thrilling romance of the buffalo hunt days of '76. Filmed on a vast, panoramic scale.

ADOLPH ZUKOR and JESSE L. LASKY PRESENT
ZANE GREY'S
A Paramount Picture
"THE THUNDERING HERD"

The Buffalo Hunt is on again!—Thousands of Bisons Stampede across the Plains!—White man and Indian meet and clash!—The whole thrilling spectacle of '76 is reborn in the Greatest ZANE GREY picture of them all!

1,000 People! 2,000 Buffalo!

STAR THEATRE
WEDNESDAY AND THURSDAY
July 8 and 9
Admission: 25c and 50c Show Starts 8:15

The Hereford Brand

ISSUED EVERY THURSDAY

Seth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

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

First number of the paper issued Feb. 23, 1901, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1902; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 3, 1924.

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Six months \$1.50
Three months \$1.00
No subscription accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

THE PASSING DAY

By Will H. Mayes, Department of Journalism, University of Texas

Editors Visit East Texas

Over 200 editors from all parts of the State were guests of Tyler and East Texas from June 18 to 20. Many of them were from the various parts of the State otherwise designated than as "East Texas." Some of them saw East Texas for the first time and these changed their preconceived ideas of that part of the State. The West Texan who has never been in what he calls the "poor, piney-woods, sandy-land" part of the State is inclined to have a feeling of derision for anyone who would choose that section rather than the great open prairies of the West. The West Texan can't for his life understand why a sensible being would settle down on a few acres of sandy hillside with the great West inviting him there. The East Texan, on the other hand, can't see why one would risk drought and starvation "out West," when he can be sure of a comfortable living on a small East Texas farm.

Visitors Learn The Facts

It is good for people to know each other and for all Texans to know all of the State in which they live, for knowing it all well they come to like it all and to praise it all. The great objection the westerner has had to

East Texas is being overcome rapidly. The man out west, above almost everything else, wants a road he can travel over at any time. He likes to annihilate distance whenever he pleases, and thinks nothing of hitching up his flivver for a few hundred miles ride. Most of the editors went to Tyler in their cars, and they learned that good roads are being built all over East Texas. So that objection is being removed. In a few years every village and almost every farm in East Texas will be connected with the rest of the world by a fine road system.

Intensive Farming Pays

Another thing the westerners saw was that in farming it is not so much the number of acres tilled that counts, but how well the crops are cultivated. The small farms over Tyler way that are thoroughly farmed, that have crop rotation, and that are properly fertilized, are making their owners fortunes and filling the banks with money. It was in Anderson county, near Palestine, that a farmer demonstrated last year that a small cotton patch well tilled produces more lint and makes a greater profit than a larger field not so well cultivated. This is just as true of every other crop as of cotton. Texas will have to get down to a better system of farming than is generally practiced and will have to farm in a way to build up the soil while getting the greatest crop returns from it.

Produces Great Variety

The East Texas soil will produce many kinds of crops. Around Tyler, and especially at Jacksonville, the tomato yield this year was almost unbelievable, and the small farmers mostly were getting the money for it. The crop was paid for at the shipping station and not consigned to some far-away, uncertain market. The peach market is just opening, and the luscious melons are coming in. Blackberries of improved varieties are growing on the native heath of the wild berries. Potatoes thrive in the sandy soil. Turkeys and chickens are seen on most farms, and Jersey cows have taken the place of the scrubs. The razor-back hog has been crowded out by the Berkshire, the Poland China and other improved breeds. All these things seem not to have interfered greatly with the raising of cotton and corn. In short, the East Texas farmer has been forced into diversification and has had prosperity thrust upon him. As yet the West Texas

farmer is depending too much on his large acreage of cotton or wheat and cash.

The Danger of Bountiful Crops

There is a certain amount of danger in any kind of unusual crop prosperity like the tomato crop at Jacksonville this year, and that is in over-production to the neglect of everything else. The tomato one-crop farmer is as likely to strike a snag as the cotton one-crop planter. His crop may be a total failure any year, and again the money made one year may tempt too many to plant tomatoes the next year and the market may drop below production cost. That is true of almost everything the farmer grows and it is one of the hazards of farming. For that reason he should have more than one kind of crop: Poultry raising and dairying when close enough to a good market appear to be two fixed exceptions to the rule. The people seldom get too many chickens and eggs or too much milk and butter, and most farmers can depend on raising enough food of a kind to feed chickens and cows.

Homes are Unattractive

One of the most striking things about East Texas country life is the unattractiveness and the inconveniences of the country homes. Most of them are unpainted box houses that show little care on the part of their owners. They indicate either poverty on the part of their occupants or an inexcusable

indifference. Architects, builders and paint dealers have almost an unexplored field in the country districts of East Texas.

