

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 38.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 2, 1930.

FIVE CENTS PER COPY.

Sinclair Oil Makes Plans To Erect \$15,000 House at Corner Sampson and Third

That another major business venture will be built in Hereford falls and another business of wide operation will be located here is indicated by the signing of a 20-year lease contract by Mr. and Mrs. Ezra Norton with the field representative of Sinclair Company.

The contract has been forwarded to Sinclair's head office for official signature of the corporation, and its acceptance is expected back within a few weeks, as the field man was sent here for specific purpose of making such arrangements. The Sinclair building would be located at the corner of Sampson avenue and East Third Street, east from southwest corner of the art house, where the M. D. Womble Implement company is now located. The contract calls for a brick structure with a 75-foot front on Sampson and a depth on East Third of 100 feet. A drive-in garage station would be provided, and the main building used for accessories connected with petroleum products and motor vehicle operation.

Sinclair would lease the ground for a period of 20 years, paying monthly rental, and would put the building which, together with equipment, would cost \$15,000 more. At the end of 20 years improvements on the lots would pass the property of the Norton's, according to the contract.

Third Place Is Won by County at Lubbock Fair

Deaf Smith county's agricultural exhibit scored third place in the South Plains exposition at Lubbock this week and came in for \$150 prize, according to O. Dunkle, who returned home Sunday night after supervising display of the products from Amarillo to Lubbock and awaiting decisions of the judges there.

The booth captured fifth place in State fair last week, with 24 points. In the new set-up at Deaf Smith fell short only 5 points of tying for first place. The county headed the list, scoring 952 points on its score. Potter county came second with 951, and Deaf Smith third with 947. Other counties that placed were Ochiltree, 939; Lamb, 932; G. G. G. 929; Gaines, 901; Hockley, and Cochran, 849.

Grace Hershey of Progressive Community is in charge of the exhibit at the South Plains fair this week. Others who have been instrumental in assembling the exhibits are B. H. Hopkins, E. O. Stiegle and Fred Goodnow.

A big share of honors in what exhibit has done at the two regional fairs is given by E. Dunkle to B. H. Hopkins, vocational agriculture teacher in Hereford high school. Mr. Hopkins gave daily of his time and put his knowledge of farm products into the exhibit unstintingly, without pay, comparing the different articles to show to best advantage in comparison. At his own expense he drove to Amarillo and assisted in the preparation of the booth. "It was a matter of cooperation that helped to run up points on our record," said Mr. Dunkle.

The county booth, within the few days, has rated for high honors in two prominent fairs and has been awarded a total of \$1,200 prize money, getting better time, and a movement has started to carry the exhibit to state fair at Dallas.

Jno. P. Slaton was at Lubbock last week at the railroad fair and was informed that officials of the Texas & Pacific railroad were coming to Lubbock this week and it was desirable to have the county entries on display as could be obtained from the route of the new rail line showing within a few minutes resources of the territory to be served. Acting with this in mind, the local chamber of commerce secured booth space along with other South Plains counties and came out ahead of all the other district.

Four Churches Add to Charity Fund With \$385

A large part of the local charity fund for the coming year was raised at the First Christian church Sunday night with four congregations and their pastors donating \$385 to the community chest.

Following the sermon of the evening, it was stated by Rev. J. M. Fuller that about \$500 would be required during the next 12 months to meet all deserving charity needs, that of the \$300 started with over a year ago only a few dollars remained and that cases were arising daily which called for immediate attention. An organization was put to work to record and receive donations, resulting in almost reaching the quota within a few minutes.

Rev. J. W. Boutlinghouse is the chairman of the central committee, which disburses the funds but only after investigations. It was also announced that notices would be furnished business houses advising those who asked for help to see the benevolent committee where their just needs may be looked after.

Owing to depressed financial conditions over the nation, the committee is expecting more calls than usual for help. Business men have no time to investigate every case and the community chest organization will relieve them of answering these appeals from day to day.

The churches whose membership almost filled the chest Sunday night were Baptist, Presbyterian, Methodist and Christian, and the leaders in the drive were Revs. J. M. Fuller, V. M. Cloyd, E. P. Gieser and J. W. Boutlinghouse.

Local Firm to Do Shop Work for Lions Club

A big step forward was made in realization of the kiddies' playground by the Lions club Wednesday at the luncheon when Prentiss Rosson, speaking for Buchanan & Rosson Implement company, announced that the firm's shop force would do all the mechanical work without charge in making the various apparatus that would be placed in the park.

Mr. Rosson stated that when the club bought the necessary material, such as pipes, iron bars, bolts and lumber, the implement shop would, at leisure time during the fall and winter, turn out the equipment desired and have it ready to be set up when the park is opened for the playground.

It is planned by the Lions club to cooperate with the city commission in its improvement of Lake Park, and a plot in eastern part of the ground has been allotted for this particular project.

That the Lions club is the greatest free-lance service organization now operating in America was claimed by Roy Arnold, who pointed out how the business and professional men had called to their attention at the weekly luncheons matters of service that could be rendered, things of public welfare that would never be thought of by the individual in his ordinary work-a-day life.

EVELYN PLUMMER LIVES AT DEAN AND NOT FORD

In recounting the exploits of Miss Evelyn Plummer at the fair, in which she won several dollars as an amateur judge of beef and dairy cattle, her home community was given as Ford when it should have been Dean. Evelyn is only 12 years old and her feat in placing first on judging beef cattle, winning \$10, and second on dairy stock was astonishing. There was no second prize on the dairy, but J. W. Berry, winner there, gave the young girl \$2.50 in admiration of her talent.

Survey Shows Good Business Is Still Here

The "white spot" of good business remains in the Panhandle and during the past month has spread to include every county in the "handle", according to Nation's Business for October. For two years the white spot has clung to the Amarillo district, extremely small at times, while most of the nation was running into darker shades from month to month.

States the Nation's Business: "Trade, in general brightened up the latter half of August, and though it seemed mainly seasonal, there was some evidence that depleted stocks were being replenished. A railroad building boom brought an increase of business activity in the Texas-Oklahoma Panhandle."

Good results are being seen in business, apparently in Deaf Smith county with only announcement of plans by the Texas & Pacific to build a new railroad.

Right-of-Way Given Freely By Landowners

Plans for forming a ladies' auxiliary to the chamber of commerce were discussed Monday noon at the luncheon served at the First Christian church, where Jno. P. Slaton presided. All present agreed that an auxiliary formed among the ladies would function well along with the main body, and the matter will be brought up again at a future meeting.

Judge Slaton stated that a large part of the right-of-way for the proposed new railroad had been donated by property owners, but that much hard work remained to be done to bring the rail line into Hereford.

DR. KIBBE AWARDED ALL SHORTHORN PRIZES

Some omissions have been noted in listing fair prizes last week in the Brand. Dr. C. T. Kibbe, who operates a registered Shorthorn breeding farm, won all the prizes offered in that department. His winners were a three-year-old roan cow and a white bull calf.

WASHINGTON ATTORNEY IS VISITOR HERE WEDNESDAY

G. O. Bateman, general attorney and vice president of the T. & P. railway company, and Major Fred N. Oliver were in Hereford Wednesday afternoon, conferring with Jno. N. Slaton, chairman of the local railroad committee. Major Oliver is a Washington attorney, who has specialized in handling legal matters with the Interstate Commerce Commission. He has been employed by the towns along the proposed route of the new road to represent them in showing public convenience will be served in constructing such a line.

Will Conduct Revival Here



REV. C. Y. DOSSEY
Evangelist, of Dallas

Beginning of a revival at the First Baptist church here October 26, is announced by Rev. V. M. Cloyd, pastor. Rev. C. Y. Dossey of Dallas will be in charge of the preaching services and Johnnie Cohen of Palestine will be choir leader.

Rev. Dossey is a young evangelist who has had marked success in his work. Just recently he closed a meeting at Vernon with close to 200 additions to the church. He is a forceful speaker, and the general public will be interested in his messages.

"To hear Mr. Cohen sing and illustrate one song, 'Throw a Line', will be worth what it will cost to bring the singer here," said Rev. Cloyd. Mr. Cohen is one among the best gospel singers now in the church work, according to the pastor, who has heard him.

Slow Rainfall Was Helpful; 4 Inch Total

Following closely on the heels of a big drop in temperature and threat of frost one or two mornings, a slow rain began falling over the entire Hereford territory Tuesday night, continuing Wednesday for a total precipitation of 4.1 of an inch registered by the First National Bank gauge in Hereford.

A heavier rainfall was needed, but the amount of moisture received has been greatly beneficial, according to farmers of the county.

HOSPITAL NOTES

Miss Mabel Barnhart, major operation, September 25.
Miss Neva Major, major operation, September 25.
Mrs. T. E. Baker, major operation, September 25.
Jack Smart, son of Mr. and Mrs. W. S. Smart, major operation, September 30.

Portales High And Hereford Tangle Friday

Hereford's gridiron warriors are in readiness for a hard fight here Friday afternoon when a hefty eleven from Portales will line up for the third home game of the season.

Portales has a weighty aggregation and they are rated rather high, according to B. H. Hopkins, business manager of the athletic association. No line on the visitors' scoring ability has been obtained; however, the whole Portales team scouted the game at Clovis last Friday, and they will have no delusions as to what they are up against, for the Whitefaces are said to have displayed some real form in head and machine work.

Capt. Higgins and his ball carriers expect to do their best to celebrate the school's new colors of maroon and white with a victory over these invaders from New Mexico.

Miss Chapman Converts Hogs Into Education

Jim Ferguson raised quite a stir in times past with the expression that people were going "hog-wild" over higher education. Elizabeth Chapman, former 4-H club girl of Sims community, has been "wild" enough over college training, her desire for increased knowledge in higher arts and sciences strong enough, that she has found a way to convert hogs into education.

Miss Chapman left last week to enter College of Industrial Arts at Denton where she will specialize in home economics. A big part of her college expenses was derived at the Deaf Smith county fair through prizes and a hog sale. Her prize winnings and receipts from a litter of pigs farrowed March 16 totaled \$270.

DRUG STORES TO CLOSE AT PERIODS ON SUNDAYS

An agreement has been reached by the three drug stores of Hereford to close for specified periods on Sundays in observance of Sunday school and church hours, effective next Sunday.

STORK SPECIALS

Born to Mr. and Mrs.—
Roy Boyd, September 29, a daughter.
O. T. Behrends, September 26, a daughter.
Tom Perdue, September 30, a son.
Jesse Carter, September 21, a daughter.

Taxable Valuations Total \$8,565,795 for State and County Aims; Rate Is \$1.63

Rural School Inspection By Miss Nell Hall

The vacancy in the chairmanship of the county health committee, caused by the resignation of C. W. Humble was filled at a recent meeting of the committee by the election of Attorney W. E. Dameron to the office. County Treasurer J. H. Head was elected to the office of treasurer, succeeding Dr. B. M. Wiltshire, who asked to be relieved. Dr. Wiltshire will, however, retain his place as a member of the committee.

Miss Hall reports that the work of inspection in the high school will be completed this week and the same work will be taken up in the rural schools with the schedule for next week as follows: Monday, Bippus; Tuesday, Wyche; Wednesday, Messenger; Thursday, Dean; Friday, Progressive. Reports from the three health clubs, Dawn, Frio and Dean, state that meetings are growing in attendance and interest, the practical nature of the work adding to its appeal.

In addition to regulation health work now being started in all of the schools and which includes morning inspection, health rules, drills, sanitation, etc., Miss Hall is advising with teachers and parents concerning the importance of immunization of all children against small pox and diphtheria. The value of installing equipment for serving hot lunches in the schools is also being stressed.

Miss Hall urges that mothers of the children be present at the school inspection whenever possible and that pre-school children be brought for inspection at that time.

Woman Dies Under Distress Circumstances

Funeral services were held for Mrs. Lee Della Kinney, age 35, at the E. B. Black funeral chapel Friday, with Rev. V. M. Cloyd in charge, and interment was made in West Park cemetery.

Deceased was wife of J. Kinney, who gave his address as Ranger, and she died here Thursday at the home of Mrs. M. A. Barnes. The family came to Hereford several days ago under distress circumstances, and was found on Tierra Blanca creek in the south part of town barely existing. Mrs. Kinney was near death with heart and kidney trouble.

Hereford's charity committee took charge of the Kinneys and moved them to the camp ground on the town's east outskirts. The woman became worse, and the county commissioners had her placed in the home of Mrs. M. A. Barnes for better care. Medical attention was provided, but death came and claimed the wife and mother.

Funds from community chest were used to pay expenses at the camp ground, and the county bought a casket and paid her funeral expenses.

SECRETARY STILL HAS UNDELIVERED CHECKS

Many prize winners at the fair have not called for their checks, states E. E. Chick, secretary of the association. The checks are ready for delivery at any time, and those entitled to prize-money are requested by Mr. Chick to ask for their awards at the Chick-Harwood variety store.

JAMES LUSK AWARDED FIRST PRIZE AT AMARILLO

James Lusk, club boy of Ward community, won \$15 at the Tri-State fair in Amarillo last week with his Poland-China gilt. The gilt took first premium in its class and fourth in open class. This is James' club project for the year under County Agent Dunkle.

Deaf Smith county has a property valuation for state and county tax purposes of \$8,565,795, according to Earl W. Wilson, county judge, who released the figures following the sitting of commissioners court as a board of equalization. The increase in round numbers is \$100,000 over last year.

The new tax rate for the coming tax paying period totals \$1.63 for county and state, divided into state 68 cents, county 95 cents. Subdivisions of the county tax are general fund, 25 cents; road and bridge special, 15 cents; road and bridge special, 15 cents; jury, 15 cents, and general improvement, 25 cents.

The five cent tax that goes to support the county library is included under the general funds of 25 cents.

Hereford independent school district assessment roll shows a valuation of \$4,225,000, compared to previous figures of \$3,850,000. There is an increase of \$375,000, taken care of for the most part in new buildings and improvements of various kinds during the past year. The local school tax is \$1.00.

Tax rates for the rural districts are as follows: No. 1, 80 cents maintenance, 20 cents interest and sinking fund; No. 2, 85 cents maintenance and 15 cents sinking fund; No. 4, 50 cents maintenance, no sinking fund required; No. 5, \$1.00 maintenance; No. 6, 50 cents maintenance; No. 7, 50 cents maintenance; No. 8, 75 cents maintenance and 25 cents interest and sinking fund.

Ministers Say Union Revival Was Successful

The two-weeks' union revival, which opened September 14 by Rev. J. M. Fuller on the subject "Has every man a price?" was concluded Sunday night at the Christian church by Rev. J. W. Boutlinghouse who had for his theme, "What then shall I do with Jesus?" Many responded to his plea to answer the question correctly.

No services were held at the First Baptist church at the evening hour, and Rev. V. M. Cloyd and his congregation met with the other three churches in the last meeting of the revival, filling the auditorium and balcony to capacity.

The ministers each expressed pleasure in the results of cooperative efforts of the past two weeks, and Paul White of Chicago, who has been here with Mrs. White from the beginning of the services in charge of the singing, thanked the choir and audience for their cooperation with him in rendering gospels in song.

In answering the Roman government's question of what should be done with Jesus, Rev. Boutlinghouse stressed that each individual must find the answer himself. He said that Pilate's question was the greatest ever proposed to human mind, greater than any asked by outstanding philosophers or teachers.

"There is no neutral ground," the minister emphasized. "You are either living for righteousness or for wrong. The answer you give will determine your destiny. If we do the right thing with Jesus, if we answer correctly, all our sins will be forgiven, we will have peace of conscience, we will have power to evade slavery of sin, we shall be like him, and we shall have eternal life."

"Eternal life means we shall become one with God under his blessing, go to a place where we may reach perfection in our noble desires. There is nothing in comparison with the eternal life promised."

This is a personal question, though a troublesome one, and the way to answer it correctly is to receive him, open your heart to him, and obey him, keep his commandments."

Following the speaker's exhortation, and obey him, keep his commandments, and what they would do with Jesus, several went forward in token of a decision for righteousness.

Mayor's Proclamation

WHEREAS, Fire is the greatest destroyer of property, the losses in our Nation running into the millions of dollars each year; and,

WHEREAS, it is an evident fact that most fires are from preventable causes; and,

WHEREAS, during the past several years, our Nation has observed one week during the year in which an intensive campaign of education on Fire Prevention could be carried out, especially among our boys and girls; and,

WHEREAS, the week beginning on October 5th, 1930, has been designated as Fire Prevention Week and each city or town in our Country is expected to co-operate.

THEREFORE, I, E. S. Ireland, Mayor of the City of Hereford, hereby designate the week beginning October 5th, 1930, as FIRE PREVENTION WEEK, to be observed by every citizen by preaching and practicing rules and methods of fire prevention; and by removing any fire hazard that may be known to exist, and to be observed by our boys and girls by studying and putting into practice rules and methods of fire prevention to the end that fire losses in Hereford may be kept down to the minimum and that we may maintain the good record we have established in the past.

Respectfully Submitted:

E. S. IRELAND, Mayor.

WE FEATURE ELIZABETH ARDEN TOILET PREPARATIONS

SARGON



Phone 13
R for DRUG SERVICE

Special for This Week Only

Joy Synth Bath Crystals soften the hard water, making the bath delightfully fragrant and refreshing. Packed in a designed cocktail shaker with six glasses (an idea for Christmas) **\$1.50**

May we demonstrate to you the Master Radio, the R. C. A.? Unexcelled Radio, the R. C. A.? Unexcelled
Rice Drug Store

YOUR PRESCRIPTION WILL BE ACCURATELY COMPOUNDED BY A REGISTERED PHARMACIST.

The Hereford Brand

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HERFORD, DEAF SMITH COUNTY, TEXAS

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E. E. KESSIE, Editor and Manager

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NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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Caught in The
Corral
&
Put Through The
Chute

Children of Walcott school have thought it amusing to find a news story on chicken theft grouped in the Brand under the general head of society items. They are eminently correct in pointing out the mistake, but did not someone commit a social error in taking Mrs. Ross' chickens without her permission? If they had been invited to dinner to eat fried chicken, in making way with them gustatorially we must presume they would walk rough-shod over etiquette, use the wrong implements, be guilty of many social errors, but the chicken dinner write-up would have to be classified under society, would it not?

The Walcott pupils have the best of the argument, however. Social items should contain only articles that pertain to upright conduct. Whoever the culprits are have reflected it would have been better to make way with chickens at the dinner table than in the tonneau of a coupe, and they had rather be published on some charming hostess' guest list than on Sheriff Miller's guest book.

A subscriber at Black writes in to compliment Hereford on the high class pictures that are being screened at the theatre. He refers in particular to one some time ago that showed a nude woman riding horseback, probably Lady Godiva. A. J. S. says it made a hit with the tractor farmers in his community, because they had forgot what a horse looked like.

"Sweet Clover Billie," as the writer styles himself, also adds that the fat bachelors out there have sore places on their faces from practicing eating with a fork after leaving off their spoon-and-bean batching days and entering a boarding house.

Hereford's community chest fund for deserving charity

19 Years Ago In Hereford

Formal celebration of school opening was held three weeks late though class room work had been in progress under Superintendent Short. Delay was caused by the auditorium not being equipped with seats. Miss Maude McLean gave a reading. J. E. Garrison, Geo. Barcus, an attorney, and R. H. Norton, trustee, made talks.

Santa Fe's demonstration train, showing progress of railroading, was on tour of its lines, stopping at towns and slowing down at crossings where people of the countryside were congregating to view the sights.

"Water, soil and sunshine" was the slogan of irrigation enthusiasts in the Panhandle. D. L. McDonald had supplied water to 320 acres, getting a big harvest of oats, kafir, wheat, maize, cotton, alfalfa, onions, sugar beets, millet and potatoes.

Burford Farmer and Jim Rutherford had left on bicycles to visit Mr. and Mrs. Sam Bratton at Farwell.

W. D. Kelleher went to Amarillo on business.

Roswell was advertising its Product Exposition, featuring a Curtiss "aeroplane" in daily flight, first "airship" to be flown in New Mexico.

P. H. Lee of Hollene, New Mexico, had written that his section would have a number of bales of cotton to be ginned in Hereford.

What was claimed to be the finest bunch of steers ever put up in Texas and highest price ever paid for two-year-old steers in this state had been received by Wm. Todd of Tulla, when he sold 600 head of Herefords, weighing an average of 1,000 pounds. The price was an even \$45 each. "No man ever sold a herd for such a price," said Sam Dunn, who handled the sale.

The local Bench Congress had about agreed on Woodrow Wilson for president, W. F. Ramsey for governor, and Morris Sheppard for senator. (This must have been an unusually wise congress.)

A surprise birthday celebration was prepared for Miss Willie Robinson, daughter of Mrs. W. B. Robinson. Among those present were Misses Fern Churchill, Emma Eubanks, Elsie Cloyd, Ruth Surt, Fanny Simpson, Alma Beach, and Messrs. Criss, John and Wilbur Renfro.

C. B. Williams was away on business in El Paso country.

Miss Zollie Garrison had left for Miami where she was a public school teacher.

B. Rowan and family of Dimmitt had visited in the city.

W. J. Walters of Slaton had been visiting Mrs. Walters here.

10,134 pieces of mail had been handled by Postmaster Smith during past month.

Mrs. Elizabeth Stone, a sister of Mrs. C. Smith, whom she had not seen for 14 years, made a visit here.

Harvey Cash of Dimmitt had been in Hereford.

Jim Cardwell was a member of federal grand jury in Amarillo.

Cardwell Brothers advertised a sale of big stock of groceries at and below cost. Star chewing tobacco at 45c a pound, gallon cans table fruit, peaches, apricots, for 35 cents. Prince Albert smoking, three cans for 25 cents.

Mrs. Jennie Thompson's niece, Miss Irene Carter of Amarillo had visited her.

Mr. and Mrs. C. T. Herring had passed through on their way to Star ranch in Castro county.

M. K. Hawkins of Salem, Ohio, came down to look after his land interest.

Mrs. J. S. Wyche had as her guests her daughter, Mrs. C. S. Battle and children, of Vancouver, British Columbia.

H. B. McKinley had shipped his stock and moved his family to Sherman where they had a large farm.

A. P. Murchison had been elected cashier of First State Bank & Trust Company, taking the place of Thomas Webb, resigned.

Misses Mabel Betts of Panhandle and Nora Betts of Plainview engaged in teaching, had visited their brother, Edgar Betts.

cases has been partially refilled. It was a splendid gesture of four united congregations which, following the last service of the union revival Sunday night, subscribed and paid in on the spot \$385 to be used by the central committee in the city for the next 12 months. A minister heads the investigating and disbursing committee, and it is noticeable that it was ministers and church people who organized and put through the initial drive for new funds, raising upon brief heraldry nearly \$100 more than the chest operated with during the past year.

Church people have made their donations, and there are no doubt many on the outside who want to take part in helping the needy. There will be more cases this winter than ever before requiring assistance, not so much home folks but travelers who get stranded here. It is estimated that \$500 will be needed to meet such demands. There are those whose religions is the brotherhood of man, whose relation to their creator is carried out in recognition and practice of lending a helping hand to humanity. The chest is open to their benefactions. If you have any money to give for such a purpose, call any of the ministers of Hereford and your contribution will be pooled in readiness to carry succor to those who are suffering.

A case of dire need was found last week in Hereford. A family, coming from the west and on their way to Oklahoma, was stranded here for several days with a broken-down car. They had no funds to repair the automobile and nothing with which to buy food. They existed at the edge of the city for several days on discarded meat scraps, while they tried to put their motor in order. Saturday the man came to Hereford Bakery and asked for bread, which was readily given. Revs. Cloyd and Fuller were informed of the circumstance, and they hurriedly carried food to the wretched family. Beavers Bros., local garage men, volunteered to repair the car, and they labored Sunday morning to help get the ox out of the ditch for

strangers but neighbors, nevertheless.

And this leads one to remark that people of the present age are not so bad. "They are almost good," someone rises to say. There is perhaps more benevolence in the world than ever before. It may be a sin-cursed world, but when we look about and see how almost universal is the tendency to fly to those who need, when we deem them worthy and our financial condition permits, we want to read that poem of

Leigh Hunt's again, in which the Arabian asked the angel if his name were in the Book, and when negatived requested simply:

"I pray thee, then, Write me as one that loves his fellowmen."
... "And, lo! Ben Adhem's name led all the rest!"
among the names of those who loved the Lord.

The Brand has received a communication citing that it is thought only right and proper that people, on both sides



Harvest Your Crops Have Money

As you look over the golden fields that yield dollars for your hard work, determine to put and keep your Harvest Money in our bank where it will be safe. Consult us for investments.

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HERFORD
—a strong bank thoughtfully managed—
HERFORD, TEXAS



THERE'LL BE NO "DROUGHT" HERE!



of the stock or herd law question should be permitted to express themselves through the paper. It is right and proper that they should, and the Brand invites pertinent comments so that the voter may be well-advised when he goes to the polls October 25 in precincts 1 and 4 to pass upon the matter. It must be understood, however, that discussions sent in must be signed by some real person. This does not mean that the signature will be published, but is for protection of

the newspaper. Please keep this in mind when you send in your article for or against the stock law.

DR. WEBB WILL ADDRESS UNION MEETING OCTOBER 12
Sunday evening, October 12, there will be no regular preaching

services at the Methodist, Presbyterian, Christian or Baptist churches, but a union meeting will be held at the First Baptist church with Rev. Atticus Webb, a moral leader of Dallas, filling the pulpit. Rev. Webb is a man of national reputation, and he is announced to bring a worthwhile message.

D. K. ROBISON, M. D.
RESIDENT PHONE 500 OFFICE 282

M SYSTEM
"Saves for the Nation"

Bargains for Friday and Saturday

| | | |
|-----------------------------------|--------------|--------|
| COCOA, Hershey's | 1 lb | 30c |
| | 1/2 lb | 15c |
| | 1/4 lb | 8c |
| FLOUR, Great West | 6 lbs | 30c |
| | 12 lbs | 50c |
| FLOUR, Great West | 24 lbs | 85c |
| | 48 lbs | \$1.70 |
| VINEGAR, gallon, bulk | | 38c |
| FIG BARS, two pounds | | 25c |
| JELLO, assorted, three for | | 23c |
| PAPER, Northern Tissue, three for | | 25c |
| CANDY, Assorted stick, one pound | | 19c |

WE DELIVER PHONE 249

Priced to PLEASE!

Whether you spend \$5 or a dime, you can expect satisfaction for your money here . . . in service, taste or quantity. It's good business to shop here for food.

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Progressive News
BY MISS OLIVE PERKINS

Mr. and Mrs. G. F. Caldwell and niece spent Sunday with their daughter and sister, Mrs. Cecil Eggen, at Driestel.

Winnie Hughes spent Sunday at Catherine Ricketts.

Albert Donivan spent Sunday at Clyde Russell.

Mr. and Mrs. Luke McBrayer and Betty Jeanne visited her parents, Mr. and Mrs. Ira Ricketts, today.

Several from this community attended the Amarillo fair last week. The Progressive club quilt was given away Saturday afternoon. It happened that Mrs. J. L. Clark was the fortunate one.

Mrs. Jack Baker underwent a major operation Thursday and is resting along as well as could be expected.

Lawrence Boyd and brother of New Mexico visited their sister at Dimmitt Sunday.

There will be a literary meeting and short program given at the school house Friday, when everyone is invited to come.

Miss Leatrice Benson visited her sister at Frio Monday.

Mr. and Mrs. Joe Caldwell visited her mother at Canyon Friday night.

Mr. and Mrs. H. L. Hershey and son left Saturday night for Lubbock where Mr. Hershey will help with the fair.

Mrs. Betty McBrayer is visiting her daughter, Mrs. T. E. Baker,

this week.

Mr. and Mrs. Jim Ricketts visited Mr. and Mrs. Luther Pevely Sunday.

Miss Boyd of near Dimmitt visited her brother, Lawrence Boyd, Saturday.

Messrs. and Mmes. Owen Neel, and family, J. E. Blakemore and family, J. L. Park and family and Mr. Millard and Augustine Gregory visited in the Ray Hershey home Sunday afternoon.

Dawn Items
BY MISS LOVIE MAYFIELD

A large crowd attended Sunday school last Sunday. You are urged to be there next Sunday.

A singing was given in the Roy Botsford home last Sunday evening.

Several families of this community attended the Amarillo fair last week.

Mr. and Mrs. H. E. Miller and family visited in the Mayfield home last Saturday evening.

Miss Faye Irwin visited in the Greer home last Sunday.

Mr. and Mrs. W. J. Stewart and son, Raymond, called in the Mayfield home last Tuesday afternoon.

Mr. and Mrs. O. L. Harrison of Willadoro visited in the Mayfield home last Sunday.

Miss Gladys Greer visited in the Irwin home Sunday.

Mrs. John McGowan and son, John, and Mr. Thompson visited the Mayfield home last Saturday.

Mrs. Clyde Johnson of McLean

House Heating On Short Notice



By MARIE HULSER

IN these in-between days, when it's not quite cold enough for the furnace to be started and not really comfortable without some artificial warmth, the space heater fits in for much valuable use. As a means of instantaneous heat its many contributions to comfort, coziness and health give auxiliary heating a unique place in the home. Too, it is an economical way of getting comfort quickly.

Of course there are many different types of space heaters of varied service and design such as the fireplace heater, the radiant heater, vector-heaters, steam radiators and so on, all using gas for fuel. The open fireplace heater is one of the most attractive types since it possesses all of the charm of the open fire, without any of the inconvenience, and all of the enjoyment and comfort with none of the afterwork.

Very appropriate fireplace heaters are made to simulate open fires of wood or coal, while the space heaters which fit so appropriately in any room are of the radiation heat type, made up of a lacework of radiants which glow into a fascinating incandescence. They have been cleverly designed to fit into any type of interior and to be an asset in a decorative way, as well as a service rendering accessory.

The coal grate type of fireplace heater is particularly charming in appearance and so well suited to a Colonial interior. It resembles the old fashioned coal basket, containing imitation coals so constructed in the grate as to look unbelievably real. When the gas burner, which is cleverly concealed, is lighted the fuel heats the coals to incandescence. This type of appliance utilizes the imitation coals in the same way as does the radiant fire heater, also producing radiant heat.

This radiant heat, which is a new feature of modern space heaters is said to provide a type of sunlight heat from which is thrown off a form of rays similar to those of the sun. Infra-red rays predominate, and these rays are known to have a decidedly health giving effect.

In these days of sun worship with the populace sun bathing all summer, and pursuing its elusive rays in the fall and winter this sunlight feature of the radiant space heater is a very attractive one. The warmth it promises, however, and its instant response to the need for heat is of paramount importance.

Courthouse News

Warranty Deeds.

George McMahon to Mrs. Clementine Batchelar, lots 37 and 38, Hough's subdivision, block 33 of the Evans addition; \$2000.

M. L. Steele to Dessie Mae and Pauline Steele, west 70 feet of lots 5 and 6, block 15, Whitehead addition; \$10 and love and affection.

J. M. Chapman to James M. Shelton, 5.54 acres of section 33-6N-4E; \$106.20.

L. Baskin to Jack Steed, NE 1/4 block 42, Evans addition; \$500.

C. C. Lisenbee to J. E. Henry, south 173.7 acres of section 70, block M-7; \$3000.

E. Hayes Sieber to W. L. Mathers, E 1/2 section 15 and E 1/2 section 22-6N-2E; \$16,000.

Letters of Patent.

Dan Moody to H. D. Rucker and Mrs. Mary Rucker, west part section 62, block K-8.

Dan Moody to Robert Hare, S 1/2 section 54, block K-6.

Dan Moody to Hattie Rutherford, section 42, block K-8.

In your fair, I recalled John Stewart Mills' famous saying that "prophecy is a most useless occupation of man."

Mr. Phillips stated that some of the high officials of the Texas & Pacific railroad had been in his office in Canyon getting data to be used at the hearing before the Interstate Commerce Commission and that, according to their statement, Hereford was sure to be on the main line of this extension, which will go to Vega and probably from there to Dumas and points in Kansas.

Mrs. E. F. Connell returned Monday from a visit with her brother in Temple, and a daughter in Brownwood.

Mr. and Mrs. H. T. Jackson and little son, with Misses Mildred and Minnie Laura Jackson, were here Sunday from Stratford visiting in the home of their sister, Mrs. R. E. Kessie, and family.

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

Mr. and Mrs. George Sasser and son, Duffy, of Clovis; Mr. and Mrs. James Duncan and little son, James Robert, of Hale Center, were visitors in the home of W. B. Anthony and other relatives last Sunday. Mmes. Sasser and Duncan are daughters of Mr. and Mrs. Anthony.

Home Product

Our Butter Is Made HERE from a HOME PRODUCT.

EAT MORE BUTTER FOR BODY BUILDING!

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

visited in the H. E. Miller home last Saturday.

Miss Maxine Barns spent last week end in the W. L. Harris home.

Mr. and Mrs. Mayfield spent last Monday afternoon in the Buchanan home.

Arnold Hershey called on Harold Posey last Sunday afternoon.

Friends and relatives from Willadoro and Vega visited in the Lester Galley home Sunday.

Mr. Thompson spent last week end with his daughter and family, Mrs. John McGowan.

L. A. Smith and family spent Sunday in the Otto Smith home.

WANTED: Maize Heads. G. W. BRUMLEY. 36-1fc

Canyon Teacher On Visit Here Liked the Fair

Prof. Frank R. Phillips, head of the department of agriculture of W. T. S. T. C., after looking over the exhibits at the fair here September 16, 17 and 18, stated to a reporter of the Brand that he was very much pleased with the quality of material shown this year. The community exhibits, as well as the individual farm exhibits, attracted the professor's attention.

In speaking of the dairy show, he said, "Ten years ago when I came to West Texas and passed through Deaf Smith county I felt that this territory would never be anything but a Hereford growing district as far as livestock production is concerned. When I viewed the excellent showing of cattle

GET YOUR BUILDINGS IN REPAIR FOR WINTER

It won't be long now until the north wind will be whistling down over the Plains and the snow will be piling up around the doorstep.

Will your house be comfortable and warm, ready for the siege against the weather when cold snaps get here? How about loose windows and doors, shingles off the roof, and other little things out of repair? Don't you think it would be a good thing to fix them up? They won't cost much, but will save much in fuel, besides the physical discomforts incidental to winter time, and there's the satisfaction, too, of knowing it is fixed and ready, if you get the job behind you before winter comes.

R. H. Kemp Lumber Co.

Don't Wait ORDER NOW!

Don't delay stocking up on coal till you're shivering from fall's first blizzard. Get it NOW—and have a comfortable home when it's freezing outside. AND—don't forget—Coal is substantially cheaper now than later in the season! Car on track.

DIABOLO and MUTUAL
The Best Coal Mined IN BOTH LUMP AND NUT.

McLean & Pitman
PHONE 1.

A Texas Marine

High honors for marksmanship were won by Gunnery Sergeant Carl J. Cagle, U. S. Marine from Texas, in the National matches recently concluded at Camp Perry, O. The sharpshooting Texan won the coveted Pershing trophy by making the highest score in the National Rifle Team match which was captured by the Marines. He was also awarded a gold medal for his high score in another event. Sergeant Cagle was born in McGregor, Texas, and a breastful of medals testify to the shooting laurels he has won in his nine years of service with the U. S. Marines.

DIMMITT HIGH SCHOOL ISSUES "BOBCAT'S TALES"

"Bobcat's Tales" is the title of a four-column, four-page paper which is being issued every other Wednesday by Dimmitt high school, and contract for publication of the Castro county school news has been placed with the Brand. Daley Crump is editor and Winfred Fuller business manager of the paper. Miss Anna Throckmorton, who was editor of the Prairie, weekly newspaper for the college at Canyon last year, is sponsor and will assist the students in compiling and editing articles for the Bobcat's Tales. The first issue was distributed Wednesday.

SPECIALS!

FRIDAY AND SATURDAY

| | |
|--------------------------|-----|
| Strawberry Pie | 25c |
| French Doughnuts Dozen | 25c |
| Butterscotch Rolls Dozen | 18c |

Hereford Bakery
Phone 166

Drug Stores Will Close Sunday

During Sunday School and Church Hours

The following Drug Stores will close on Sundays for the specified hours, beginning next Sunday:

| | |
|--------------------------|------------------|
| 9:30 a. m. to 1:00 p. m. | After 7:45 p. m. |
|--------------------------|------------------|

City Drug Store
Corner Drug Store
Rice Drug Store

Great Church Convention to Be Open Soon

Fifteen thousand members of the Christian Church (Disciples of Christ) will meet in Washington, D. C., this October to hold three significant conventions within a nine-day period.

For three years this religious body, now numbering 1,750,000, has been preparing for this gathering at the nation's capital. The programs are now completed and most of the details for the handling of such a large delegation arranged.

A thousand young people will hold a five day Youth Convention, October 15-19. Robert Burns, of Atlanta, Georgia, is the president. The young people will discuss problems and issues having to do with modern youth and with the church. The Youth Convention sessions will be held simultaneously with the International Convention.

The International Convention of the Disciples of Christ will begin on Tuesday evening, October 14. During this convention the new National City Christian Church will be dedicated on Sunday morning, October 19. The building is located on Thomas Circle. Over 40,000 individual members of the churches throughout the nation have contributed to it.

The convention will launch an \$8,000,000 Ministerial Pension Fund campaign to care for the ministers of this religious body at the time of their retirement.

The high point of the convention

Konjola Did More For Me Than All Else

New Medicine Proves Real Boon to San Antonio Housewife; Earns Eager Praise.



MRS. T. G. MOORE

"Three years ago I began having trouble with my liver," said Mrs. T. G. Moore, 314 Mission Street, San Antonio. "I was sluggish, my complexion was bad and I had dark blotches on my face. I was troubled with constipation and forced to use laxatives and purges almost daily. These conditions made me very nervous and I did not sleep well. I felt thoroughly down and out."

"My husband and I decided to give Konjola a trial. After trying this medicine out for a few days I found it different than anything I had ever tried before. Now, after taking Konjola for a month, I am feeling better than I have for a long time and am more than pleased with the results it has brought. It has done more for me than all else I tried and I am glad to endorse it."

Although Konjola does work quickly, it is best to take this medicine over a six-to-eight week period in the average case. Its records has made Konjola a household work in thousands upon thousands of American Homes.

Konjola is sold in Hereford at the Corner Drug Store, and by all the best druggists in all towns throughout this entire section.

Woolen Frocks Dominate Fall Styles

THEY WILL BE BELTED AND LONGER THAN LAST SEASON, SAYS HARRIET-KNITTED MATERIALS, ESPECIALLY LACY WEAVES, ARE SMARTEST

BY HARRIET

THE woolen frock vogue takes precedence over every other fashion style this autumn.

When the frost is on the pumpkin, woolen frocks will appear as the most distinguished apparel for women.

There are all kinds of worsted frocks this autumn and all kinds of material from which they are fashioned. Knitted materials, especially the lacy weaves, are among those that rank highest socially. Next come the soft tweeds that take pleats and which lend a note of correctness to the smartly tailored woman who wears them.

Some of the new frocks use lingerie collars, vestees, cuffs. Others are tailored with sleek lines and no trim, depending on furs for decoration.

All of them are longer than last season. Most of them are belted. But the matter of peplums, boleros, cape treatment, one or two-piece cut and other details of fashion are considerations left to each woman.

The three outstanding colors for fall are browns, in all tones possible, reds ranging from tawny rust to rich wine and black.

The way to plan a wool frock is to visualize it with all the accessories you need to make a stunning outdoors outfit, such as hat, shoes, purse, gloves and, if you wish it, a scarf or fur piece.

Two of the smartest woolen dresses shown this fall employ two of the newest materials, one lace jersey, the other soft tweed.

The jersey is the bright new red that is so chic, and it is made in a one-piece design, with a skirt that flares below the hips. It has a regular shirt collar, very smart on a good-looking woman. And it has tight, long sleeves, with cuffs that fasten with link buttons, another new note. With it there is a black suede belt, with a buckle of gold and some red enamel the color of the frock.

A black hat, one of those little ones that sit atop a woman's head jauntily, is worn with it, a tricorn of velour, with a nose veil. The cowi scarf, that throws



Difficult to excel for smartness in fall frocks is the bright red lace jersey, left, decorated with astrakan fur. Also smart is the two-piece frock, right, in green tweed. It has an unusual vestee arrangement.

its ends down the back, and a cuff to match are made of black astrakan.

The second woolen dress is a two-piece soft green tweed, made with a pleated peplum, an unusual vestee strap arrangement that is used with a dainty pleated organdie collar and vestee and a belt of self material.

The advantages of this type of frocks are many. Change of vestee means a different character to the whole frock. You can wear a lighter tone of green silk or you can have a pique and organdie set in tailored manner. Black gloves, purse, pumps and hat are good accessories.

program will be the Sunday afternoon communion service held at three o'clock.

The World Convention will begin on Sunday night with a Roll Call of Nations. Delegates from thirty countries will attend this gathering that continues until Thursday night, October 23. Some of the overseas delegates are arriving now. The delegation that traveled the farthest is the one from Australia. Forty landed on September 26 at San Francisco and were given a personally conduct-

ed tour across the country to Washington.

Several members and the pastor of the First Christian church are making plans to attend the international gathering of their faith.

Mr. and Mrs. Jesse May of Clovis visited Mr. and Mrs. C. R. Bentley Sunday. Mrs. May is a cousin of Mr. Bentley and Mr. May is of the May Brothers' jewelry firm.

FOR JOB WORK, TRY THE BRAND

DAUGHTER BORN TO MR. AND MRS. W. D. WILLIAMS

Mr. and Mrs. W. D. Williams of Elk Basin, Wyoming, are announcing the birth of a daughter, Billie Lee, who was born September 25. Mr. Williams is a son of Mrs. E. J. Williams of Hereford.