Finis

Constable: (to man in mill pond) "Here—here—can't you read?"—Don't you see that sign—no swimming allowed? I am going to arrest you when you come out."

The Man: "Ha-ha-ha—that's a great joke on you. I'm committing suicide."

Ed Purdy's Philos

"If farmers can put bells on their cows I can see no reason why our flappers cannot put bells on their calves."

J. C. Womble Tells Experience he has Had in Panhandle

J. C. Womble, pioneer citizen of this community, has quite a complimentary paid him in a recent issue of The Southwest Wheat Grower. The article reads:

"How would you like to thresh all the wheat in the Texas Panhandle. 'Some job, isn't it?'"

"J. C. Womble of Hereford, father of Troy Womble, prominent Texas Wheat Pool member, threshed all the

wheat in the entire Panhandle one year.

"He would have some job now—for last year 12,000,000 bushels were produced in Odham, Deaf Smith, Potter, and Randall counties.

"Mr. Womble's story is told by himself as follows:

"We landed in Amarillo, January 29, 1891, snow on the ground and more falling with twelve in the family, which was the most of our property. We located in the northeast corner of Deaf Smith county, and engaged in raising sorghum for feed and a few dogie calves. We built and moved shacks and houses and took any other jobs that we could get in order to make a living, for at that time there was scarcely any farming being done in the Panhandle.

"It was a leap in the dark, as no one knew what the country was adapted to outside of stock growing. In 1900 I had 1500 acres in wheat and rented a twelve-inch cylinder threshing machine to thresh the crop. The following fall I sowed another crop of wheat. The next threshing time I rented a 24-inch homemade thresher to thresh it, and also threshed what other wheat was raised in the country.

"Myself and others continued to sow wheat from the first crop that I raised, and in 1902 I bought a 14 horse power separator and threshed all the wheat raised in four counties: Deaf Smith, Odham, Potter and Randall. The average yield from the time I began

to raise wheat up to this time was 16 bushels to the acre. I then continued to raise wheat and thresh for the public until 1910.

"In the year 1904 two other men, J. J. Ward and B. A. Keithly, and myself threshed the wheat in the Panhandle, and I threshed in seven counties that year, viz Deaf Smith, Oldham, Potter, Randall, Castro, Swisher and Armstrong. According to my experience and observation in regard to farming for the last 34 years wheat growing is the safest proposition.

"During the first several years of our stay was a very trying time on what is generally termed 'nesters'. Wife and I in 1903 discussed the propriety of leaving the Panhandle, but found that we were not able to go, the wife saying to me: 'I can stay as long as you can.' That ended our discussion on leaving. I am now owner of over 2,000 acres of land together with some other property."

The BULL'S EYE

Editor and General Manager WILL ROGERS



Another "Bull" Durham advertisement by Will Rogers. Ziegfeld Follies and screen star, and leading American humorist. More coming. Watch for them.

The Hero of the War

Ever since the War was over Nations have been arguing over "Who won it." And if the discussion is not stopped we may have to have another War just to decide who won the last one. If we ever do go into another War, have it understood there is to be a Referee, and at the finish he is to announce "Who Won and how much." In the last War we paid Transportation both ways and rental on the grounds, and now all England and France say so. "We don't get there soon enough," Germans don't seem to ever have uttered any complaint on the business of our allies, but that just shows you, you can't give everybody credit for humanity. I must bring the word "Bull" Durham in this even if I have to drag it in by the horns. It just struck me, and after careful examination of complaints and statistics, I find that "Bull" Durham was the only man connected with America during the War that France and England haven't been able to criticize. It must be good.

Will Rogers

P.S. There is nothing in this piece in this paper.

SIXTY-FIVE YEARS AGO!

In 1860 a kind of tobacco was born—Bull Durham. On quality alone it has won recognition, wherever tobacco is known. It still offers the public the purest flavor, more enjoyment and a lot more money left at the end of a week's smoking.

TWO BAGS for 15 cents
100 cigarettes for 5 cents



"BULL" DURHAM

Guaranteed by

The American Tobacco Co.
111 Fifth Avenue, New York City

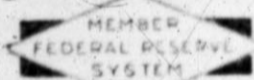
The Real Assets

Character and Reputation are assets that are essential to credit standing at the bank.

When a man has established himself as a consistent bank depositor, with a reputation for wise borrowing and business-like methods, he has also established a foundation for credit, and his banker's interest in his affairs.

Character and Reputation are the real assets that go to make up the credit standing of our depositors.

The First National Bank



ROCKWELL BROS. & CO. LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

DUNLAP HARDWARE CO.

"Have What You Want, When You Want It"

- New Perfection and Superfix oil Stoves.
 - Lawn Mowers, Hose, Hoes, Rakes, Garden Plows.
 - House Paint, Enamels and Varnishes.
 - Leather Goods, Collars, Bridles, Lines, Hames.
 - Well Supplies, Piping, Casing, Mills, Suckerods.
- We take care of your needs, and want your business.

GREEN STAMPS—YES, WE HAVE THEM

DUNLAP HARDWARE CO.



THE VISTA \$10



OF ALL the good looking shoes you see, none are finer than Florsheims, but you do not want to buy shoes solely on their looks—you want a shoe that carries a reputation to back up its fine appearance—that's why we say "buy Florsheims" for you know their style is more than a surface finish.

FOX MERCANTILE COMPANY

TOWN & COUNTY

Personalographs

Mr. and Mrs. H. C. Bowsher were in Amarillo Friday.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Mrs. E. E. Ramsey left Monday for Kansas City to visit her daughter.

Plenty of bathing suits at J. O. Newell's.

Misses Leola Shepard and Tinnie Hastings of Dimmitt were in Hereford shopping Wednesday.

Have you tried Jack Spratt's Santos Peaberry Coffee.—Hereford Produce.

Henry Stalcup of the Dimmitt Gin Co. was transacting business in Hereford Monday.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Dr. G. W. Heard left Sunday for Alabama on receiving word that his mother was struck with paralysis.

Come in and inspect our Frigidaire Cream Cabinet. CITY DRUG STORE.

Mrs. Sallie Crawford returned to Amarillo Saturday, after a few days in Hereford on business.

Fireworks for the Fourth of July! Complete stock and reasonable prices. STREU HARDWARE.

Mrs. J. E. Beyer and family, accompanied by Miss Lura Gregg, spent Saturday in Amarillo.

Pay Cash and Pay Less, at Reed's Grocery.

Clyde Gregg, of Amarillo, spent the last of the week at home with his father, A. W. Gregg, and sisters.

Dr. Heard will be in Alabama until July 20. 24-2t

P. L. Beyer and family, of Follett, Texas, spent a few days this week in the J. E. Beyer home.

Save your Sunshine Bread wrappers—they are worth the money. 24-2t

Lola O'Rear, of Strong, Texas, formerly of this city, is visiting this week in the H. T. Weddel home.

Brick Ice Cream carried in stock at all times. CITY DRUG STORE.

Mrs. S. P. Rosson left Monday for Amarillo where she will visit friends for a few days.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. G. R. Ward was in Amarillo a few days the first of the week on business.

BABY BEEF—Try our tender steak and roast.—Hereford Produce, I. H. Spratt.

W. F. West architect, former well known resident of Hereford, was a business visitor here Wednesday. Mr. West now lives at Lubbock.

Use Flavo Flour, \$2.50 per sack.

Mrs. J. L. Trussell and baby of Brownwood, are in Hereford for a visit with Mrs. Trussell's parents Mr. and Mrs. E. F. Connell and friends.

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

Miss Ester Schuette and Mrs. W. B. St John who is visiting in the Schuette home, were in Amarillo Wednesday shopping.

Fireworks for the Fourth of July! Complete stock and reasonable prices. STREU HARDWARE.

Mrs. W. B. Dameron returned Tuesday from Amarillo where she had been visiting her daughter, Mrs. Jack Lester for several days.

Plenty of bathing suits at J. O. Newell's.

Hal Bruner, of Los Angeles, Calif., arrived Friday and will spend his vacation in Hereford with his parents, Mr. and Mrs. R. K. Bruner.

SULPHUR PARK Fishing Privilege Fifty Cents Per Day Each Person Rates for Picnics. Apply to N. J. Lanox at the Park. Phone 75-F11. 1f

J. C. Carrol and son, Tom, returned Friday from New Mexico where they have been travelling for the past few weeks.

Tangle Foot Liquid Fly Spray will quickly rid your house of Flies. CITY DRUG STORE.

Mrs. R. F. Barnes left Monday for Amarillo where she will stay with her daughter, Mrs. E. L. Keith, who is just recovering from an operation.

Use Flavo Flour, \$2.50 per sack.

Miss Lois Maddox and Miss Temple Travis, of Ross, visited for a few days in Hereford this week with Miss Lonnie Witherspoon.

Remember you can get Double Green Stamps at Orr's Tailor Shop.

Jack Walton, of Clovis, enroute to Kansas, spent Saturday in Hereford with his sister who is night supervisor at the County hospital.