Mrs. Louise Jackson of Lubbock spent the week end here in the home of Mr. and Mrs. R. M. Johnson, eight miles northwest of town. She is a niece of Mrs. Johnson.

Price of Wheat Has Nothing to Do With Cost of Baked Bread, If Figures of Millers Are Correct

That the price of flour is not the governing factor in price of baked bread is revealed by General Mills, Inc., which compiled operating costs of a series of representative bakeries. For every decrease of a dollar a barrel in the price of flour, reduction in cost of flour to the baker is only .0033 cents on the pound loaf.

Costs to the baker of 100 pounds of baked bread are shown in the following tabulation:

| | | |
|-------------|--------|--------|
| Flour | \$2.03 | .00 |
| Ingredients | .80 | .80 |
| Labor, etc. | 1.05 | 1.05 |
| Delivery | 1.75 | 1.75 |
| Overhead | .60 | .60 |
| Total | \$6.23 | \$4.20 |

If the farmer gave away his wheat, if the miller milled his flour for nothing, if the railroad hauled the flour for nothing, bread would still cost the baker 4.2 cents per loaf, according to above fig-

ures. And the consumer would still pay ten cents for his bread.

W. C. Morgan left last Sunday for Lubbock to enter Tech for his second year.

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

E. A. Winterrowd and son, Clarence, of Cordell, Oklahoma, motored here, arriving Wednesday last week. E. A. visited in home of his daughter, Mrs. J. Onstead, the latter part of the week in Portales, while Clarence returned home.

J. C. Cummins is spending most of his time in Portales in operation of the picture show which he recently purchased.

Mr. and Mrs. John Olson, Revere, and Mrs. E. P. Gieser and Mr. and Mrs. Paul White, of Chicago, visited Carlsbad Caverns first of the week.

FREE EXAMINATION

PERKINS & PERKINS, D. M.

609 West Third Street.

Phone 475



IT HAD TO COME, Spot Cash!

"I have been in business for a long time and have tried every route and have come to the conclusion that the Cash route is the best. I also find that I can sell at a lower price since I have adopted the Spot Cash system. My slogan is, 'Pay Cash and We Are Always Friends'."

Specials for Friday and Saturday

COFFEE, Peaberry, 6 pounds \$1.00
 FLOUR, G. B. R. Smith, 48-lb sack... \$1.55
 PEANUT BUTTER, 5 lb can 73¢
 CRACKERS, 2-lb box 28¢
 MATCHES, 6-box carton 16¢
 ONIONS, NICE COLORADO 15¢
 YELLOW, Five pounds 3¢
 LETTUCE, per head, while it lasts 3¢

Extra Special

With each \$4.00 purchase, a set of 6 cups and saucers will be given FREE. Come early, supply limited.

LOOK, MEN!

Hanes Underwear, Leather Coats, Sheep-lined Coats, Shirts, Overalls
 EVERYTHING A MAN NEEDS.

Warren Cash Grocery

Second Door South of the Postoffice.

High Quality Plumbing

Plumbing is one of the most necessary and important parts of a home, and should be given careful consideration and thought when planning or building. There is nothing that will add more to the comfort and value of a home than good plumbing. A well-arranged, beautiful, tiled bathroom or kitchen is something to be proud of, but a beautiful bathroom or kitchen with a poor installation of plumbing is a source of trouble and expense.

Repair bills are something that everyone would like to get away from, and they could be reduced considerably if a little more thought and care were given to the selection and quality of fixtures and materials and also to the selection of a competent and responsible master plumber.

We Give Special Attention to Repair Work

ROUNTREE

HEATING AND PLUMBING

PHONE 340

WEAR CLEAN CLOTHES

Send It To a Master Cleaner

PHONE 160

CORBETT & COMPANY

REZNOR AND IRONTON Gas Heating Appliances

Our new space heaters for the winter season are now in stock and on display. You will find a model and size here that will exactly suit your requirement, its purchase will give years of satisfactory service and dependability.

Radiants and Circulators

Everything you can desire in the way of a space heater is awaiting your selection here—from the beautiful and graceful glowing radiant heaters that make such wonderful ornaments to any home, to the dignified and most highly efficient circulating heaters that will keep your room or house at a uniformly even temperature and still not cover your walls and furniture with condensed moisture.

LET US SHOW YOU THE NEW MODELS AND EXPLAIN THEIR EFFICIENCY AND UTILITY

STREU HARDWARE CO.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Most of the farmers of this community are sowing wheat. We hope the old adage, "Sow in the dust and reap in the mud," will mean a great yield.

We were elated to learn that E. L. Campbell, of this community, won third prize on his summer yearling Hereford bull at the Tri-State fair, where six of the leading show herds of the West were showing.

The cool fall weather probably accounted for a decrease in our Sunday school enrollment Sunday. We had 65 for Sunday school, but there were a hundred or more for the preaching services. Rev. J. M. Jones, our regular pastor, was unable to be with us Sunday. Rev. Crasset of Amarillo brought us a message in the morning and evening services.

Almost every family in our community attended the Tri-State fair last week. Among those who attended on Wednesday were Messrs. and Mrs. E. W. Womble and C. O. Phillips.

Mr. and Mrs. R. L. Campbell attended the Hereford breeders cattlemen's banquet given by the Chamber of Commerce of Amarillo on Wednesday evening during the fair, and reported it a most enjoyable occasion.

Mr. and Mrs. Speedy Cretsing and Mrs. W. T. Jarnagin were dinner guests in the home of Mr. and Mrs. Corbet Cretsing.

Mrs. W. T. Jarnagin of Bridgeport, who is visiting her daughter, Mrs. S. Cretsing, attended church at Palo Duro Sunday morning. Mrs. Jarnagin is Mrs. John Boling's and Mrs. C. Cretsing's step-mother.

We appreciated the large number of people who came to Palo Duro for church services after their Sunday school services at the Wildorado Methodist church Sunday.

Among those who came from Wildorado were Mr. and Mrs. Dodgens and Miss Cellars. Mr. Dodgens is superintendent of the Wildorado high school and Miss Cellars is the primary teacher.

Mr. and Mrs. J. W. Neil, parents of Mrs. Ruth Allred, who is the recent bride of Cecil Allred, and her sister, Mrs. G. W. Hanson, husband and sons, visited in the Cecil Allred home Sunday. Both sister and parents are from Plainview.

CITATION BY PUBLICATION

THE STATE OF TEXAS
To the Sheriff or any Constable of Deaf Smith County, Texas,
Greetings:

You are hereby commanded to summon George Dickson Fisher, Thomas Arthur Fitzhardinge Kingscote, Thomas Anderson Crossley and Archibald Gibson, C. M. Gibson, David Fisher and David Gibson, executors of George Dickson Fisher, and the unknown heirs and legal representatives of each and all of said defendants, and Cedar Valley Land & Cattle Company, Limited, and The Cedar Valley Land & Cattle Company, Limited, and the unknown stockholders of each of said last two named defendants, being unknown by making publication of this citation, once in each week for four consecutive weeks, previous to the return date hereof, in some news-

paper published in your county, if there be a newspaper published therein, but if not then in the nearest county where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, Texas, to be holden at the court house thereof in the town of Hereford on the first Monday in February A. D. 1931, the same being the second day of February, 1931, then and there to answer a petition filed in said court on the 7th day of July, 1930, in a suit No. 1828 on the docket of said Court, wherein Emma Jackson is plaintiff and George Dickson Fisher, Thomas Arthur Fitzhardinge Kingscote, Thomas Anderson Crossley and Archibald Gibson, C. M. Gibson, David Fisher and David Gibson, executors of George Dickson Fisher, and the unknown heirs and legal representatives of each and all of said defendants, and Cedar Valley Land & Cattle Company, Limited, and The Cedar Valley Land & Cattle Company, Limited, and the unknown stockholders of each of said last two named defendants, are defendants; said petition alleging that on the 3rd day of June, 1930, she was lawfully seized and possessed of

All of Section No. Nine (9) in Block No. Three (3), Certificate No. 1115, AB & M original grantee, situated in Deaf Smith County, Texas, and containing 640 acres of land, more or less; that on said date defendants and each of them entered upon said lands and ejected plaintiff therefrom, and now withhold the possession thereof. Plaintiff further alleges a chain of title from the State of Texas to herself through various deeds and instruments and that she is the owner and entitled to the possession of said land. Plaintiff further pleads specifically that she has had and held possession of said tract of land, under color of title, from the State of Texas with peaceable, continuous and adverse possession of same

Witness L. H. Foster, Clerk of the District Court of Deaf Smith County, Texas.
Given under my hand and seal of said court in the town of Hereford, Texas, this 8th day of September A. D. 1930.
(SEAL)
L. H. FOSTER,
Clerk of the District Court of Deaf Smith County, Texas. 36-4

Plaintiff prays for title and possession of said land, that her title be quieted and that any and all claims interest or estate in said lands, had or claimed by defendants be divested out of them and invested in plaintiff.
Herein fall not but have you then and there before said court this writ with your return thereon, showing how you have executed the same.

MARK EVERY GRAVE



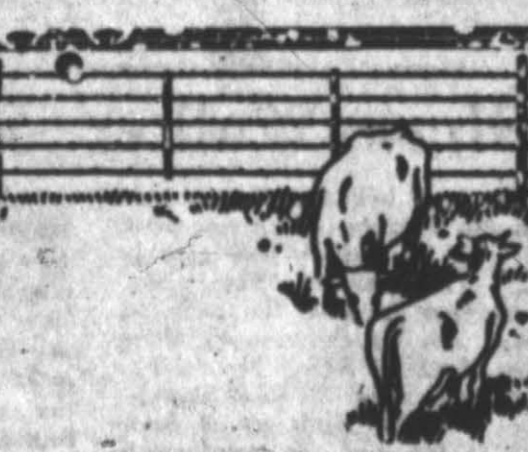
Only the advice of a dependable memorial craftsman can aid you in selecting a family memorial. For 24 years we have offered just such service, and during that time we have designed, built and erected most of the best memorials in the Panhandle.

Write or phone at our expense and our representative will call on you. Our valuable illustrated folder, "How to Select a Memorial," sent free upon request.

OSGOOD
MONUMENT CO.
24 YEARS IN AMARILLO
800 Taylor St. Phone 2-0514
Amarillo, Texas



When It Comes To Fencing



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

for a period of more than three years, and that she has likewise held such possession for a period of more than five years, paying taxes thereon and that she has likewise had such peaceable and adverse possession for more than ten years, enjoying and using the same so as to mature the title under the three years, five years and ten years statutes of limitation.

Plaintiff prays for title and possession of said land, that her title be quieted and that any and all claims interest or estate in said lands, had or claimed by defendants be divested out of them and invested in plaintiff.

Herein fall not but have you then and there before said court this writ with your return thereon, showing how you have executed the same.

Witness L. H. Foster, Clerk of the District Court of Deaf Smith County, Texas.

Given under my hand and seal of said court in the town of Hereford, Texas, this 8th day of September A. D. 1930.
(SEAL)
L. H. FOSTER,
Clerk of the District Court of Deaf Smith County, Texas. 36-4

Ward News Notes

By MRS. WILEY ROBERSON

Bob Higgins left Friday for Kansas City with some fine cattle for market.

D. O. Williams left Monday for Abernathy with a load of things, and where they expect to make

their home soon.

Messrs. and Mrs. Jimmie Harrison and Lynn Powelson and Floyd Harrison attended the fair at Amarillo Wednesday.

Mr. Jones of A. & M. College ate dinner in the Jim Lipscomb home Friday.

Mr. and Mrs. Struers visited in Panhandle Saturday.

Mrs. Caraway and Allene called on Mrs. Crutchfield Thursday.

Mr. and Mrs. Arlie Dean and children attended a birthday surprise dinner of Mrs. Hubbard on Sunday.

Misses Hughes, Garrett and Harrison were Sunday dinner guests in the Jack Hutson home.

Mmes. Struers and Suggs called on Mrs. Saltzman Tuesday.

Billie Boyer spent Monday night with Floyd Harrison.

Mr. and Mrs. J. G. Johnson are the proud parents of a baby girl, born last Sunday.

Mr. and Mrs. Montgomery and Miss Ruby Johnson visited the Amarillo fair Thursday.

Mrs. John Higgins visited her daughter, Mrs. Wm. Cole Monday. Allene Caraway spent Saturday night with Mrs. Saltzman.

Mrs. Albert Oden and Mrs. Glenn Rutter called on Mrs. Seigner on Tuesday afternoon.

Mrs. Saltzman and children and Mrs. Crutchfield and little daughter visited in the Caraway home Saturday afternoon.

Mr. and Mrs. Jim Lipscomb, George Suggs and Mrs. Bob Higgins were in Amarillo Tuesday taking in the fair.

Mrs. George Rogers and Mrs.

Stimers spent Friday afternoon with Mrs. Flowers.

Mrs. Jeff Roberson and son spent Monday with Mrs. Wiley Roberson.

Miss Brunson and Cap Cavanaugh motored to Claude last Thursday and visited in the home of her parents and returned home Sunday evening.

Mrs. Dean called on Mrs. Bob Higgins and Mrs. Wiley Roberson Monday afternoon.

Mrs. Ben Miner of Erick, Oklahoma spent the week end in the Rev. O. E. Boyer home.

Mrs. Sonny Ledbetter and daughter of Vega visited her mother Mrs. Jack Hutson, Tuesday.

Mr. and Mrs. G. M. Suggs and George went to the Amarillo fair Friday and attended the football game at Canyon that night.

Mrs. D. O. Williams and Mrs. Jack Hutson visited Mrs. Bill Hutson Friday.

Mr. and Mrs. Stiners called in the Seigner home Sunday evening.

Backache Leg Pains

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tex) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 60c at

CORNER DRUGSTORE

Mr. and Mrs. Montgomery were

Sunday dinner guests in the Miles home.

Rev. O. E. Boyer and family spent Sunday in the W. P. Caraway home.

Mr. and Mrs. Lewis and Gladys and Bob Allison attended the Amarillo fair Wednesday.

O. E. Boyer visited the R. A. Kelly home at Westway Thursday.

There was a big crowd at singing Sunday night and we were

glad to have some singers from

Westway to help us. Come again. Mr. and Mrs. Suggs and George took dinner with the Jim Lipscomb family Sunday.

Wesley and Aitua Higgins visited the Amarillo fair Saturday.

Mr. and Mrs. Jeff Roberson took supper in the Wiley Roberson home Saturday night.

Mrs. John Hutson and Mrs. Bob Higgins are on the sick list this week.

Want To Trade--

Nice four-room modern stucco house in Pampa, Texas, that would rent for \$50.00 per month, and \$800.00 cash for equity in one-half section of land in Deaf Smith County; must be good land and priced right. Give full details, section and block number.

Gray County Realty Co.

PAMPA, TEXAS

An Advertising Campaign That Is Bringing The People For Many Miles

Sprows-Cronin & Co.

Hereford, Texas

Operating on the New Schedule of Lower Prices

And now showing one of the largest and most complete lines of standard, known brands of merchandise, such as Curlee Clothing, J. P. Smith, Peters' Diamond Brand, Enna Jettick and other standard

lines of shoes; one of the finest assorted stocks of piece goods, everything that is new in READY-TO-WEAR, MILLINERY, HOSIERY, UNDERWEAR, and everything complete for your needs in winter merchandise.

BIG BLANKET SPECIAL

We are featuring Golden Seal, part Wool Blankets at \$2.49

ALL WOOL BLANKETS

Beautiful assorted patterns, size 66x80, substantial value at this price \$5.95

Good Heavy Cotton Blankets

This is a real value, good, heavy 66x80 cotton blanket \$1.49

Big Savings In Piece Goods

Beautiful Anna Mae Prints, per yd . 18c
Outing, 36 inches wide, per yard . . . 13c
Bleached Muslin, Star brand, 36 inches wide, yard 8c
Genuine Hope Domestic, per yard . . 10c
Ginghams, Peter Pan, per yard 37c
Krinkle Bed Spreads, 80x105, each . . 89c

Great Savings In Shoes

ALL SUITS MARKED LOWER!

All suits, including Curlee Clothing, work clothing, shirts, hats, underwear, marked at Special Prices.

Big Smith Overalls, per pair \$1.10
Sheep-lined Coats, dandies, each . . \$4.95
Big Smith Work Shirts, each \$.79
Union Suits, splendid quality winter suits \$.98
Men's Dress Shirts, fine quality, assorted colors \$.98
Genuine Horse Hide Coats, 27-inch, each \$7.95
Lace Bootees, 16 inches high, pair . \$6.95
Full Line of Children's Shoes.
One Lot of Men's Fine Dress Shoes, former prices to \$10, Choice \$2.98.
One Lot of Curlee Clothing at Half Price.

WANT Ads

All classified advertisements must be made in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion.

Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbalistic, and Eulogies. Legal Publications of all kinds, Announcements, Etc., as well as Reading Locals scattered about thru personal mention columns.

Personal mention columns. All of the above styled advertising, with the exception of Cards of Thanks, short announcements, and Reading Local ads cost 1-1/2 cents per word for the first insertion, and 3-4 cent per word for each subsequent insertion thereafter without charge. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is the same as for reading locals. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising.

Word ads intelligently do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

Wanted

WANTED: Have tractor, plows and drill ready to do your plowing and wheat sowing. Phone Central for my number. ARCH CONK. LIN. 37-1p

WANTED: Let me do your fall sewing, prices reasonable. MRS. FRANCES BARNARD, 312 East Sixth Street. 37-2p

WANTED: Used or rebuilt Underwood Standard Typewriter. Business Men's Association, telephone 449. 37-1th

WANT 10,000 sufferers to use the different kinds of Pine-o-Pich products, unequalled for rheumatism, pyorrhea, stomach and kidney, old sores, catarrh, hay fever, colds, eruptions, burns, boils, piles, itching, skin troubles, ringworm, skin cancer. Ask the Corner Drug Store what you need. F. W. Zimmerman, manufacturer, 713 South Harrison Street, Amarillo, Texas. 37-3p

EXPERIENCED practical nurse with boy 12 years old, wants nursing or house keeping; will go anywhere. Write Box 76. Good references. 33-1fc

Painting and paperhanging, \$3.50 a day. M. E. MOORE, one mile north on 25-Mile Avenue. 37-1fc

FOR SALE: Grazing rights until eaten out, 450 acres short feed, 2 1/2 sections good grass-land, plenty water. Old 7-bar ranch, northwest of Hereford. B. F. BLAKE, White Deer, Texas. 37-3p

FOR SALE: Hegari bundles, delivered. FRED MILLARD. 38-1fc

FOR SALE: Edison phonograph, large collection of records, with attachment to play all types of records. Phone 78-J. 38-1c

FOR SALE: Boy's bicycle. Call 438. 38-1c

FOR SALE: Ford model T truck. Call 265, West Texas Feed & Seed Company. 38-2c

FOR SALE: Some more of these good weaning pigs. C. T. KIBBE, four miles northwest. 38-1fc

RAISE BIGGER TURKEYS: Silver Sheen Naragansett Mammoth Toms for sale, \$5.00. Phone 9003-F4, or write Box 613. 38-3c

FOR SALE: A header with binder attachment, in good running shape. See or write C. J. Smith. Phone 489. 37-1p

FOR SALE: Five room, new modern home, partly furnished. Might take unimproved quarter section part payment. Also two quarter sections for sale. Terms. GEORGE MILLARD, Box 126, Hereford, Texas. 37-1p

FOR SALE: Canning tomatoes, phone 9001-F3. MRS. R. WITHERSPOON. 27-1c

FOR SALE: 22 pigs, shoats and 3 sows. Would like to buy a used truck and pay for it in plowing. O. L. RUTHERFORD. 37-1p

FOR SALE: Peony roots, good strong plants, all colors. Plant now for best results. Phone 250. J. F. WARD. 37-2c

FOR SALE—\$7,500 for improved 140 acres only 2 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1fc

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

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-1fc

FOR SALE: International Farmall with attached lister and guide; will take cows on trade. JOHN B. DAVIS, Summerfield, Tex. 30-1fc

FOR SALE: Four room residence in Amarillo, or will trade. What have you? Box 114. CLARENCE CONKLIN. 33-1fc

HAVE section near Kelso, with 240 acres row crop. Will pasture stock. See L. BASKIN, Owner. 36-3c

FOR SALE: Or exchange, choice city lots at remarkable bargains. JOWELL MURCHISON. 18-1fc

FOR SALE: Ten room modern apartment. Five room modern bungalow, easy terms. Phone 456. A. C. THOMPSON. 35-1fc

FOR SALE: Modern 4 room stucco house, built-in cabinets, gas, fixtures, etc. Address, P. O. Box 362, phone 179-J. 32-4f

Notice

SHEEP ON SHARES OR FOR SALE: I have a limited number of good ewes to put out on shares with parties who have feed and will take care of them. Also can supply feeding lambs. Now is a good time to turn your short crop into lambs for a profit. Everything points to high market for fat lambs in the spring. See me at once. Phone 319. A. G. BELL, Hereford, Texas. 37-4c

SPLendid three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-1fc

FOR RENT: Two furnished apartments, adults only. 400 Lawton Avenue. MRS. W. M. MBERT. 38-1c

FOR RENT: Two room house on B Street. See H. M. BENEFIELD. 38-1p

Lost and Found

LOST: A child's red sweater some place in town. Finder please return to Carl's Cash and Carry Grocery. 38-1c

FOUND a watch; owner can have same by describing and paying for this ad. J. E. COCKRELL. 38-1p

For Rent

FOR RENT: Two furnished, modern apartments with garage, one block north of high school. MRS. E. J. WILLIAMS, Phone 482-W. 38-1fc

ROOMS for rent, or light housekeeping, terms reasonable. Phone 6. 35-1fc

FOR RENT: Rooms for gentlemen. Phone 361. 33-3c

FOR RENT: Light housekeeping room and a bed room. Inquire of MRS. E. F. CONNELL. 38-1fc

FOR RENT: Nicely furnished bedroom with private entrance to bath. Inquire at 403 Roosevelt. MRS. B. B. PARKER. 38-1c

FOR RENT: Or sale, new modern four room stucco house. See H. C. BOWSHER or phone 137. 38-1p

FOR RENT: Furnished apartment, three rooms, kitchenette, private bath. MRS. W. B. DAMERON, phone 100. 38-1c

FOR RENT: Choice duplex, close in, available October 14. Address P. O. Box 473 or phone 360-W. 38-1fc

FOR RENT: Two furnished rooms. MRS. D. P. VAUGHN, Telephone 364. 38-1p

FOR RENT: Two apartments and a four room house. See COFFEY. 38-1p

FOR RENT: Front bed room, \$3 per week, adjoining bath. One and two rooms for light housekeeping. 310 West Third St. 38-1p

FOR RENT: Unfurnished light housekeeping rooms. Telephone 204-J. 38-1c

FOR RENT: Room for one or two men. Call at 710 East Third St., phone 490-W. 38-1p

FOR RENT: Three room furnished apartment, close in. Phone 418-W. MRS. GRACE HUGHES. 30-1p

FOR RENT: Good house in South Hereford. See C. E. GATLIN, or phone 902L. 38-1fc

For Sale or Trade

FOR SALE: Ten head of registered Shorthorn (Durham) heifers; price \$600. Ages 14 to 28 months. CALDWELL BROS. Box 884, Hereford. Price is delivered. 37-3c

Coveted Distinction

The initials "K. C." after a man's name in Great Britain are conferred by royal patent upon bar-risters of distinction. It gives certain rights of procedure over bar-risters not so honored, and is a highly valued distinction.

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F.
meets Monday 8:00 p. m.
Visiting Brothers welcome
J. T. HARRIS, N. G.
L. H. Foster, Secretary.

HEREFORD LODGE
No. 849, A. F. & A. M.
Stated meetings on each Second Monday ever month. Lodge instruction each Thursday night. Visitors are Welcome.
L. A. RAY, W. M.
J. S. JONES, Secretary.

HEREFORD POST NO. 192
AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

Too Many Fires
Set by Owners,
Is State Claim

With Fire Prevention Week to be observed in Texas all next week, fire losses in the state for August and their causes are released by J. W. DeWeese, fire insurance commissioner.

His report shows that there was a property loss of \$1,200,000 for the month, and he claims such an amount is entirely too high, especially since many of the fires occurred in vacant houses and from incendiary origin.

"This fact should arouse officials of cities and towns of Texas as to the importance of reducing fire losses from these two causes," remarks Mr. DeWeese, "and we suggest that a thorough investigation be made of all fires that have occurred or that may occur in the future from such causes."

"Also, it is very evident from the above report that carelessness continues to take a heavy toll in Texas, and the importance of the people of Texas practicing Fire Prevention in the use of fire is sustained by the figures listed under each cause."

"During 1929 359 Texas people lost their lives by fire, and this alone is enough to shock the conscience of all our citizenship and awaken them to the importance of Fire Prevention."

The remedy for the destruction of human life and property by fire is to be found in Fire Prevention, Fire Protection, Better Construction and Better Enforcement."

Corbett & Co.
Has Become a
Master Cleaner

Corbett & Company, local tailoring and cleaning establishment, have announced their admittance into the National Association of Dyers and Cleaners, and are now entitled to display the Master Cleaners' emblem.

It is considered a distinction worth while to receive a Master Cleaners' designation in that equipment must be up to a certain standard and the firm must have employed experts who are capable of turning out high grade work, a class of work that is approved by the association.

The association assures the public that its members have passed experimental stage and that when clothing is entrusted to affiliated cleaners by customers that they may know that Master Cleaners of the trade will give them satisfaction.

The organization was formed to study and perfect methods of cleaning, dyeing, pressing and alteration, and it is a university or institute for training those who may desire to improve themselves in their chosen work, said Roger Corbett. Results of experiments of all members of the association are available to every Master Cleaner.

UPCHURCH, RANDALL COUNTY, WAS FARM EXHIBIT JUDGE

In naming judges of the Deaf Smith county fair, W. H. Upchurch was omitted as judge of agricultural displays here. Mr. Upchurch is county agent of Randall county, and he is an expert in picking quality products of the farm. He has earned quite a reputation through his work on Randall county's exhibit at the Tri-State Fair, where first place has been won consistently.

President J. A. Hill of Canyon Believes Every Town Should Aid Young People to Attend College

Canyon, October 1.—J. A. Hill, president of the W. T. S. T. C., believes that the civic and other service clubs of every town should make some effort to help their deserving young people who are trying to secure a college education. "Every educational institution of the country is besieged annually with worthy young people who are trying to secure funds with which to attend college," he says. "Many of them actually arrive in a college town with no money and without places at which to work for their expenses."

"If the people could extend enough help to their worthy high school graduates to enable them to attend college, the energetic and ambitious ones would in many cases find places to work so that they could, after a few months, attend school with a minimum amount of help."

Practically every business house and private family in Canyon is aiding some students from some other town than Canyon to attend school. This throws a tremendous burden upon the college town. This it is willing to assume so far as it is possible, but even then many students have to return home because there is not assistance enough to go around. One business man in Canyon is enabling six students to attend school through his assistance.

More than fifty per cent of the students attending the W. T. S. T. C. are paying all or part of their expenses, states the president.

Commerce Office to Be In Charge Of Mrs. Bentley

Hereford's quota for securing services of a Washington attorney to handle legal matters before the Interstate Commerce Commission on the Texas & Pacific Northern proposed railroad has been remitted by the local chamber of commerce, states John P. Slaton, president.

In reviewing commercial affairs as pertains to the chamber's activities, Judge Wilson stated Wednesday that the organization had contributed \$395 to the fair association in taking care of prizes for exhibitors.

Services of a regular secretary-manager for the body were dispensed with, effective first of this month, but the office will remain open and will be in charge of Mrs. C. R. Bentley, who has had former experience in chamber of commerce work. The main activity for the next several months will be that of the railroad committee and a retrenchment policy has been instituted for at least that period, saving money wherever it can be done, according to Mr. Slaton, and future circumstances will determine about resumption of its former method of operation.

Dentist Spent Several Years On Miniatures

One of the main curios seen at the recent fair here was a case of little things made by hand by Dr. K. R. Durham, dentist of Tahoka. The case was displayed in the Chevrolet booth in the court house basement. Among the miniatures were a set of bunco dice, a set of dominoes, claimed to be among the smallest in the world; a monkey wrench, cedar chest with lock and key, and a portable lamp, and an electric motor.

The articles would "work," strange to say. A dead battery would put the motor to humming. Dr. Durham is said to have been six or seven years making the toys. He is a brother of Gordon Durham, who has recently become associated with Brumley Chevrolet company as a salesman.

In the textile booth was seen an Indian skeleton which had been unearthed in 1929 in Crane county by J. L. Mank. No estimate of its age was made.

MOTHERS OF SCHOOL BAND CALLED TO MEET FRIDAY

Mothers of members of the high school orchestra and band are requested by Ralph Smith, band director, to meet at the high school auditorium Friday afternoon at 2:30 o'clock, October 3, with a view of forming an organization of such mothers.

WHITES, REVIVAL CHOIR LEADERS, LEAVE FOR EAST

Mr. and Mrs. Paul White of Chicago, who have been pleasing large audiences in Hereford churches for the past two weeks as singers and musicians in the union revival, have left for Maryland, where they are scheduled as choir leaders in four series of meetings.

Jobs in Jest

Harvard, it is announced, plans to open a school of geography. For land's sake!

Thieves in Toledo robbed an orchestra conductor of his sheet music. To them, of course, the job was a song.

Chicago is now investigating the tombstone racket. When they get to the bottom of things, they'll find the causes lie deep.

The Cleveland man who drank 11 glasses of water and then challenged all comers for the water-drinking championship, certainly is gifted with a fine sense of dry humor.

Mrs. Cantor, wife of the composer, has lost \$20,000 worth of jewelry the other day. Now we are anxious to see what sort of wise remark her husband makes of this.

Animal Husbandry.
Recommended by R. O. Dunkle. Day: Production Swine Husbandry. Lewis: Productive Poultry Husbandry.

Art.
Recommended by Miss Jeanette Rogers. Barritt: How to Draw. Hurl: How to Show Pictures to Children. Sanford: Art Crafts for Beginners.

Health.
Recommended by Miss Nell Hall. Chapman: How Shall I Tell My Child. DeSchweinitz. Growing Up Farmer: Boston Cooking School Cook Book.

History.
Recommended by Miss Fern Carlisle. Becker: Beginning of American People. Bogart: Economic History of United States. Cheyney: Readings in History of England. Gibbon: New Map of Europe. Dodd: Expansion and Conflict. Garrison: Westward Extension. Hazen: Modern Europe; Europe Since 1815. Henderson: Short History of Germany. Johnson: Union and Democracy. Johnson: Napoleon. Latane: History of American Foreign Policy. Lovell: Eve of French Revolution.

SKETCHES OF WORLD WAR HEROES GO ON THE AIR

Stirring events in Chateau-Thierry back in 1918 and other incidents pertaining to young American heroes may be heard on the air legally from station WDAG, Amarillo, Thursday evening, October 9, at 8:30 o'clock. This will be the first of "Chevrolet Chronicles", sponsored by local Chevrolet dealers, and will be a weekly feature over more than 100 stations.

Some of the veterans who will be heard are Capt. Eddie Riekenbacker, Capt. Albert P. Baston, and Serg. Dan Daly.

FOR JOB WORK, TRY THE BRAND

DR. LESTER J. VICK
Specializing In

RECTAL DISEASES AND VARICOSE VEINS
Non confining Methods
406-7-S Oliver Eakle Bldg. AMARILLO, TEXAS

CASH SPECIALS FRIDAY AND SATURDAY

| | | |
|-----------------------|----------------------------|----------------|
| HAMS | Whole or half pound | 26 1/2c |
| Salad Dressing | Premier, large size | 32c |
| COFFEE | Schillings two-lb can | 84c |
| WHEATIES | Two large packages | 22c |
| CATSUP | White Swan Large bottle | 21c |
| KRAUT | Three large cans | 39c |
| Peanut Butter | Fresh and good 5-lb bucket | 83c |
| OXYDOL | Large size | 21c |
| Sweet Potatoes | Portales yams a pound | 3c |
| COOKIES | Fancy assorted, pound | 31c |

(One package Salad Wafers Free)

Bakers Cash Grocery

MONT E. BAKER,

A new type of DESK



Inspect the new Shaw-Walker Skyscraper Desk

There have been steel desks before, you say? But none with the features of this new Skyscraper Desk! It's an entirely new conception. The sturdy "Skyscraper" construction accounts for its noiselessness and for the smooth, silent action of the drawers. No need to touch cold metal in your work—drawers pullers are of Bakelite and the comfortable rolled-edge top is made of fine-textured, leather-like Inlozium.

In appearance the new desk is the equal of the more expensive wood desks, even to the artistic beading of its quarter-round legs. Its economy and durability offer the advantages of steel construction. Before you make any change in office equipment, see this new desk! In three finishes—mahogany or walnut with green top, or green with a warm brown top. Important. Come in and see the organization features; see how this new desk is organized for work.

Sold exclusively by

The Hereford Brand

Social and Society

John Coffee Wedded to Abilene Girl

Announcement is made this week of the marriage of Miss Arian Craig of Abilene and John A. Coffee of Hereford, which was solemnized September 3.

The bride is the accomplished daughter of Mr. and Mrs. A. A. Craig of Abilene, and she is at present in employ of West Texas Utilities company in headquarters office in that city. She is a competent operator and since the work she is doing is of such technical nature that few are capable of doing it, Mrs. Coffee will remain with the company for some time yet.

The bridegroom is a young lawyer and is the Democratic nominee for county attorney, which in Deaf Smith county is equivalent to election. He will become county attorney January 1, following the general election in November.

Miss Wilkinson Wedded to E. D. Wyatt, Amarillo

Miss Wanda Wilkinson and Edmond Donald Wyatt, both of Amarillo, were married Saturday afternoon in Clovis by Rev. J. C. Jones, pastor of the Methodist church here. They were accompanied to Clovis by Mrs. Egbert Brady of Hereford.

Immediately after the ceremony the couple left for San Antonio, Corpus Christi and other southern points. They will make their home in Amarillo, where Mr. Wyatt is employed in the Santa Fe railroad offices. The groom is a prominent young man in business affairs here, having been connected with the Santa Fe for several years.

The bride is a daughter of Mr. and Mrs. Henry Wilkinson, formerly in banking business in Hereford. She is a graduate of Hereford high school.

Student Body Votes Maroon-White Colors

Hereford high school colors are officially maroon and white, according to the natural colors of the Hereford, as a result of an election held Wednesday morning at a general assembly of students in the high school auditorium. The vote was 108 for the change and to retain black and gold which had marked the school's guidons the past several years.

This does not mean that all present banners, pennants and col-

Finds Clue to Lost Gold Mine



When Annie L. Rose, prospector, above, discovered recently two human skulls in the Tehachapi mountains in California, she unearthed a clue of the "Lost Horse" gold mine, which had been lost since the day in 1878 when a quadruple murder wiped out all who knew its location. The skulls are believed to be those of the victims.

ors will be forthwith discarded and the new substituted at once," Superintendent C. H. Dillehay states. "The replacement will be gradually made, and for the present year at least black and gold will be predominant."

"We are informed by old-timers that in earlier days when the high school was young, maroon and white were the official colors, but at some unknown time and for some unknown cause the White-face natural colors were lost and black and gold came into vogue. The object is to revert to these more appropriate colors a little at a time. Black and gold are still good, and likewise will be maroon and white. The gradual change will enable merchants who have a stock of the former colors to dispose of the articles before they become obsolete."

To give the students a practical lesson in citizenship, the election in which the decision was reached was held, as far as possible, in accordance with regular political affairs of such nature. Printed ballots were used and voting was secret. The civics class had charge of the polls, and its members counted the votes and made returns in same manner as provided by Texas law in arriving at the will of the people on political questions.

FOR JOB WORK, TRY THE BRAND.

New Freedom of Women Raises Standard of Music



BARNEY RAPP

Night Club Also Marks A Step in Social Advancement

New Haven, Connecticut.—The passing of the dance hall and the advent of the night club marks a step in social advancement which is reflected in the present day music, asserts Barney Rapp, musical director of the Terrace Restaurant here.

"The new freedom of women demanded that all places of amusement be open to them and the standard had to be raised to meet their demands," says Mr. Rapp. "This step also raised the morale

of the boys. They are better behaved than they used to be in the so-called dance hall.

"The effect on music has been requests for sweet music of the ballad type instead of the former popular 'hot' tunes. The sweeter the tune and the music the more requests. 'Since Maggie Became Marguerite,' the waltz song asked for by everyone, gets the biggest hand and often I have to play it a half dozen times an evening."

Mr. Rapp is a famous broadcasting artist and his brother is Joe Rapp, former captain of the Yale water polo team and all-American water polo player for three years, who sings with the band.

Music Study Club Holds Annual Luncheon, Served In European Style, In C. C. Ferguson Home

The Music Study club began its year's work with a preliminary meeting Monday, September 22, when the Past Presidents' luncheon was served, with Mrs. C. H. Dyer as hostess. It was a most delightful informal affair where the eight ladies attending were seated around one large table.

Mrs. G. A. F. Parker, as senior past-president, took the head of the table, the others sitting in order in which they had served the club as president: Mrs. H. L. Broadwell, Mrs. C. C. Ferguson, Mrs. A. O. Thompson, Mrs. C. H. Dyer, Mrs. W. E. Dameron, Mrs. R. P. Conway, with Mrs. Homer Fox, newly elected and present president, as honor guest, at the foot.

It was decided to make this an annual event, and an organization of past-presidents was formed and officers elected. Mrs. Parker was named president.

A called meeting was held at three o'clock, at which time Mrs. Albert Ross and Miss Polly Steele were elected to membership, and Mrs. W. H. Hicks was granted leave of absence.

The annual luncheon was given in the home of Mrs. Charles Ferguson Tuesday, and was in charge of three members who spent the summer in Europe: Mrs. Parker, Miss Mattie Mae Swisher, and Miss Lucille Hicks.

The program given during the dinner consisted of most entertaining talks by these ladies about their trip. Miss Swisher took as her part the boat trip and sight-seeing in England, with many side-lights on customs and manners in different countries visited.

Mrs. Parker took the narrative from their landing in Germany, telling of attending the opera in Munich and of visiting many interesting places, including Venice and Rome. In Rome the party felt fortunate in being received by the Pope at the Vatican. Many lovely reproductions of famous paintings by old masters were shown to the club, as well as many interesting mementos of the trip, including kodak pictures snapped in all parts of Europe.

Miss Hicks had taken a different tour, though she had seen several of the same places. Among others things she spoke of the most famous shopping center in the world, Paris. How shopping is done there, the well-organized system of tipping in Europe, and other experiences were related.

Each of the three European travelers agreed to tell more of their

wonderful and more serious experiences throughout the year.

Mrs. Fox responded for the club, expressing its sentiment by saying the three ladies had given them a "Day in Europe".

The social part of the entertainment was in form of a seven-course dinner, served in European style. The dining room of this spacious home was beautiful with its elaborate array of silver, glass and cut-flowers on handsome linen. The favors and place cards came from Belgium.

The following was the menu: Hors d'oeuvre, pickled beets, cottage cheese in peppers, potato salad, Norwegian sardines, pickled cucumbers, clear soup with pearl macaroni, salted wafers, creamed chicken in patties, Westphalia-ham, buttered carrots with peas, browned potatoes, creamed cauliflower, fresh salad, lettuce on tomatoes, French dressing, tutti-frutti, ice cream, wafers, imported cheeses of Swiss, Roquefort, Camembert, and Edam, demitasse, candy cigarettes.

Much of the success of the dinner was due to the work of the hospitality committee, composed of Miss Dameron, Stanford, A. O. Thompson, Snyder and Beyer, and the hostess, Mrs. Ferguson.

Home Club At Ward Planning for New Work

The Ward Home Club met Wednesday, September 24, at the club house, one-half mile west of the Ward school house, with Meses Caraway and Montgomery as hostesses. The eleven present answered roll call by recalling some one who had been conversed with at the fair. Miss Emma Gunter gave a talk on why Ward should have a community exhibit at the fair in 1931.

A miscellaneous sale will be held soon to raise some club money. The club will meet next at the club house, October 8, with Mrs. Boyer as hostess, when work on rugs will begin.

Refreshments of banana splits and cake were served to those present, which included three new members.

Home Demonstration News

MISS EMMA GUNTER, C.H.D.A.

Rural clubs began their study of living room improvement work October 1. In each club it is planned that every member participate in making of a braided rug, bookshelves, or a stool. Each club will have a lesson on braiding a hemp rug, learning the processes and workmanship entailed. The women can work out their own home rugs from the class work in the clubs.

Those women who are interested in working in living room improvement as state contestants, will enroll at once and begin their work, as the contest closes May 1.

Mrs. S. A. Miller, president of Palo Duro club and chairman of the council, was in Saturday for a conference with Miss Gunter.

Mrs. J. B. Harlan of Frio club was an office visitor in interest of her club remaining with the Deaf Smith county clubs and joining the federation.

Mrs. R. C. Russell, president of Progressive club, called in the office for a canning book. Mrs. Ira Ricketts and Miss Olive Perkins were here to see about the club quilt sale Saturday.

Raskob's Son To Wed Typist



Minerva Aaronson, 19, above, a stenographer in a law office in New Haven, Conn., announced recently her engagement to John J. Raskob, Jr., below, son of the millionaire chairman of the Democratic National Committee. The couple will be married in the spring. Miss Aaronson is a Jew and Raskob a Roman Catholic.

Several club women are signing up for beef canning this fall. One demonstration will be conducted in each community if calls demand it this fall and winter.