See Mrs. J. E. Turner for plain and fancy sewing. 22-4t

Mrs. A. J. Harris, of Whitesboro, left Tuesday for Amarillo, after a short visit with her sister, Mrs. R. N. Mounts, in Hereford.

Try Our Frozen Stickers. CITY DRUG STORE.

Mr. and Mrs. Rex Tynes and two youngest children, left Thursday for Colorado where they will spend a months vacation in touring the state.

Bring your chickens, eggs and cream to Hereford Produce if you want the best price.—I. H. Spratt.

Carl Jr. Sisk and Ross Sisk, sons of Carl M. Sisk of Reading, Penn., arrived Monday evening and are to spend the summer in Hereford with Mrs. R. G. Sisk and relatives.

Try our Lice Kicker. You will get more eggs. It's a sure shot. GOLDEN RULE PRODUCE.

The Rev. J. E. McClarkin, former pastor of the Baptist church here, was a visitor this week. Rev. McClarkin represents a clothing house and travels over this territory.

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

Mr. and Mrs. B. Hester, formerly of Hereford, were here Monday visiting friends while enroute to their home in Wichita Falls after a visit with relatives and friends in Amarillo.

Use Flavo Flour, \$2.50 per sack.

Mr. and Mrs. M. G. Prewitt are leaving Saturday overland for Booneville, Ark., where they will visit Mrs. Prewitt's parents. They are to return by Wichita Falls and Fort Worth.

Pay Cash and Pay Less, at Reed's Grocery.

Paul Barnett and family, of Wichita Falls, were expected to arrive here Saturday of this week from the mountains, where they have been vacationing. Mr. Barnett is a brother to Ralph Barnett of Hereford.

Mrs. C. E. Alexander of Denton arrived this week and is visiting her sister Mrs. H. H. Hawkins. Mrs. Hawkins and her sister spent the week end in Panhandle with their sister there.

STAR THEATRE

WEEK'S PROGRAM

July 1-2

"Grounds for Divorce"

Friday, July 3

"Are Parents People"

Matinee at 3:15

Saturday, July 4

"Flaming Forties"

Harry Carey

Matinee at 3:15

Monday and Tuesday, July 6-7

"Silent Accuser"

Wednesday and Thursday, July 8-9

"Thundering Herd"

Zane Grey

R. T. Vaughan and wife of Blum, Texas are visiting this week in the home of Mr. Vaughan's sister, Mrs. J. H. Head. They are on their way to New Mexico on a vacation trip.

Mr. and Mrs. Byrie Smith and two sons of California were here Sunday visiting in the home of Mr. Smith's uncle, Mr. F. T. Tolson. They were on their way overland to New York.

Mr. and Mrs. C. E. Birkmeyer, of Chicago are here this week visiting Mrs. Birkmeyer's parents, Mr. and Mrs. E. B. Black. This is Mrs. Birkmeyer's first visit home since her marriage.

Use Flavo Flour, \$2.50 per sack.

Mrs. J. B. Jones and two daughters, Miss Martha and Mrs. Harvey Yatis, left one day last week overland for Kansas City. Mrs. Yatis has been visiting in Texas for several weeks and is taking her mother and sister to her home for a short visit.

A. L. Biggs made a trip to O'Donnel, Texas, this week to visit his mother. On his return he was accompanied by his brother, Johnnie's bride, Mrs. Hattie Biggs, who has never visited this country before.

I am local agent for the Perfection Steam Cooker and will have one on display at Carlyle's Grocery from Thursday to Saturday. See it. Mrs. J. P. Wood. 24-11

STORK SPECIALS

Born to Mr. and Mrs. R. R. Rice June 21, a girl, Anna Louise.

Born to Mr. and Mrs. J. G. Lomas, June 26, a boy, Walter Dennis.

THANK YOU!

Friends and customers. For the business and good will you have given me in the past in my garage business. Hereafter I will be associated with Mr. Barnard Hicks in the Magnolia Filling Station, where I will handle tires, tubes, accessories, etc., and your continued patronage and support will be greatly appreciated and I will try to give you value received for every dollar you spend with me. Come in and see us at the Magnolia Filling Station. ARTHUR C. THOMPSON.

RED CROSS LIFE SAVER DUE HERE ON JULY 6-7

One of the most popular athletes of the country is Alfred W. Cantwell who is serving as special Life Saving Representative for the American Red Cross. Mr. Cantwell has notified Ralph Barnett, local Red Cross chairman, that he will spend Monday and Tuesday, July 6-7, in Hereford giving life saving demonstrations to the Boy and Girl Scouts. He will be introduced at the weekly luncheon of the Chamber of Commerce Monday and detailed programs for the two days announced at that time. It is probable that the Girl Scouts will participate in the swimming lessons under the leadership of Miss Jessie Sisk.

A graduate of Washington University, St. Louis, Mr. Cantwell served as assistant coach in the Department of Physical Education in 1924. He has also held the position of Director of Recreation for the Boy Scouts of America at St. Louis. During his year at Washington University Mr. Cantwell participated in football, basket ball, track and swimming activities.

Realizing the menace of the swimming season to those who are not prepared to handle themselves efficiently in the water, the American Red Cross is sending its life saving representative over the country to teach standard swimming and life saving technique.

There are five causes of drownings, according to Mr. Cantwell. These are: carelessness; lack of sufficient knowledge in methods of saving lives—first your own and next someone else's; poor swimming; going into water too soon after eating; staying in the water too long.

"Most drownings are preventable," said Mr. Cantwell in a recent interview "and it is up to every swimmer to know how to take care of himself in the water."

Paul Guthrie who has been attending the Northwestern University at Evanston, Illinois came in last Friday morning and is spending a week with his parents Mr. and Mrs. B. F. Guthrie. He receives his degree in the school of commerce June 15. He will leave for Chicago Friday where he has a position with the Harder Stationery Company in their industrial engineering department.

FIRST CHRISTIAN CHURCH July 5, 1925.

Sunday School at 9:45
Preaching services at 11:00 a. m. and 8:30 p. m.
Morning subject: "Honoring Our Country."
Evening subject: "Victory of the Faithful."
Come worship with us you will be welcome.
"It is impossible to stuff the body and starve the soul."
T. Morgan, Minister.

STALLED!

Because of lack of Oil

Human machines, too can become stalled because of lack of Oil!

When Constipated Lubricate With—

Squibb's Mineral Oil

Best and Safest for internal use. PRICE \$1.00

Corner Drug Store

The Rexall Store Phone 105

NEWLY MARRIED EDITOR HAS IT Poured ON HIM AT HOME

"I'd hate to be an editor," remarked L. Baskin Tuesday. "John Moseley and I were in Tulla Monday afternoon, arriving just about the time Editor Engleman of the Herald got off the train from his bridal trip. The whole town was there to meet him, and what they did to him was a shame. They separated him from his bride, handcuffed him, and locked him up in jail!"

CLAUD RICKETTS AND WIFE MOVE BACK TO HEREFORD

Mr. and Mrs. Claud Ricketts who have recently moved to Amarillo, have returned to Hereford to make their home, and have moved into their home. Mr. Ricketts' health has been bad of late and he states he will put in a lot of time cutting weeds first, and then decide upon his future business connections.

LARGE TREES FROM ACORNS GROW:

The poultry and egg business was formerly considered a small part of the income from the farms.

With the Chamber of Commerce fostering an immense hatcher and with the interest manifested in our county, the poultry business is destined to be a Big business for Deaf Smith county.

This bank is interested in anything that means a solid financial foundation for the country.

THE WESTERN NATIONAL BANK of Hereford

Summer Sale of FURNITURE

We have a very large stock of furniture on hand at this time as well as a complete line of everything else usually carried in a first class Furniture Store. We are making some very attractive prices at this time in order to induce ready buying. It will pay you to inspect our stock.

Livingroom Furniture

We are showing a most attractive display of Livingroom Furniture in all the new styles in over stuffed and cane back suits in Mohair and Baker cup Velour in various shades. All priced for the summer \$25.00 to \$50.00 cheaper than any one.

Bedroom Furniture

It will surprise you to see what excellent values we are offering as well as such an extensive showing in the new period furniture in French walnut, American walnut, Ivory, Belgium Grey, Birds Eye and Oak. These things we are offering 20% under all competition.

Diningroom Furniture

We take you into this department of our store with no little pride. We have the latest to offer you in French walnut, American walnut, fumed oak, Jacobean oak and Italian grey.

For the summer trade we offer these goods about 25% under real value.

Hoosier Kitchen Cabinets, Refrigerators, White Sewing Machines, Wall Paper, Art Rugs, Iron Beds, Mattresses, sold at "bedrock prices."

"We Are Satisfied With Small Profits"

E. B. Black Company

"Everything to our store by way of the Santa Fe"

Paint Headquarters

Paint Up, Clean Up, and Keep it Up!

PAINT—by all means. There is no economy greater than paint in the preservation of property.

These are painting days—and you should be busy. We have the paint for every purpose—and will gladly inform you of the kind to use—no matter what your job may be.

PANHANDLE LUMBER CO.

Phone 65