Those interested in putting up a relish will find the following standard recipe is good:

Dixie Relish.
One quart chopped cabbage, 1 pint chopped white onions, 1 pint chopped sweet red peppers, 1 pint chopped sweet green peppers, 2 tbsps salt, 4 tbsps mustard seed, 2 tbsps celery seed, 3-4 cup sugar, 1 quart vinegar.

Soak pepper in brine (1 cup salt to 1 gallon water) for 24 hours. Take out and freshen in clean water for one to two hours. Chop separately and measure the chopped cabbage, peppers and onions before mixing. Add spices, sugar and vinegar. Let stand overnight covered in crock. Pack in hot jars and process in water-bath for 15 minutes at simmering temperature.

CHURCH NOTES.

W. C. T. U. meets with Mrs. John Haberer, 206 West Street, Monday afternoon at 3:00 o'clock, October 6.

Foils Rebels



Because he was able to run faster than a band of rebels who sought to mob him in Chile, Captain Ernest Benway, noted American war ace, is alive today. Shown here as he arrived in Los Angeles, Benway told of his many thrilling escapes in South America, whence he had gone with some planes before the revolution.

CALL AT

THE RAND

FOR

OFFICE Supplies

- Cap Size Letter Folders
- Adding Machine Paper
- Waste Paper Baskets
- Envelope Moisteners
- 3 x 5 Index Cards
- Seal Island Twine
- Steel Bond Boxes
- A C O Fasteners
- Hotchkiss Staples
- 3 x 5 A-Z Index
- Adding Machines
- Bull Dog Clips
- Waste Baskets
- Letter Baskets
- Second Sheets
- Record Books
- Rubber Bands
- Invoice Files
- Blank Books
- Sticker Files
- Price Books
- Board Clips
- Steel Boxes
- Brief Cases
- Cleo Paste
- Index Sets
- Bank Pin
- Ink Well
- Muehling
- Journals
- Daters
- Desk Pins
- Pen Racks
- Day Book
- Paper Clips
- Cash Book
- Time Book
- Blotter Set
- Clip Boards
- Order Books
- Eternal Inks
- Stamp Pads
- Postal Scales
- Thumb Tacks
- Carbon Paper
- Cloth Patches
- Receipt Books
- Ledger Leaves
- Wood Cabinets
- Colored Pencils
- Ticket Punches
- Collection Books
- Indelible Pencils
- 4 x 6 A-Z Index
- Steno Note Books
- Letter File Index
- 4 x 6 Index Cards
- Stationery Cabinets
- Typewriter Ribbons
- Pocket Memo Books
- Steel Transfer Cases
- Numbering Machine Ink

The new

VICTOR "6"

with 2-color ribbon
and new feature keys...

only \$75!

The Hereford Brand

The Victor 6-column standard adding machine is now equipped with two-color ribbon and the same feature keys that are found in the larger model Victors. These include total, subtotal, non-add and repeat keys. These changes are made without increase in price. The Victor 6 still sells for the low price of \$75. Let us arrange a free trial.

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

| | |
|---|--------|
| GRAPES, Michigan Concords, per basket | 32c |
| SWEET POTATOES, Portales yams, 10 lbs | 29c |
| FIG BARS, bulk, 2 lbs | 25c |
| CRACKERS, 2 lbs Saltines | 28c |
| OVALTINE, food beverage, large 89c, small 45c | |
| SALAD DRESSING, Krafts 8-oz jar | 21c |
| COMPOUND, 8-lb pail | 99c |
| COFFEE, Maxwell House, 3-lb can | \$1.08 |
| NORTHERN TISSUE, 3 rolls | 25c |
| CLEANSER, Sunbrite, per can | 5c |

International Sunday School Lesson

BY DR. J. E. NUNN

October 5, 1930.

ZACHARIAS AND ELISABETH Life in a Pious Jewish Home.

Luke 1:5, 6, 57-66, 76-80.

Golden Text. And they were both righteous before God, walking in all the commandments and ordinances of the Lord blameless.—Luke 1:6.

Introduction.

"Some of the noblest characters of the Old Testament, such as Hezekiah the son of Ahaz and Josiah the son of Amon, were the children of wicked fathers; but usually good children are born of good parents, and this was notably true of our Lord Jesus Christ and his great herald, John the Baptist. Let us see what the New Testament says about the father and mother of each."

Zacharias and Elisabeth.

This beautiful and noble pair had no children, a sad misfortune in Hebrew eyes, for children were looked upon as a token of divine son, whose name was to be John, were too old to have children in the ordinary course of nature. But as Zacharias was at the height of what was the greatest moment of his life, having been assigned by lot to the duty of offering incense on the altar of incense in the Holy Place of the sanctuary or inner building of the temple, the great archangel Gabriel appeared to him and told him that he should become the father of a favor; moreover, both of them this son was to be a Nazarite; a man of great holiness and spiritual power, a second Elijah preparing the way of the long-expected Messiah. Because Zacharias did not believe the angel and asked for a sign, he was made dumb and had to communicate with the wondering people, waiting outside for the usual blessing, by means of signs.

In the sixth month after these events, the same archangel Gabriel announced to Mary of Nazareth in Galilee, a kinswoman of Elisabeth, that she should give birth supernaturally, though a virgin, to the Messiah prophesied in the Old Testament, Jesus, the Son of God.

Parental Influence.

John was the man he was in large part because Zacharias was the man he was and Elisabeth was the woman she was. He breathed in the influence and atmosphere of devotion from infancy. He was surrounded in his home by righteousness. His parents taught him the fear of God. They had a sense of true values, and so he grew up rating riches and worldly power and luxury as the little things they are and obedience to God and likeness to God as the great things they are. He saw in the love of his father and mother and their reverence before the Lord the image and example of all that is best in mortal life, and that vision never left him.

Family Worship.

"John's recollections" in after years would be of the constant perusal by his father of the sacred books, and of his patient teaching of their contents to him. To no ordinance of the Lord was the devout Hebrew parents more faithful than to that which enjoined the careful catechizing of his children in the first principles of their faith and first records of their history. Family worship is also a strong and sacred power.

"Happy is he or she who has such a father and mother, whose childhood is nurtured in such a home. Out of such homes have come the men who have been the reformatory and regenerative forces of the world. The influence of the mother is especially noteworthy; nearly all men who have been conspicuously great and good have owed much to their mothers. In this narrative the mother is less prominent than the father; but enough is told to show of what manner of spirit she was."—Jas. Hastings.

His Name is John.

"And they made signs to his father, what he would have him called." It would appear that

Zacharias had become deaf as well as dumb. "And he asked for a writing tablet, and wrote saying, His name is John." "The tablets in common use at this time throughout the Roman Empire were commonly of wood, covered with a thin coat of wax, on which men wrote with the sharp point which has left its traces in our language, in the word 'style,' in its literal and figurative sense." "And his mouth was opened immediately, and his tongue loosed." There was no gradual return of the faculty of speech, but it returned as suddenly and miraculously as it was lost. "And he spake, blessing God." Probably in the words of the hymn given in verses 68-70, which begins "Blessed be the Lord, the hymn which had been forming in his mind during his long period of silence and deafness.

"And fear came on all that dwelt round about them." The word translated "fear" does not mean terror, but father reverential awe. "And all these sayings were noised abroad throughout all the hill country of Judaea." The "hill country" is a mass of low, rounded hills lying between the Jordan Valley and the low region along the coast of the Mediterranean, the backbone of Palestine. "These sayings" means the account of these supernatural happenings—what was done as well as what was said. "And all that heard them laid up in their heart." As a matter to ponder over and to trace results from in the coming days. "Saying, What then shall this child be?" Considering the wonders which accompanied his birth, great things were to be expected of the boy.

The Benedictus of Zacharias.

"Blessed be the Lord God of Israel; for he hath visited and redeemed his people." The song of Zacharias is called, from the first work of the Latin translation, the Benedictus. It is a hymn of thanksgiving to God for the salvation which Zacharias, in prophetic vision, saw that God was about to send to earth in the person of the Messiah, of whom his own son was to be the herald. "And so the Benedictus, while retaining the form and the very language of the Old, breathes the spirit of the New Dispensation. It is a fragrant breeze, blowing off from the shores of a new, and now near world, a world already seen and possessed by Zacharias in the anticipations of faith."—Rev. Henry Burton, D. D.

Training of a Jewish Child.

Of course the first training of a child was the work of his mother, but "the early education of a child devolved upon the father. If the father were not capable of elementary teachings, a stranger would be employed. In the days of Christ, home teaching ordinarily began when the child was about three years old. There is reason for believing that, even before this, that careful training of the memory commenced which has ever since been one of the mental characteristics of the Jewish nation. Verses of Scripture, benedictions, wise sayings, etc., were impressed on the child, and

mnemonic rules devised to facilitate the retention of what was so acquired. At five years of age the Hebrew Bible was to be begun; commencing, however, not with the Book of Genesis, but with that of Leviticus. The history of Israel would probably have been long before imparted orally. At six years of age he would be sent to school. The grand object of the teacher was moral as well as intellectual training.

"Young people were brought up to work: It was a father's duty not only to have his son taught the law, but also to find him a calling. To neglect this was as bad as it would be to make a brigand of him."—Rev. J. Brough. "It is to be especially noted that the education of a Jewish child consisted almost entirely of the Bible. With it he was taught to read and write and through its wisdom he was made ready for life. In this way were reared the greatest characters the world has ever known."

Responsibilities of Parenthood.

"If I had to answer in a single sentence, What manner of child shall this be? I would say, He or she will be the manner of child that you, the parents, make him or her."—Rev. Hugh Black, D. D. "God desires the flower of life and not the stalk, the kernel and not the shell, the living foliage and not the fallen leaf, fresh youth and not falling age."—Sabine Baring-Gould.

"There are three pillars which should hold up the roof-tree; unselfishness, purity and love. Where

those three pillars stand the thatch may be straw, but it will be a home. Let us grant that the father is one that ruleth well his own house, having his children in subjection, 'with all gravity,' as Paul puts it; let us grant that the mother is, as he says in another place, 'a woman who knows how to stay in the house'; and let us grant also that the children have been taught to love and serve one another, to seek each the other's good—there you have a home. Very simple! But the best thing on earth is a home so made."—James Hastings.

"When the patter of falling rain Drips from the eaves and trembles the leaves, And rattles the window pane, Holy and sacred the voice of home, It steals to our hearts again."—Beatrice Clayton.

ESTRAY NOTICE

Taken up at the home of the undersigned, living about six miles northeast from the Town of Hereford in the County of Deaf Smith, the following described animal, known to be stray, viz: One brindle yearling steer.

If not legally proven by the owner thereof within Twenty Days from the date hereof I will proceed to Estray the same in accordance with law.

Hereford, Texas, this 24th day of September, 1930.
37-3p J. W. VICK, Taker Up.

TRY A WANT AD IN THE BRAND.

ELECTION NOTICE

TO ALL WHOM IT MAY CONCERN: Notice is hereby given that an election will be held on the 25th day of October A. D. 1930, at the Court House in Hereford and at the Dawn school house, both of which places are voting boxes in Commissioners Precinct Number One of Deaf Smith County, to determine whether horses, mules, jacks, jennets and cattle shall be permitted to run at large in said Commissioners Precinct or not.

In Testimony Whereof, witness

my hand and seal, this the 9th day of September, A. D. 1930.
(SEAL) EARL W. WILSON,
County Judge of Deaf Smith County, Texas. 35-4c

NOTICE OF PUBLIC AUCTION SALE TO SATISFY STORAGE CHARGES.

Notice is hereby given that we will sell at public auction on Saturday, October 4th A. D. 1930 at two o'clock p. m. at the storage room of Buick Service Station, where said lien was acquired, on East Main Street in Hereford, Deaf Smith County, Texas, one

Buick Automobile, Motor Number 1302703, Serial Number 1208000, Model 25-54 C, to satisfy an account of \$55.00 against E. J. Flood the owner and storer of said car being the storage charges on said car from October 14, 1929, to September 14, 1930.
37-2c Buick Service Station.

Bill Page and Bill Ryan, two young men of Denver, spent the week-end in Hereford as guests of Miss Pauline Smart, in the S. Smart home.

FOR JOB WORK, TRY THE BRAND



IT WILL bring you interesting information about the \$6 Cumulative Preferred Shares of American Commonwealth Power Corporation. Safe... over 6 1/4% yield... can be bought on the Thrift Plan for as little as \$10 a month.

Albert E. Peirce & Co.

In care of

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(A part of American Commonwealth Power System)

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Address _____
Return this coupon today—no obligation



Making the bedroom a living room

A Humphrey Radiantfire makes the bedroom the cosiest room in the house.

Up in the morning... Slam down the window, start the Radiantfire... glowing warmth on the instant! Dress in comfort... Start the day right! Make your bedroom a second living room. Keep it warm all day.

We will be glad to show you how economical, healthful gas heat can make your home more comfortable than ever before.

West Texas Gas Co.

The HUMPHREY Radiantfire



CASTLES IN THE AIR AND A SPANISH GALLEON

In the sixteenth century men had their dreams—their castles in the air—just as we of today. But there was no well-defined path to wealth. The Merchant of Venice had to borrow of a rapacious Shylock and trust to the uncertain destiny of a medieval trading-ship.

LET THIS BANK ADVISE YOU

How different is the fate of Moderns who deal with Banks! When we borrow, there is no "pound of flesh" to pay. When we embark on new enterprises we have sure guidance. Times have changed.

And the most potent force in this change is the power of Banking. Your Banker is your friend. Trust him with your money problems.

First State Bank



Just Like Special Cake Flour IN THE RESULTS YOU GET

It's much easier to bake light, fluffy, delicious cakes and rich, crisp, golden brown pie crust when you use Great West. You'll



understand why, when you feel its smooth, even texture—when you note its consistent high quality—when you try it yourself!

Bake with confidence... use GREAT WEST!

At Your Grocer's

Friona Woman's Description of Her Tour of New Mexico Reveals Why Texans Are Attracted There

By MRS. VAN PELT

We, (that means Mr. and Mrs. J. McCullin, Ruth, Mr. VanPelt and I), left Friona Monday morning. Our first stop was at Fort Sumner in the Pecos Valley, where we visited the fruit orchards and vineyards. We bought grapes, cantaloupes and peaches and enough apples and pears to last us the whole trip.

We left the fertile valley about 10 o'clock to ride for the next few hours over bare rolling hills toward Santa Rosa. Occasionally lone sheep herders but broke the monotony of the scene, or a lone sheep herder lying under the shade of a scrubby cedar or pinon, as glimpsed.

From Santa Rosa, which is a typical Spanish or Mexican town, we drove over an excellent gravel road to Las Vegas. Before reaching this city we saw some good sized hills, which Ruth pronounced mountains. They were covered with cedar, pinon and al pine trees.

Our first night was spent in Las Vegas. The next morning we viewed the teachers college and drove out to Montezuma, a Baptist college, six miles from town. It was located on the side of a picturesque hill overlooking a small valley and opposite a very interesting looking old mine. The state institution for the insane is located on this road, but we managed to escape incarceration.

We now headed for Santa Fe, hoping to arrive in time to view the Fiesta that had been held annually for 218 years.

Like most tourists we stopped at Arrow Head camp and saw the wild animals that attract visitors and explored the curio shops. Here we bought a few Indian trinkets. A few miles further on we stopped at an old Spanish trading post at the head of Giorietta Pass, and here we drank from Coronado's old well, built in 1541, in a pen nearby Ruth saw her first bear—"un oso grande". It was very fierce and was secured by a chain as large as a man's wrist.

Before reaching Santa Fe we caught sight of real mountains—the distant peaks, usually snow-capped, of the La Sandry De Cristo range. Bears, wild cats and turkeys are found throughout this region.

We stopped at the old mission camp and the proprietor pointed a cross on the highest tip of the nearby mountain that two Catholic nuns from Albuquerque had planted there only a few days before.

We ran into a mountain downpour in Giorietta Pass and it rained on us until we reached Santa Fe. The only damage sustained was one pasteboard suit case that melted with dire consequences to the clothes within.

had become. We gave out before the festivities did, and the last thing I heard before going to sleep was the sound of guns and loud yelling that accompanied the bronco riding at the plaza. The Indians held their dances at the armory but we were too tired to go.

On the way to Taos we visited the San Ilde Fonso Pueblo, went by the Puye ruins, the Santa Clara and San Juan pueblos. The San Juan valley produced heavily this year. Every few hundred yards Indians and Spanish children had erected stands where they offered pottery, peaches and vegetables for sale.

If Taos is approached from Santa Fe, 73 miles south, one follows for 20 miles a winding road on the very banks of the Rio Grande before coming to the Rio Grande pass, 12 miles from Taos. By the time one has reached the pass the river has become nothing less than a raging torrent that boils over stones as large as an ordinary room and lies many feet below the road. The perpendicular wall of the gorge towers a thousand feet above one's head. The road itself in most places was only wide enough for one car. If two cars met on one of the longer stretches obviously one of the drivers had to reverse his car until one of the wider places was reached.

The scenery is magnificent. Up and up the road goes for 1 1/2 miles until it dwindles into what appears an ant trail on the ledge of the cliff. You wonder how your car will ever make it, but it does. From the top of the pass a gravelled road stretches away over undulating hills like a broad white ribbon. One passes through Los Ranchos de Taos and from there gets a good view of the fascinating village stowed around the foot of the snow-capped peaks of the Sangre del Cristo range.

Taos is similar to other Mexican villages, but different. It is the home of possibly 350 people, who dwell in rose tinted adobe houses under the shadow of giant cottonwoods. The irrigation ditches are fairly lined with them and the side of the hills are sweet with

the perfume of wild roses, sage and sweet peas. An age-old atmosphere hangs over the place and makes it unique. The spirit of the remote past is here presented. It is and has been for a thousand years, the home of the Indian. At most any hour a few can be seen loitering along the streets. The men braid their hair and wear common work clothes with the addition of a gray cotton blanket girded around the hips and waist. Occasionally one may be seen more picturesquely draped from shoulders to heels in a highly colored fringed blanket of Indian workmanship. The women wear lace mantillas, usually black, Mexican style, and their feet are sometimes encased in white doe skin boots. There are two pueblos where 700 lives, and there ceremonial dances attract visitors from Europe as well as from America. On September 30 the annual ancient festival of San Geronimo occurs, an occasion which brings thousands of visitors to the little village.

No place in the Southwest is richer in historical interest than is Taos. Through it in 1540 passed the Coronado expedition and in 1541 the Spanish Conquistadors came. It was the home of Kit Carson for eight years. His old home is a mecca for tourists. He was buried there and the cemetery as well as the national reserve bears his name. Other places of interest are the Bent house, the house where Governor Bent was massacred, the hot springs, old Indian fort, ruins of the old mission of San Geronimo, built in 1630 and destroyed during a battle in 1847, and the ancient Morals of Taos de Los Ranchos, built in 1772 and which is still in a fairly well preserved condition.

Everyone has heard of the colony of famous artists that live in Taos. A permanent exhibition of their work can be seen at the Harwood Foundation studio. Many of them keep pictures at both the old and new museums at Santa Fe. About October there is an exodus toward Eastern points and Taos pictures are found in annual exhibitions in New York and Philadelphia. The colony is famous on both sides of the Atlantic. Some own homes in Taos. Mr. Couze for one. His flower garden, made more picturesque by Jerry, pupil, model and gardener, is one of the beauty spots of the town.

Even the most hurried traveler visits the curio shops which are

filled with Indian articles and relics. Some of them no doubt are shipped in from New York, but one may obtain genuine Indian pottery if he cares to pay the price asked. Tourists frequently dig pottery in the ruins not far from Taos but it is the lucky and exceptional traveler that ever finds an unbroken vase or vessel.

One of the most interesting things to me was the existence of a sect or order called Penitents. While they are found in many places, Taos has more than its share. They, like the monks of the middle ages, believe that to win favor with God and win eternal happiness, they must scourge themselves. A cat-o-nine tails is dipped in glue, then in powdered glass and they beat themselves on the bare back until the blood runs into their shoes. In previous years fanatics volunteered to die on the cross in celebration of Easter. The law, of course, soon put a stop to the practice. While they are very secretive in their ceremonies, some people claim to have spied upon them. They can seldom be prevailed upon to tell all they have seen. Their "Morada" with its accompanying cross is seen northeast of town.

The mountain scenery is unsurpassed anywhere in the Rockies, so say some of the artists. They never tire of painting it, especially Taos Peak; and no wonder, for it never appears quite the same for 15 minutes at a time. The mountains are covered with aspen and different varieties of pine. The attending dark greens and purples of the pines and the light, clear green of the aspen, shot through by the white bark of their trunks, make an unforgettable picture. Silver tipped grizzlies, brown and black bear, mountain lions,

Meet the New Mrs. LaFollette



The Wisconsin family LaFollette had good reason to celebrate recently when, on the day Philip was nominated Republican candidate for governor of Wisconsin, his older brother, U. S. Senator Robert M. LaFollette, married charming Miss Rachel Wilson Young, above, of Washington, D. C. The wedding took place at Madison, Wis.

wild cats, deer, turkey and grouse are within hunting distance of Taos. The town claims 175 miles of trout streams in its vicinity.

beside the lakes that are the home of speckled beauties.

Taos is becoming more accessible and better advertised. According to my notion it will only be a short period of time until Taos, as-it is now, will be a matter of history. The Don Fernando, one of the oldest buildings in Taos, has been remodeled and serves as a first class hotel. Southwest of town there is a new million dollar hotel and club house. While we were there four years ago the Rockefeller party came into town. In fact spent several days there. So if you wish to see Taos, don't put your journey off too long. Modern improvements follow in the wake of capitalists.

After leaving Taos we drove to Cimarron through Taos pass and Cimarron canyon. Here we saw the most magnificent scenery of the whole trip. The Pallasades of Cimarron are said to equal in beauty and splendor those of the Hudson river. All my adjectives had been exhausted before reaching the Pal-

lades, so I just sat with my head thrown back gazing in dumb wonder at them.

At Cimarron we left all the wonders behind and started for Mosquero. There we spent the night in the hospitable home of Homer Williams. We arrived in Friona Friday evening and have not recovered from the trip yet.

P. S. I haven't told one half that I intended to tell. For instance there was the Pecos ruins the old church in Santa Fe. The Tex-Austin dude ranch, Eagle Nest dam, Ute park, and a dozen other things that you will want to explore when you take your trip. But, ladies, let me give you this advice: when you start on your trip see to it that no men are along. They will never give you opportunity of really seeing things but what seems to be the burden of their thoughts is, "When do we eat?"

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

FRIDAY and SATURDAY SPECIALS

- SOAP, Crystal White, ten bars 36¢
- COFFEE, Star brand, three pounds 96¢
- OATS, Mothers 31¢
- APRICOTS, dried, pound 12¢
- RICE, two-pound package 18¢
- JELLO, any flavor, two for 15¢
- PEANUT BUTTER, 16-oz tumbler 27¢
- MACARONI, four for 26¢
- CHEESE, pound 24¢
- CRACKERS, two-pound Saltine 28¢

Carl's Cash and Grocery
Phone 324

MOVED

Dr. W. A. Robinson, Chiropractor

—Formerly located in the Buckner-Lambert Building, Over Sprowls-Cronin's store, has moved over the Corner Drug Store, and is now located in Dr. LaGrand's former office rooms, where he is prepared to render you efficient health service.

We Appreciate

The business you have given us during the time we were in the grocery business, and therefore extend to all a hearty THANK YOU!

W. E. (Walter) Dunlap

Auction

Sales are Profitable

Permit me to suggest that you book your auction sales at your earliest possible convenience in order to secure the date you prefer.

I am booking sales over a large territory this season. The splendid results obtained in recent sales of live stock, farm equipment and real estate has convinced the owners to sell at auction, the well known method by which you can get your buyers in one group and convert your property into ready cash in a day, and receive full value.

My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best reference.

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Have your texture of skin treated according to its possibilities. Our expert service will recommend the type of cosmetics your complexion is best suited to. This advice is free.

—We announce the work of Miss Edna Wheeler, finger waving specialist.

SMART MARINELLO BEAUTY SHOP

For Appointment Phone 492

A. C. THOMPSON DEPENDABLE LUMBER

McKindley & Third

Phone 456

Scherer Items

MRS. H. LAUFER

The Palo Duro Home Makers club met September 25 with Mrs. Plummer, with most of the members present. Roll call was answered with discussing something new learned at the fair and whom you talked with from some other community. The afternoon was spent quilting and learning the club song. The next meeting will be October 9 at the home of Mrs. W. C. Voth, when we will have election of officers and ask all members to be present.

Miss Brunson, teacher in Dean school, spent the week end with her parents at Claude.

Miss Hall, county health nurse, will examine the school children at Dean Thursday and all parents and club ladies who wish to can be present. She will also have a health lesson.

Club ladies, their husbands and children surprised Mrs. Hubbard Sunday with a nice birthday dinner, each lady taking a well filled basket. Everybody enjoyed the day very much.

Jack Hubbard spent Sunday at Bovina.

Mr. and Mrs. Hollis Hubbard motored to Amarillo Sunday.

B. F. Fulkerson has traded and sold his horses and mules.

We were very proud of the prizes won by the club ladies and others of this community at the county fair.

B. F. Fulkerson won first on

THE GREAT AMERICAN HOME



LEARNING FAST

ECKHART

dy. The evening was spent playing various games, after which light refreshments were served.

Mr. and Mrs. Henry Behrends, Sr., and Mr. and Mrs. Andrew Behrends spent Sunday with relatives at Tulla.

Summerfield

BY MRS. L. JOHNSON

Rev. C. O. Aury of Amarillo conducted preaching services at this place Sunday morning and night.

Several from our community attended the Amarillo fair last week. Those reported were Messrs. and Mrs. W. L. Hantley, J. B. Davis and family, B. K. Gresson and family, R. L. Johnson, Ky Lawrence, Gerald Morgan; Mrs. L. Johnson, J. H. Murdock, Lee Curry.

Mr. and Mrs. August Euler left Friday morning for their old home in Hydro, Oklahoma, for an indefinite stay.

Miss Hazel Rambo and Mr. Cronin of Hereford were Sunday visitors of Mr. and Mrs. W. L. Huntley.

Charley Noland writes to friends here that he is nicely settled and has outlined a prosperous year's work at Tech College, Lubbock.

Mr. and Mrs. Ray Johnson spent last week end with Mr. and Mrs. Booker Pence of Amarillo.

Mr. and Mrs. L. B. and L. H. Lookingbill visited friends at Tulla and Fialview last Sunday.

Mr. and Mrs. Henry Beckman of UMBERGER were visitors in the J. Johnson home Sunday.

Mrs. B. D. Lance and children, Alla Fae and R. D., Jr., were visitors in Grady, New Mexico, last Sunday.

Emmett Blakemore of Progress

and Ed Peacock of Crowell cutting feed for A. J. Blakemore. The football game played between Hereford and Summerfield here resulted in a score of 29 to 0 in favor of Hereford.

School at Rance is progressing nicely under the supervision of Miss Marie Meharg.

George T. Webb and two sons, M. T. and Tilman, of Tulla visited here last Sunday in the home of Mr. Webb's brother, H. B. Webb.

Dancing--Expression

A few more periods open for the

DANCING AND EXPRESSION CLASSES

Mrs. H. J. Houser

For Appointment, Call Phone 261.



—You always feel new again when you make your purchases from the

POPULAR STORE

Men's Wear

We are stocked up with a good line of Men's underwear, socks, shirts, suits, ties, etc.

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—Extra Special on Blankets. You must see these bargains before you can appreciate them.

For the Boys

—Boys, come in and look at our new line of sweaters, suits, shoes—everything for you.

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POPULAR STORE

"The Place to Trade"



Strong, Vigorous Layers or Under-developed Layers?

Now is the time to feed the right kind of feed and MERIT EGG MASH contains the proper elements necessary to build strong, vigorous bodies and start the pullets to laying.

TRY A SACK OF MERIT THE NEXT TIME!

West Texas Feed and Seed Company

Phone 265

Here and There

BY MRS. C. E. TICE

Rev. Fields of Plainview filled his regular appointment at Frio Saturday night and Sunday.

J. B. Harlin, Henry Ailman and H. M. Mobley attended to business in Dimmitt Saturday.

Roy and Robert Boyd and Mr. Ragsdale were prospecting in Eastern New Mexico the first of last week.

Miss Mae Richardson spent last Thursday night with Miss Oneda Jordan.

Mr. and Mrs. J. E. Andrews and Misses Mattie and Elsie attended the Tri-State fair last Thursday.

Mrs. Walter Tice spent Friday and Saturday with Mrs. John Turner.

The Worthwhile club will meet with Mrs. Nettie Green next Tuesday, October 7.

Our community is proud of the

showing made at the fair and our being able to carry off first prize money and ribbon, both at Hereford and Dimmitt. While it took lots of hard work and keeping steadily on the job for some time before the fair, we realize more than ever the good to be gained, both educational and socially, of the friendly competition entered into by various communities. It forms new friendships and new relations, all of which will go to improve living and other conditions among the people. So come on, Palo Duro; Fairview, we hope to meet you and all other communities at the fair next year.

Mr. and Mrs. Roy Boyd are the proud parents of a baby daughter, named Barbara Jeanette.

A tacky party was enjoyed by the community last Thursday night at the home of Mr. and Mrs. Leo Williams. Charles King and Mrs. Paul Williams proved to be the "ficklest" by the judges' decision and were presented a box of can-

Big Line of Felt Hats

—In light colors, formerly priced at \$5.00 and \$6.00, going at \$2.00 each.

Big Special

—This week is our \$2.00 and \$3.75 Hats. We have some big bargains in all our best hats. See us before you buy.



Vogele Millinery Parlor

Coats and Dresses

—We are offering you the best value for your money in town on COATS and DRESSES, especially priced for Friday, Saturday and Monday. You will be astonished when you see them—truly big bargains.

Special On Hose

—We have a special on Hose and Lingerie, Bloomers, Brasiers and Step-Ins.

Imported Beads

—Inspect our beautiful line of imported beads.

FASHION DRESS SHOPPE

PHONE 201

What Users of the New Four-Cylinder HART-PARR Think of Them

A short time ago A. J. Ellwart and son purchased one of our new tractors and after a few hundred acres use had this to say:

"I have run a number of tractors, some trucks and a car, but I have never operated anything so proficient as the new four-cylinder Hart-Parr. You need not bother yourself with this tractor—tightening this and loosening that, for it is so proficiently constructed and adjusted that you know just where you are. It will do more work on the same amount of oil and gas."

"Did you say 'than any tractor'?"

"I say yes; for I have covered three hundred acres in four days with a ten-foot tandem disc. And attached to this were two heavy harrows, and I came out a good insurance risk. You may call this an endurance test, like sitting in a tree. Of course I got a little sleepy, but I was woke up by a bee."

"So, Mr. Farmer, if you want a real tractor, go to see M. D. Womble for a new four-cylinder Hart-Parr; for they have everything bested in the tractor and machinery line by far."

"A. J. ELLWART."

Other users are just as enthusiastic as is Mr. Ellwart. Call on-us and learn more about this new tractor and its performance.

M. D. Womble, Implements

HELPY-SELF

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

| | |
|---|---|
| PEANUT BUTTER, 32-oz jar | 34c |
| SALAD DRESSING, El Food, 8-oz jar | 24c |
| SOAP, toilet, Cocoa hard water, 3 bars | 21c |
| LARD, Compound, 8-lb pail | \$1.09 |
| CRACKERS, Saltine Flakes, 2-lb box | 29c |
| WASHING POWDER, Oxydol, large size | 22c |
| COFFEE, Schilling's, 2-lb can 83c, 1 lb | 43c |
| TOMATOES, No. 2 can | 10c |
| FLOUR, Amarillis | 24-lb bag 84c 48-lb bag \$1.58 |
| PEACHES, Libby's, No. 2 1-2 can | 27c |

BUSINESS MEN'S ASSOCIATION, Inc. OF HEREFORD

Comprised of the Undersigned Business Men, Has Agreed to Require the Prompt Payment of All Monthly Accounts by the Tenth of Each Month or as Agreed.

Most People Have Always Paid Promptly

Right here we want to take the opportunity to thank you who have paid promptly in the past. We want you to know that we prize your accounts. In fact the new rule can be taken as an appreciation of your promptness as we see the injustice of granting to those who do not pay as you do. It has been the prompt paying customer who has helped finance our various businesses in the past.

In the Future It Will Be Asked of Everybody

A certain percentage of our credit customers have become lax in the payment of their accounts. They know themselves to be GOOD, but have put off paying their debts. From this time on we must ask these customers to pay promptly, because money in their bank will not pay our bills. There will be no exceptions: We know everyone deserving credit can pay their bills and there is no reason why they shouldn't.

"Slow Pay" Must Speed Up

The new basis for granting credit is promptness of payment. If the customer is worth a million dollars but is slow pay, that customer is worth less than one who is worth nothing but pays when the bill is due. It will be impossible for a slow customer to trade with one store one month, another the next and then go to the third. Each of the undersigned is in touch with the credit bureau daily, exchanging information with the other merchants and firms.

Make Your Credit Good With These Firms

Someone reading this advertisement today will get the wrong idea unless we explain our attitude. NO ONE DESERVING CREDIT WILL BE REFUSED CREDIT WHEN THEY WANT IT. Credit is a convenience. It is a sound business principle unless the merchant allows its use to be abused. Prompt payment of your account will at all times assure you a continuation of past credit favors. Any and all of these firms will welcome your account on their books.

"Hot Check" Evil Must Stop!

"KNOW you have the MONEY in the BANK" before giving a check, thereby avoiding unnecessary expense and embarrassment.

The merchant accepts checks in payment of merchandise as a convenience to the customer and gives money on checks as a courtesy. "Too often" checks are returned by the bank marked "Insufficient" or "No Account".

Such checks are reported to the Business Men's Association, and all members notified. ALL MEMBERS KNOW ALL HOT CHECKS, and have agreed to PROSECUTE all violators of the Hot Check Law.

IT'S

Worth Taking Time--

To Find Out Just What A Credit Association Does For

YOU

THE MERCHANT

HERE'S the story: You buy merchandise. Your merchant sends you a statement which you pay promptly, because that is the sort of fellow you are. When the local association gathers data your merchant says that you are "Good Pay". Later, making our report to the National Retail Credit Association we transmit this same fact. You are "Good Pay". Thus you have a National Reputation. Whenever a situation arises where your trust-worthiness or responsibility is questioned you have a "Clean Credit Record". Isn't it worth having? Others have found it so!

Your coal man, your dentist, your physician, your grocer, your jeweler, your tire dealer, your dry goods merchant, your florist, in fact everyone with whom you deal, needs what you owe him to assist in meeting his own obligations and keeping his credit rating good. It will also enable him to maintain a larger stock, and give better service. By means of a credit association, all information is available to all members at their request. The association protects members with a complete system of credit information.

First National Bank
First State Bank
Western National Bank
Buchanan & Rosson
Welch Machinery Co.
Twin City Trac.-Imp. Co.
C. A. Skelton
M. D. Womble
Panhandle Lmbr. Co.

A. C. Thompson Lmbr. Co.
Rockwell Bros. Lmbr. Co.
R. H. Kemp Lmbr. Co.
Brumley Chevrolet Co.
Hereford Motor Co.
Magnolia Filling Station
Magnolia Petroleum Co.
Gulf Refining Co.
Texas Oil Co.

Texas Filling Station
Continental Oil Co.
Phillips Petroleum Co.
Willard Battery Station.
Streu Hardware Co.
West Texas Feed & Seed Co.
Farmers Elevator Co.
White Face Printing Co.
Wesley Store
Corbett & Co.

Blythe Bros.
City Drug Store
Rice Drug Store
Sprowls-Cronin & Co.
J. O. Newell
D. R. Gass & Son
Mont E. Baker
Carlyle Grocery
Roy Kincaid
Hereford Brand

Dawn Items

BY MISS LOVIE MAYFIELD

P. T. A. met last Friday evening to reorganize for the present school term. Cake and fruit salad were served.

Mr. and Mrs. W. J. Stewart visited in the H. E. Miller home last Sunday.

W. F. Mayfield and Lovie attended church at Cleo last Saturday.

This community received a liberal supply of rain last Sunday. Miss Beulah Reader of Canyon called in the Mayfield home last Friday.

Byers Irwin of Umbarger is working for W. J. Stewart the past two weeks.

W. A. Buchanan called in the Mayfield home last Thursday.

The senior boys and junior girls basketball teams played games at Westway last Friday. Dawn boys winning 12 to 8 and the girls tying with 13.

Reuben Mayfield worked for W. A. Buchanan last week.

W. J. Stewart and family called in the Mayfield home Monday.

Mr. and Mrs. Will Snap are the proud parents of a new boy-born Saturday, October 4. Mother and baby are reported getting along nicely.

Clifford Stewart, Paul and Dewey Bagwell called in the Mayfield home last Sunday.

Miss Inez Brown of Weatherford visited in the A. J. Morris home last Sunday.

Little Louise Bagwell was badly poisoned with iodine one day last week, but she is rapidly improving at this time.

P. H. Barnes made a business trip to Sudan Saturday.

Northwest News

By MRS. M. L. STRADER

Mr. and Mrs. Price have moved to Hereford for the winter.

Bippus school is going along nicely.

The county health nurse was here Monday, finding some of the children with bad teeth and tonsils.

Mmes. Hooveh and Strader were school visitors this week.

Mr. VanBibber was out from Hereford looking over his wheat crop one day recently.

Mr. and Mrs. H. O. Dorris have moved to Clovis to send their son, Emmitt, to school this winter.

The little Reece child is reported better at this writing, but we understand Mr. Reece has blood poisoning in his hand.

On account of Miss Gunter having made other plans it was impossible for her to meet with ladies in Bippus community to help organize a club.

Mrs. Strader's brother came in Wednesday for a few days visit with his sister, leaving Friday for San Diego, California, to spend the winter.

Mrs. J. D. Ferguson visited Ms. Frost Friday afternoon.

Not many at church Sunday on account of bad weather.

Ford Doings

BY MISS EDITH MANN

Ford Community Welfare club met Friday afternoon in the G.

G. Rempel home with Mrs. Rempel as hostess, when 18 members answered roll call with "What I enjoy most in my living room." From roll call the meeting drifted into a business session, when Mrs. D. S. Larson made a talk on "Making the best of what we have on hand in our living room improvement work." Mrs. D. B. Mann discussed "What we mean by a livable living room," and Miss Emma Gunter gave an explanation of contest and score card by scoring a living room.

Miss Gunter also showed the ladies how to make rugs. After the business session the hostess served delicious refreshments of sandwiches, cookies and iced tea. The remainder of the afternoon was spent socially and all departed with a good word for the hostess. The next meeting will be in the home of Mrs. D. L. Larson October 17.

Miss Emma Gunter visited the school Friday and got a list of all the girls eligible to belong to the 4-H clubs. She will visit there again Friday, October 17, and organize the club. We feel that it will help the girls to an unknown extent and urge them all to join the organization.

There was no Sunday school at Ford Sunday, due to the rain that fell that morning. We were greatly benefited by the rain, as the farmers can continue sowing grain and we expect to see an unusually large crowd out for the services next Sunday.

Mrs. E. H. Simpson's mother, Mrs. Grimwood, of Tecumseh, Oklahoma, arrived here Saturday night for a visit.

Mrs. Hardy Benson's sister and Mmes. Allison and Parker respectively, of Cisco are here visiting relatives and friends.

Mr. and Mrs. Beryl Davis and son spent the week end in Olton with Mr. and Mrs. Fred Thurmond and family.

Joe and James Garrett and Jas. Cathy, who are attending Price Memorial College in Amarillo spent the week end with Mr. and Mrs. J. S. Garrett.

Mr. and Mrs. Johnnie Freesein's accompanied her father, Henry Rempel, home Saturday. They are spending the winter in Oklahoma.

Mr. and Mrs. Arthur Buller and family returned home Saturday from a week's visit in Oklahoma.

Mr. and Mrs. J. F. Kliever left this week to make their home in Oklahoma. He was forced to leave the Plains on account of his hearing.

Miss Nancy Ann Garrett spent the week end with Miss Ruby Rempel.

Miss Leona Rempel spent Friday night with Miss Van Noy Davis. Miss Davis accompanied Miss Rempel home Saturday morning and spent the remainder of the week in the H. H. Rempel home.

Mr. and Mrs. Denson Hill and

Mrs. E. H. Simpson met Mrs. Woodward's train in Amarillo Saturday night.

Clyde Mann, Jewel and Chester Norton ate dinner with Floyd and Thomas Simpson Sunday.

Misses Dorothy and Marine Norton, Mildred and Nell Casey, Vine-ta Simpson and Messrs. Clyde Mann, Jewel and Chester Norton, Floyd and Thomas Simpson visited in the O. D. Frazier home last Sunday afternoon.

Mr. and Mrs. J. L. Hight visited in the F. W. Brunson home Monday.

Mr. and Mrs. J. Y. Norton visited in the D. B. Mann home Friday night.

Here and There

BY MRS. C. E. TICE

The rain Sunday was the most important news of the week. Reports vary from one-half to over an inch.

Mrs. J. B. Harlin spent Friday with Mrs. Jack Roberson.

Mrs. J. J. Lindsay spent Sunday afternoon in the C. E. Tice home.

Mr. and Mrs. Frank Jacobs of Phoenix, Arizona, came Saturday night for a visit with friends. They are at the Guy Ham home this week. The Jacobs were residents of Hereford several years before moving to Phoenix.

Mr. and Mrs. J. W. Berry have as their guests during the past week her parents, Mr. and Mrs. W. D. West of Bethany, Missouri, and her sister, Mrs. Frank McElhiney and baby.

Mr. and Mrs. Joe Andrews ate Sunday dinner at the J. B. Harlin home.

Mrs. J. H. Barton spent Tuesday afternoon with Mrs. C. E. Tice.

Several from Frio attended a forty-two party at Jumbo last Friday night.

Mr. and Mrs. Sparkman spent Sunday at the Henry Allman home.

Mr. and Mrs. Earl Springer spent Sunday at the B. F. Fulker-son home and enjoyed coming home in the rain.

Leo Williams is digging a cellar these days.

Mr. and Mrs. M. W. Heafa and daughters, Velma and Mattie Pearl were recent visitors at the Erks Williams home.

The B. Y. P. U. of Frio enjoyed a werner roast and marsh-mallow toast at the school house Friday night. Music and several readings were enjoyed by about forty.

Mr. and Mrs. Frank Easter spent Monday at the J. E. Andrews home. George Jones entertained his Sunday school class with a birthday party last Sunday.

The Worthwhile club met with Mrs. Nettie Green Tuesday, with Mmes. Easter, Dixon and Lomas co-hostesses. There were 27 members and eight visitors present. Miss Gunter gave a rug demonstration. The roll call was very interesting. Mmes. Mobley, Bell, Mack Dixon, West, Frank McElhaney and Mrs. G. F. Springer.

Ward News Notes

BY MRS. WILEY ROBERSON

Willing Workers club met Wednesday, October 1, with Mrs. Bob Higgins, when a very interesting lesson on Vowels was given for word study by Mrs. Higgins. After a short business session refreshments of salad toast, fancy cakes and coffee were served by the hostess, assisted by Mrs. Suggs. The next meeting will be with Mrs. Archie Dougherty in the home of Mrs. C. T. Kibbe. Mrs. Suggs will give the lesson on the study of Texas and Mrs. Jack Hutson will give the word lesson.

Rev. Hornbeak spent Saturday night in the Jack Hutson home and preached at Ward Sunday morning, when there was a good attendance in spite of the rainy weather.

Charlie Harrison returned last Wednesday from Canada where he has been for the past several months working for the Case implement company.

Mrs. G. W. McKinzie spent last Thursday with Mrs. Caraway.

Mr. and Mrs. G. M. Suggs and Rev. Hornbeak were Sunday dinner guests in the Montgomery home.

Misses Hughes, Garrett and Brunson spent Saturday night and Sunday with Mr. and Mrs. Allen Hughes in Hereford.

Mr. and Mrs. John Higgins visited in the W. P. Caraway home Saturday evening.

Mr. and Mrs. Jimmie Harrison and baby spent Saturday night and Sunday in the W. R. Harrison home.

Mr. and Mrs. George Rogers and children were visitors in the Maloune home Sunday afternoon.

Mr. and Mrs. Wiley Roberson attended a family reunion in the J. P. Roberson home in Hereford Sunday.

Mr. and Mrs. Bill Hutson called in the George Lewis home Sunday morning.

Mr. and Mrs. Lynn Fowelson visited in the W. R. Harrison home Wednesday.

Mr. and Mrs. W. A. Dougherty, Grady, New Mexico, are visiting in the home of their daughter, Mrs. C. T. Kibbe.

ESTRAY NOTICE

Taken up at the home of the undersigned, living about six miles northeast from the Town of Hereford in the County of Deaf Smith, the following described animal, known to be estray, viz: One brindle yearling steer.

If not legally proven by the owner thereof within Twenty Days from the date hereof I will proceed to Estray the same in accordance with law.

Hereford, Texas, this 24th of September, 1930.

J. W. VICK, Taker

WANTED: Maise Heads. G. BRUMLEY.

Statements, Letter Heads, envelopes, all Job Work, at Brand Office.

MOVED

Dr. W. A. Robinson, Chiropractor

—Formerly located in the Buckner-Lambert Building, Over Sprowls-Cronin's store, has moved over the Corner Drug Store, and is now located in Dr. LaGrand's former office rooms, where he is prepared to render you efficient health service.

Office Phone 207 Residence Phone 464

Notice of Sale

Of one impounded animal, to be sold October 16, at 2:00 p. m. at the CITY POUND.

One four-year-old Brown Mare

Weight about 1200 pounds.

C. R. BOYD, City Marshall

Ever - Wear Aluminum

ROASTERS, STEW KETTLES AND PANS
FRYING PANS

—and all the Kitchen utensils that you will ever need.

Kerr-Anthony Hardware Co.

PHONE 169

City Ordinance

Traffic Rules

SPEED LIMIT: Twenty miles residence streets; fifteen Miles on business streets.

PARKING: On Main street, park at angle of 45 degrees between the lines marked on pavement or curb. On other streets, park parallel with curb, within eighteen inches thereof, and within lines marked on pavement or curb.

Don't park within ten feet of fire hydrants, and **DON'T LEAVE CAR STANDING IN MIDDLE OF STREET.**

Approach corners cautiously and remember the car approaching from your right has the right-of-way.

If you don't want to go to the City Hall, you better obey the above parking, speed limit ordinance. Especially are you cautioned to **PARK AT THE POST-OFFICE** according to the above ordinance.

Good News!

The NEW Wirthmors Are Here!

HOUSE DRESSES

Long and Short Sleeves
New Autumn Prints
Dark and Light Grounds
Guaranteed Fast Colors
Practical and Becoming

SIZES 16 to 52
and so
thrillingly low priced

\$1.00

That's why several will be found in every up to date housekeeper's wardrobe.

The Young Miss will find models as chic as she may wish them. The Matronly Woman can have frocks in smart but simple lines. The Elderly Lady will delight in selecting the conservative styles. Larger Women will be more than pleased with demurely styled. Yes - there is a splendid variance in models to suit every taste.

WE URGE AN EARLY SELECTION

FOX MERCANTILE COMPANY

Auction SALE

HOUSEHOLD GOODS

MONDAY 13 October

SALE BEGINS PROMPTLY AT 1:30 P. M.

Having sold my residence, I will sell at Public Auction the entire furnishings and furniture, located second house west of Hereford Nursery.

1—Oak Dining room suite.
1—Bedroom suite.
1—Living room suite.
Several rocking chairs.
Several straight-back chairs.
Kitchen furniture—tables, cabinet, etc.
1—Majestic coal range.
1—Large coal heating stove.
Kitchen utensils entirely too numerous to mention.
Good assortment of dishes.
Some garden tools.

W. B. PARMER, Owner

RAY BARBER, Auctioneer.

THE DAWN OF A NEW ERA IN THE MERCHANDISE WORLD
IS NOW A SETTLED FACT:

SPROWLS-CRONIN & COMPANY

HEREFORD, TEXAS

Heed the warning first, by investigating one of the biggest Fall Advertising Campaigns on record. Our Entire Stock of the world's finest merchandise is now on display and marked on the lowest price basis of many years. No matter what your needs for winter wearing apparel may be, we have it, and no matter how far you travel to attend this great event, we can save you money.

Store Brimming Full of New Fall and Winter Merchandise Marked on the Lower Price Basis!

Prints! Prints!

| | |
|-----------------------|-----|
| Anna Mae Prints | 18c |
| 36-Inch Percalé | 10c |
| New Patterns | 10c |
| 32-Inch Dress Gingham | 10c |
| Ginghams, Peter Pan | 37c |

Ready-to-Wear

DRESSES, NEW FALL STYLES

\$4.95 TO \$15.95

COATS—Newest Styles and Colors, Sizes 14 to 52—at

\$8.95 TO \$54.95

Blankets

Part Wool, single Blankets, Size 66 x 80

\$1.49

All Wool Blankets

Beautiful assorted patterns, size 66 x 80, Unusual Value

\$5.95

Krinkle Bed Spreads, Size 80 x 108, at

89c

Sweaters

We have a complete stock of Sweaters for every member of the family at greatly reduced prices. One lot of Jersey Sweaters

\$1.39

Shoes

One Table of Ladies Shoes, Patents and Kids

\$2.95

One Lot of Men's Fine Dress Shoes, formerly priced to \$10.00, CHOICE

\$2.98

Lace Booties, 16 inches high, Black Elk, pair

\$6.95

Work Clothing

| | |
|--|--------|
| Big Smith Overalls | \$1.10 |
| Sheep-Lined Coats | \$4.95 |
| Big Smith Shirts | 79c |
| Genuine Horsehide Coats, 27-inch, each | \$7.95 |

Men's Wear

| | |
|---|--------|
| Men's Broadcloth Shirts | 98c |
| Union Suits, Winter weight | 98c |
| Rockford Sox, 12 for | \$1.00 |
| All Dress Pants at Prices that Will Surprise You. | |

Summerfield

BY MRS. L. JOHNSON

The Home-Makers Study Club met with Mrs. Ray Johnson as hostess. The program was led by Mrs. Meharg. Roll call was responded to by about 18 members with "What do I appreciate most in my livingroom." Miss Gunter told in detail what constitutes an

ideal living room and many good ideas were obtained from her suggestions. The hostess served delicious refreshments and the club will meet again October 16 with Mrs. Lewis Jay as hostess.

Mrs. W. L. Huntley was called to Plainview last Monday evening by the serious illness of her father, E. C. Dodson. He was taken to Amarillo the following day to be in his home and where he passed away early Wednesday morning. Mrs. Huntley has the sympathy of the entire community in the loss of her father.

Mr. and Mrs. Booker Pierce and children of Amarillo were visitors in the Ray Johnson home last week.

The Summerfield Eagles will play the Friona team next Friday afternoon at Friona.

This community was greatly relieved of a drought by a two to three inch rain last Sunday. Some localities report a great deal of hail.

W. L. Huntley and daughter, Geraldine, went to Amarillo Wednesday to attend the funeral of Mrs. Huntley's father.

J. H. Murdock came up from Lubbock Friday, returning Saturday with Mrs. Murdock, who had been visiting here the past month with her sister, Mrs. L. Johnson.

Bill Davis of Clarendon spent the past week with his sister, Mrs. Lee Curry.

Mrs. L. L. Cannon returned Saturday night from a trip to Louisville, Kentucky, where she has been visiting her mother and old-time friends.

Miss Theima Humphries entertained Misses Maude Noiland, Marie Meharg, Alia Fae Lance and Mildred Meharg at dinner last Sunday.

Mrs. Frank Allen and little son of Spearman is spending the week with her sister, Mrs. Walter Huntley.

Miss Geneva Finch returned to her home in Wyche after a week's stay with Mr. and Mrs. Ray Johnson.

Don't forget to bring a dish of eats for lunch October 21 at the Baptist church in Hereford when the Federation of Clubs puts on a good program that day.

BARTON HAS OPENED A NEW BARBER SHOP HERE

J. S. Barton of Mangum, Oklahoma, has opened a two-chair barber shop in the north half of the building occupied by Jack Hagar's shoe shop on Main street. Mr. Barton is an experienced barber.

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

County Library Helps to Read With a Purpose

Adult education is one of the subjects much heard of among educators today, and much is being said of advantages of carrying on learning beyond school life. Universities and libraries are preparing study courses for post-graduate work and for those who have a desire for learning but who have not had opportunity to attend a college or university.

Miss Lilla Hostetler, county librarian, has given the following outline, with a short review of the subject by the author, designed to aid any one wishing to do consistent reading on any subject:

Ballie: Pleasures from Pictures; Bennett: Frontiers of Knowledge; Bostwick: Pivotal Figures of Science; Clark: Modern Drama; Garland: Westward March of American Settlement; Greenfall: Religion in Everyday Life; Jones: Life of Christ; Mason: Ears to Hear; a guide for music-lovers; Phelps: 20th Century American Novels; Vernon: Ten Pivotal Figures of History; Williams: Mental Hygiene.

The above are just a few of the subjects outlined for the benefit of those wishing to continue to study. This particular set of outlines is called "Reading With a Purpose," and is recommended by the American Library Association.

Progressive News

BY MISS OLIVE PERKINS

Progressive Women's club met Wednesday, October 1, with Mrs. W. C. Russell. There were two visitors, Mmes. D. L. Webb and John Rector. The members answered roll call by telling what they enjoyed most in their living room. Mrs. Caldwell gave a talk on what she saw and got from her visit to the Amarillo fair, and Mrs. Wagner gave a talk on "Making the best of what we have on hand in old living room improvement work." Miss Gunter gave a demonstration on the braiding of hemp rugs. Every woman in the community who is interested in the improvement of her home should attend these meetings. The next meeting will be with Mrs. Ricketts, October 15. Mrs. Russell, assisted by Mmes. Orin Russell and John Rector, served refreshments

Hereford Man's Father Was a Pioneer Lawyer

In the third series of articles by the Amarillo News-Globe on pioneer lawyers of the Plains, prepared by Judge H. C. Randolph, a life sketch of J. E. Rosson, father of S. P. Rosson, of Hereford, was given Sunday.

Mr. Rosson was one of the early lawyers of this part of the state, starting in law practice at Paint Rock, Concho county. He located at Estacado on the Plains in 1888, and moved to Lubbock county in 1892. Mr. Rosson was instrumental in organizing both Floyd and Lubbock counties. He moved to Plainview in 1897, where a large practice was built up, but he died in early prime there in 1900. He was born at St. Charles, Arkansas, in 1868.

According to Judge L. S. Kinder of Plainview, who was well acquainted with Mr. Rosson, had he lived he would have achieved a very high place in the legal profession in West Texas. He was a man of the highest ethics.

Another Main Street Landmark Goes Down

Another old landmark in Hereford's business section has been razed when Will Gilbreath of Bellview, New Mexico, had the frame structure adjoining Carl's grocery store on Main street

wrecked this week. The building was in the first block north of the railroad, on the east side of the street.

At a later date but not this fall, a modern store house is planned for the lot, according to C. H. Carl, who is owner of the real estate.

Mr. and Mrs. W. F. Gillis and mother, Mrs. A. K. Gillis, spent Tuesday in Lubbock visiting the fashion show.

STATE FAIR AT DALLAS OPENS GATES SATURDAY

Dallas, October 8.—Everything is in readiness for the opening of the 44th Annual State Fair of Texas, here Saturday, October 11. It has been announced by T. E. Jackson, president of the exposition.

Two events are being specially featured on opening day, Press Day, at which some 600 Texas newspaper men and women are expected, and the opening football

game of the season which will be played in the new \$350,000 stadium. The opening game will be played between Texas A. & M. College and Tulane University.

C. W. Dunnam of Plainview, district manager of C. E. Stone company, spent Saturday in Hereford assisting Lee Cason, local manager of the Stone store here.

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

Dr. Rea Coming to Amarillo

AT HERRING HOTEL, Tuesday and Wednesday, OCTOBER 21st AND 22nd

TWO DAYS ONLY

Hours—9:30 A. M. to 4 P. M.

FREE CONSULTATION AND EXAMINATION

DR. REA, well known American physician, specialist in the science of internal medicine, licensed by the state, visiting many important places in the state. Treating diseases without surgical operations. Specialist in stomach diseases, liver, bowels, blood, skin, lungs, nerves, heart, kidneys, bladder, nose, throat, rheumatism, neuritis, bedwetting, pellagra, blood pressure, leg ulcers, slow growth and deformities in children.

He does not operate for chronic appendicitis, gall-stones, ulcers of stomach, goiter. In small tumors, skin cancer, tubercular glands, warts, warts, facial blemishes, piles, fistula, varicose veins, these diseases he treats with the hypodermic injection method.

DR. REA is an experienced practitioner in chronic diseases, also has a special diploma in diseases of children, and applies his efforts in the interest of those diseases he is best qualified to treat, so if ailing and not getting any better, see him, at this time.

He will give free consultation and examination. Services and medicines at reasonable cost in those cases in need of treatment. Remember the date, and bear in mind that his treatment is different.

Married women should come with their husbands, and children with their parents.

Address: Dr. Rea Bros., Medical Laboratory, Minneapolis, Minn.

'A HEREFORD INSTITUTION' HELPY-SELF

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

| | | | |
|--------------------------|-----|------------------------------------|--------|
| Pork and Beans | 25c | ORANGES, 216 size, dozen | 53c |
| THREE CANS | | SOAP, Lighthouse 10 bars | 35c |
| TOMATOES | 10c | SUGAR, 10 pound bag | 57c |
| No. 2 can | | FLOUR, Arbutus, 24 lbs 84¢, 48 lbs | \$1.58 |
| PEACHES | 17c | TAMALES, Ratliff's, can | 13c |
| Libby's No. 2 can | | SALMON Pink, can | 13c |
| APRICOTS | 18c | PUMPKIN, No. 2 can | 10c |
| Libby's No. 2 can | | CORN, Concho No. 2 can | 12c |
| PEACHES, Solid Pack | 63c | CHEESE, Long Horn, pound | 29c |
| Gallon Can | | SLICED BACON Clover, pound | 37c |
| APRICOTS, Solid Pack | 67c | | |
| Gallon Can | | | |
| PEANUT BUTTER | 36c | | |
| 32-ounce jar | | | |
| OLEO, Jem-Nut | 19c | | |
| Pound | | | |
| CHEESE, Long Horn, pound | 29c | | |

SPECIAL FOR FRIDAY AND SATURDAY

| | | | |
|-----------------------------|-----|---------------------------------|-----|
| SUGAR, ten pounds | 57c | CANDY, one-pound package | 18c |
| SPUDS, eight pounds | 25c | LOGANBERRIES, gallon can | 68c |
| GRAPES, Tokay, three pounds | 25c | STRING BEANS, No. 2 cans, 2 for | 25c |
| HOMINY, Van Camp's, two for | 21c | BLACKEYED PEAS, three pounds | 25c |
| COFFEE, three-pound can | 98c | BROOM, a good one | 55c |

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Some Choice Books Arriving at Library for Readers Who Find More Time As Nights Lengthen

A review of Kremborg's "Our Singing Strength," one of the new books just put into circulation at the county library, states: The book is a dynamic document revealing steps of American poetry from its colonial and revolutionary infancy, through the adolescent stages of the early 19th century and then through the New England renaissance, Walt Whitman, the twilight of the old century and dawn of the 20th in the national renaissance which came just before the World War.

Other books on the new list are:

History.
Ogg; Economic Development of Modern Europe. Paxson; New Nation. Robinson; Readings in Modern European History, volume 2. Slosson; Twentieth Century Europe. Sparks; Men Who Made the Nation. Turner. Frontier in American History.

Miscellaneous.
Recommended by Miss Emma Jean Donald, as given in the course by University of Columbia instructors. Auslander; Winged Horse (story of poets and their poetry). Byrd; Skyward. Bradford; As God Made Them (portraits of some 19th century Americans). Bowers; Tragic Era (reconstruction days). Erskine; Delight of Great Books. Chamberlain; Soviet Russia. Kent; Political Behaviour (first frank revelation of what goes on behind scenes in this modern democracy).

In Lynde's "Middleton," Middleton is named given to a representative American community studied by a group of field investigators whose reports are incorporated in the present book. All cross-currents of life in this city of 30,000 people, located in the Middle West are observed and recorded here.

Rolland; Beethoven, the Creator. Sandburg; Lincoln, a simple chronicle of the rise of a gawky, poverty-stricken youth of the West to national power and deathless fame. Other miscellaneous books worth mentioning are Collins; Amateur Photographer's Book. Fiske; Critical Period of American History. Hoyle; Encyclopedia of Games. Wiggin; My Garden of Memories. Baynes; Animal Heroes of the Great War. Beard. American Boy's Handy Book. Foster; Story of the Bible. Hagedorn; The Book of Courage (record of 30 lives from Socrates to Lindbergh). Johnson & Barnum; Book of Plays for Little Actors. Mackay; How to Produce Children's Plays. Post; Etiquette. Emil Ludwig; Napoleon (one of the best biographical sketches ever written).

DAWN SCHOOL NOTES

By MYRTLE MCGOWEN
Sophomore, Dawn School.

Journalism should be a part of the curriculum of every high school. Why it is not, is a question difficult to settle when one stops to remember that more stress is spent upon English than upon any other subject in high school. Students are permitted to be graduated with three years of history or three years of math, but almost without exception, four years of English are required.

What good, one may ask, is that English, or rather English composition, going to do the student if he has no opportunity to use what he learns?

High schools expect to turn out students proficient in writing English, and yet those schools do not give the opportunity to practice the use of that which they go to such pains and expense to drill into the heads of their students.

No one supposes for a moment that all English students will automatically become journalists simply because journalism is taught in the school; certainly not, but if students are not to have the opportunity of trying, how are we to know what they can do? Would the most foolish expect a student to become a great musician by simply studying music and never having an instrument on which to practice? Might as well expect one to learn to be an expert swimmer and tell him to stay away from the water. Then why not give us journalism, high schools? We may bore both teachers and public to tears by our efforts, but the papers do not have to be read, you know, and we do enjoy trying when we think there is a chance of its being printed. Can you expect students to put any enthusiasm into writing a theme just to get it back decorated with red ink, or worse, to know it will probably lie at the bottom of the waste basket? And, oh, how we do hate writing beautiful themes with the probability of never seeing or hearing of them again!

Don't expect us to fly before you give us a chance to try our wings! We are not all born authors or editors, but give us journalism and you might find one gem among the rubbish.

The Senior basketball teams of Dawn, accompanied by the pep squad, visited Westway Friday for a matched game. The boys won, 12-8, and the girls tying 13-13. Lorena Mayfield, President.

cial, Mr. Morris, called us together rather mysteriously we thought. Much whispering was going on among the pupils, but we soon found out the cause: We are going to have chapel every Monday morning from 9:00 to 9:30 o'clock, the programs being furnished by a certain room. Mrs. McGowen's room furnished it this Monday, using the new song books we had ordered. The parents are urged to attend these exercises.
Lois Smith, Secretary.

Noted Speaker Here Sunday at Baptist Church

Dr. Atticus Webb of Dallas, editor of Home and State and head of the Anti-Saloon League in Texas, will be here Sunday to fill an engagement at the First Baptist church. He will begin his address at 7:30 o'clock Sunday. Services at the four larger Protestant churches have been suspended for this occasion, and the gathering will be a union meeting. A capacity house is expected out to hear Dr. Webb. His subject will be "The Unfinished Task."

Mrs. J. E. Beyer left Tuesday morning for Amarillo to attend the Methodist Missionary society meeting to be held there Tuesday night and all day Wednesday. Mrs. Beyer expects to leave Amarillo Wednesday night for Cherryvale, Kansas, where she will visit in the home of her son, Ersel Beyer, and family.

Mrs. J. C. Coker of Amherst arrived here Tuesday to transact business. Mrs. Coker is an old-timer in the Hereford country, having lived here with her family as early as 1892, and formerly owned large tracts of land in this county.

FOR JOB WORK, TRY THE BRAND

Chamber of Commerce Credited As Both Leader and Internal Driving Power by Contestants

(Editor's Note—By request of John P. Slaton, president of the chamber of commerce, and the three judges, second and third prize articles in the 200-word letter-writing contest are published herewith. Mrs. D. W. Hawkins' article, winner of first place, was printed last week.)

Chamber of Commerce Needed to Guide in Approaching Changes.

By J. A. NEILL
Great events, whatever their causes, speak through great leadership, individual or organized groups. Only leadership changes things—someone must take initiative in every event and change. In America, where individualism is so pronounced, organization usually furnishes leadership because its impersonality reduces jealousy and prejudice.

Custom has made chambers of commerce in American community life natural groupings of everybody's talent, every service club's altruistic inspiration, every political party's and church's desire for general welfare, a common meeting ground, union of forces that can be assembled in no other way.

Hereford contains those Anglo-Saxon principles of progress; old must give way to new. Indians yielded to our forefathers in the development plan; Deaf Smith county is passing from pastoral to agriculture; few people will become multitudes. These changes require leadership. Our chamber is the logical vehicle for promoting such advancement. It is the engine that is in trim to couple to every idea that sprouts, swinging it to the main line for Greater Deaf Smith county's magnificent train.

With this trained leadership

ready, day and night, those who fail to help furnish a cargo of quality are delinquent and improvident. The call is clear.

Third Prize-Winner.
I affirm that the Chamber of Commerce Brings New Business, New Money and New People to Our Town and County.
By SYM ARIEN

Unless forced through the circulatory system by heartbeats steady and strong, blood ceases to feed the body and death follows. This is true from individual to nation. Equally true: as proper food is efficiently supplied, health and vigor result.

Nations recognize these natural laws and adapt them to their commercial life. The engines which keep their businesses pulsing strongly and evenly are Chambers of Commerce. Greatest of these in the world today is the Chamber of Commerce of the United States.

LOOK!
We have thousands of
CHINESE ELM
all sizes, ready for setting out.
GREAT WEST NURSERY
H. E. Sullins & Son

Following closely in its steps are the thousands of lesser organizations representing large cities. Pressing closely upon their heels are those of Main Street; thriving little communities which make up our national prosperity. It is their business men who form the motive power of progress.

To these far-seeing men—these Chambers of Commerce—we owe a debt of gratitude. To their untiring energy in developing their com-

munities is due the steady flow of new blood—new business if you prefer—new people and new money into each city and town, which together makes the greatest nation in the commercial world today.

Raise high your banners, Chambers of Commerce, throughout our land, and long may they wave!

Fresh B. batteries, tubes, aerial wire, insulators and ground clamps at RICE'S.



Adding Miles To Your Record

Phillips gas means more miles per hour and more miles per gallon, too. It leaves no carbon and gives you that almost instantaneous pick-up that every motorist seeks. Try PHILLIPS OIL AND GAS and you'll stick to it.

I invite my friends and all others to visit my station and give me a share of your business.

Hereford Service Station
MORRIS MATTHEWS, Manager.
PHONE 168

D. K. ROBISON, M. D.

RESIDENT PHONE 500 OFFICE 282

PLENTY OF COD LIVER OIL in MERIT EGG MASH



Here is a ration that contains all the necessary ingredients for steady, high egg production—and also plenty of cod-liver oil to aid the health and vitality of the hen, which in turn means more winter eggs.

MERIT EGG MASH is mixed to a formula, not to a price. It gives your flock, in most useable form, the 14% protein, 10% fat and 11% minerals every egg must contain—or there is no egg, and profits fade! Test the egg-making economy of MERIT EGG MASH with your own hens. You'll be astonished at the production increase!

To keep the three egg-making organs of the hen working full time, robust health is essential. The cod liver oil in MERIT EGG MASH is the answer.



West Texas Feed & Seed Co.
Phone 265

FRIDAY and SATURDAY SPECIALS

| | |
|-------------------------------------|--------|
| GRAPES, Tokays, three pounds | 20c |
| CABBAGE, pound | 2 3-4c |
| LEMONS, dozen | 31c |
| POST BRAN, two for | 21c |
| APRICOTS, gallon | 53c |
| COCOA, Hershey's, one pound | 27c |
| PEACHES, White Swan, No. 2 1/2 can | 21c |
| SALMON, pink, two for | 29c |
| TOILET SOAP, three large bars | 17c |
| FLOUR, Pillsbury's Best, 48-lb sack | \$1.59 |

WE GIVE SILVERWARE COUPONS

Carl's Cash and Carry Grocery
Phone 324

MEN'S and BOYS' SPECIALS For Fall and Winter Wear

A select list of the highest grade of merchandise, chosen from our regular stock and offered for a few days at attractive prices. This is an opportunity to pick out clothing to give you long, hard wear out-of-doors, and save you real money on it.

Leather Coats . . .
Genuine horse hide, full lined, 30 and 31 inches long, built to give excellent wear . . . **\$10.75**

Mole-Skin Coats . . .
Fully sheep-lined, 36 inches long, a dependable garment to give excellent wear . . . **\$4.05**

Sweaters . . .
Good durable cotton sweaters, in either coat or slip-over styles **\$1.00**

Wool Sweaters . . .
Our famous Cadet brand, with reinforced elbows, coat or slip-over styles, heavy or light weight, assorted colors. Sizes for boys or men. Priced up from . . . **\$2.50**

Work Shoes . . .
Wolverine brand, genuine horse hide, made to stand up under long, hard wear, built to endure severe tests, 5 or 6 styles to choose from. Priced from . . . **\$3.50 to \$5.00**

Bootees . . .
Leather high tops in both men's and boys' sizes, good ones, built for hard service under trying conditions, prices for boys sizes **\$3.50 to \$5.00** Men's sizes . . . **\$5.00 to \$10**

And JUSTIN'S Famous Shop-Made Boots

D. R. Gass & Son

Arney News Items

BY MRS. F. W. FORTNER
 Fremont Chatfield of Crowell arrived Saturday night to stay short while.
 Mr. and Mrs. Chas. Cox left Saturday for Fort Sumner, N. M., and other points in that state, returning with a load of pies.
 School in this district is progressing nicely.
 Mmes. Burnham and Wilson visited the school Monday.
 Mr. and Mrs. Earl Davis are proud parents of a baby girl. They are old citizens here but now live at Joel.
 Boyd Smith, injured several days ago, is still in the sanitarium at Alamo, but is rapidly improving.
 A large number of Arney people attended the Tri-State fair last week.
 Farmers are busy sowing wheat and cutting feed.
 Mrs. Otha Fortner of Berger, went two days last week visiting relatives here, returning home on Monday.
 Thomas and Ollie Boyd of Canon spent the week end at home here.

Wyche Items

MRS. L. P. PERKINS
 Mr. and Mrs. Dwight Osborne are here harvesting their sudan. Mr. Osborne says the hard winds of the last few days have done considerable damage to the sudan.
 The Finches have had a number of relatives visiting them the last few days, among them a cousin who belongs to the navy and is at present stationed at Washington, D. C.
 Miss Pet Finch attended the wedding of her cousin from Washington, D. C., at Clovis Monday of last week.
 Mrs. Osborne called on Mrs. Perkins Tuesday.
 Edward Perkins visited the Burgess boys Saturday and Sunday. Miss Mattie Priddy visited Mrs. Perkins Saturday. Misses Priddy and Smith are much pleased with our school and youngsters.
 Mrs. Jack Baker, daughter of Mr. and Mrs. E. A. Edwards, underwent a major operation Wednesday and is doing nicely.
 Mr. and Mrs. L. P. Perkins spent Sunday in the Wm. Hall home at Jumbo.
 Ted Young and wife visited in the J. A. Young home Tuesday.
 Messrs. and Mmes. Burgess and Perkins visited the Amarillo fair Thursday.
 L. P. Perkins has been sick the past week with a severe cold.
 Most of the farmers are cutting feed with broadcast binders.
 Mr. Burgess had a new tractor delivered last week.
 Misses Smith and Priddy spent last week end in the B. C. Robertson home at Summerfield.
 Try our soft water shampoos and feel the difference in your hair. ORR'S BEAUTY SHOP. 37-2c

Easter News

BY MISS EMERALD SMITH
 Mrs. Chambliss spent a day recently with Mrs. J. S. Smith.
 Mrs. Cason spent a day recently with Grandmother Sames.
 Mr. and Mrs. Allen were shopping in Hereford the other day.
 Mr. and Mrs. Ed Willard of California visited in the J. S. Smith home last week.
 Mr. and Mrs. Carl Frye and children went to the Amarillo fair last Thursday.
 Louise Ann Frye spent Wednesday night with Anna Mae Smith.
 Mr. and Mrs. Harvey Smith spent Sunday with Mr. and Mrs. J. S. Smith.
 Mary Louise Shiggs spent Sunday with Evelyn Reynolds.
 Mary Lou Sanders spent Sunday with Miss Martha Medley.
 Miss Boyd's two brothers visited her last week.
 Annie Mae Smith spent Sunday with Hazel Chambliss.
 Travis Whitfield spent Sunday with Britain Chambliss.
 Mr. and Mrs. Carl Frye went to Amarillo Sunday.
 Eddie Lee and Va Allen and Emerald Smith spent Saturday night with Mrs. Sam Hunter.

Black

BLACK SEVENTH GRADE ENGLISH CLASS
 Parents of the Black community met at the school building Friday evening of last week and organized a P. T. A. Mrs. Clyde Hays is our president. A fee of 25c to be paid by each member for the quarter of the year. The P. T. A. expects to do many and helpful things during the term for the school and play ground. Several able speakers are to visit and speak to the patrons of the Black community this year.
 Mr. and Mrs. J. J. Crawford and family spent Sunday with Mr. and Mrs. Ray Bennett and family.
 Mr. and Mrs. A. C. Hays and family attended the Tri-State fair at Amarillo Friday.
 Mr. and Mrs. O. Thompson of Friona were visitors in the Black community Sunday.
 Houston McMurry spent Sunday at Norman Price.
 Bud Barnett spent Friday in Amarillo enjoying the sights of the fair.
 All who were present at Christ-Endeavor Sunday evening enjoyed the program by the card class of Black Sunday school, under direction of their teacher, Mrs. H. McLean.
 Mr. and Mrs. A. B. Hinds and family attended the Amarillo fair Thursday.
 Mrs. Mary D. Ray, who has been here for the past week, is slightly improving.
 Mr. and Mrs. Robert Sisk of Plainview were guests of her parents, Mr. and Mrs. A. C. Hays, Sunday.
 A Sunday school meeting for the young people's class was called Tuesday evening at the home of the teacher, Miss Lucille McLean.
 Charlie Hays, Jr. and James Gordon Barnett of Black were hereford visiting Sunday evening.
 Mr. and Mrs. Urely Price and Mr. Ralph, spent Sunday with Mr. and Mrs. Bert Barnett and family.
 Miss Uena Mae Welch spent the week end with Miss Lena Johnson.

Bell Telephone Has Purchased Teletype Group

The American Telephone and Telegraph Company has completed negotiations for the purchase of the Teletype Corporation by an exchange of 150,000 shares of the common stock of the two corporations, share for share, according to word received by G. W. Halley, district manager of the Southwestern Bell Telephone Co. The purchase was effective October 1.
 Teletype Corporation's principal office and factory are in Chicago and it is engaged in the manufacture of printing telegraph equipment of all kinds. For years, the Bell system has been the company's largest customer.
 A survey of the Bell System's future needs for this type of apparatus indicates that it will continue to require a major portion of teletype production. A maximum of progress and economy will be realized through the complete coordination of research, development and manufacture as a result of the purchase. The Teletype Corporation will be operated as a subsidiary of the Western Electric Company.
 ELECTION NOTICE
 TO ALL WHOM IT MAY CONCERN: Notice is hereby given that an election will be held on the 25th day of October A. D. 1930, at the Sims School House, at the Bippus School House, at the Ford School House, at the Daniel School House and at the Union School House, all of which places are voting boxes in Commissioners Precinct Number Four of Deaf Smith County, to determine whether horses, mules, jacks, jennets, and cattle shall be permitted to run at large in said Commissioners Precinct or not.
 In Testimony Whereof, witness my hand and seal, this the 9th day of September, A. D. 1930.
 (SEAL) EARL W. WILSON, County Judge of Deaf Smith County, Texas. 35-4c
 Willie Wells Bomar of Clovis visited friends here Sunday.
 We are the only beauty shop in Hereford giving shampoos with soft water. ORR'S BEAUTY SHOP. 37-2c

Daniel News

BY MRS. JOE THURMOND
 School was dismissed Tuesday to enable all the children to attend the Tri-State fair in Amarillo. Most everyone in this community attend some time during the week.
 Mr. and Mrs. Phillips of White Deer visited their daughter, Mrs. Boyd Pepper, over the week-end.
 Mr. and Mrs. Durwood Vernon spent Saturday night and Sunday with his parents, Mr. and Mrs. J. A. Vernon, at Hereford.
 Mr. and Mrs. B. A. Chain were in Hereford Friday.

Joe, Tom and Oscar Golden of Plainview spent the week end here with their sister, Mrs. Floyd Tomlinson.

Mr. and Mrs. S. D. Blackwell and family and Mr. and Mrs. Vernon Miller spent Sunday with Mrs. Luna Jacobs.
 Floyd Tomlinson and Durwood Vernon were at the Tomlinson farm at Stratford Wednesday and Thursday.
 Miss Angle Jacobs spent Saturday night with Miss Linnie Lee Phillips at Mrs. Boyd Pepper's.
 Misses Etoyle Jacobs and Mary Higgins were at home over the week end from school work at Canyon.



Farms and Ranches City Property and Lots
 We have large and small tracts of excellent land for large ranches or the small farmer.
 For Quick Sales List Your Land With Us.

Hill & Ricketts Co. Realtors
 Clark Building. Phone 358.

Good Meat Is Important!
 School children and those subject to hard physical labor find their health conditions are best when nourished by our extra-select, corn-fed baby beef. And it's more than just wholesome—it sure tastes good.
Texas Meat Market

DIRECTORY—Business and Professional

G. W. Smith
 Parts for all Cars
 Electrical Repair Work.
 Second door south of the City Hall

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

Dr. B. M. Wiltshire, Dentist
 Over Sprowls-Cronin & Company
 Buckner-Lambert Building
 ROOM 3 PHONE 470

CHIROPRACTOR
 CORRECT ANALYSIS AND DIET
 X-RAY AND PATHO-NEUROMETER TECHNIC
 CABINET BATH AND DEEP THERAPY RAYS
 FOR APPOINTMENTS PHONE 207, RESIDENCE 464
 LADY ATTENDANT
W. A. Robinson, D. C. Ph. C.

DR. T. M. MONTGOMERY
 EYESIGHT SPECIALIST
 626 Polk Street, Amarillo, Texas
 Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
 OFFICE RAY'S JEWELRY STORE.
 Telephone 188 for Appointment.

A FEDERAL FARM LOAN
 Is the Best Loan Contract for Real Estate
 1. Lower rate of interest.
 2. Liberal pre-payment privileges.
 3. Easy to get large tracts segregated into smaller loans.
 4. Easy to obtain a release of part of the security.
 5. Reasonable loan values approved.
 A. O. THOMPSON, Secretary-Treasurer.
 Our Abstracts Correctly Reflect the Records.
THOMPSON & IRELAND
 ABSTRACTERS
 Hereford Texas

OLLIE FOX
 DECORATOR-PAINTER
 PAPER HANGER
 Phone 428-J

GREAT WEST NURSERY
 One and a Half Miles north-west. General Nursery stock. @ H. E. SULLENS & SON.
 Phone 334-J

FOR OFFICE SUPPLIES
The Hereford Brand

REAL ESTATE
 List your land with us. Bargains in farms and large ranches in both Texas and New Mexico.
WALSER & DUNN
 Phone 467

GENERAL BLACKSMITHING
 Disc Rolling, Welding
 On Miles Avenue in My New Building.
JNO. JACOBSEN
 PHONE 321-J

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

DEAF SMITH COUNTY ABSTRACT CO., Inc.
 Office In the Court House
C. F. McCOLLOUGH, Manager
 ABSTRACTS LOANS

PROTECT YOUR CREDIT!
 A CLEAN CREDIT RECORD IS YOUR GREATEST ASSET.
 PAY YOUR BILLS PROMPTLY
Business Men's Association, Inc.

PHILLIPS '66'
 and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc.
 Phone 69 when in the trouble
 W. J. SMITH, Phillips Station No. 1, on East Third

Nunn Transfer
 HAULING OF ALL KINDS
 Day phone 65, Night 420-J

SHOE SHOP
 Repair anything in leather Shoes, Harness, Saddles, Canvas on Combines.
Jack's Shoe Shop
 North Main Street

L. A. RAY
 PLUMBING
 Phone 142-J

Fix-It Shop
 All kinds of Furniture Repaired.
J. J. BUCKNER
 Phone 313

6 1/2 PER CENT MONEY ON
Farm Loans
 No Commission to Pay
FRANK BARBER
 Representing the South-western Life Insurance Company

GULF GAS
Gives You Faster Pick-Up
 Given a vimful swig of GULF gasoline, your car will dart ahead like Gallant Fox at the Kentucky Derby. Zing!—and off it goes with a sure-fire pick-up that lands you out ahead of the field. It's clean, virile gas, good for your engine, and carbonless in its after effect.
 We Have Recently Been Appointed
Authorized Dealer-Agent for Gulf Refining Company
 By virtue of the new arrangement we will have a complete line of Gulf Products, and will be open until 10 o'clock every night to render the best service possible.
 We also wash and grease cars, polish, fix flats, and, in fact, do most anything your car needs. A trial will convince you.
BEAVERS BROS. SERVICE STATION
 PHONE 383

October
2, 3, 4

REXALL ONE-CENT SALE

October
2, 3, 4

THURSDAY

FRIDAY

SATURDAY

Special Supply
Values

- Rexall Remedies
- Puretest Products
- Creams and Powders
- Perfumes and Tale
- Candy and Stationery
- Hospital Supplies
- Rubber Goods

Rather than spend large sums of money in other ways to convince you of the merit of these goods, the United Drug Company is spending it on this sale in permitting us to sell you two full-sized packages for the price on one—plus one cent. Every article in this sale is a high-quality, guaranteed product, being sold all year-round at the standard price. No limit—buy all you want.

- School Supply Values
Never Before on a One-Cent Sale
- 100-Page Note Book Filler, 2 for 26c
- No. 2 Pencils, two for 6c
- Special Lined Writing Tablet,
two for 11c
- Special School Tablet, 2 for 6c

The Corner Drug Store

The Best In Drug Store Goods.

Phone 105—Night Phone 473-J.

The Best In Drug Store Service

Locals

Mrs. W. H. Jordan of Dallas arrived here last Thursday evening for a visit in the home of her brother, H. B. Webb.

Fry our soft water shampoos and feel the difference in your hair. ORR'S BEAUTY SHOP. 37-2c

O. T. (Berry) Behrens of Gruver, Texas, spent the week end here visiting his wife and their new-born baby girl.

We guarantee our Brunswick Super-Service tires for 20,000 miles, but expect them to do much more than that. RICE sells them. 1c

Rev. and Mrs. J. M. Fuller will leave Friday for Panhandle to attend district meeting of Methodist pastors and laymen which opens there October 3.

STAR THEATRE
Hereford, Texas

Thursday and Friday

This Week, October 2 and 3

"Anybody's Woman"

with

Euth Chatterton and Olive Brook.

Saturday Only

MATINEE AND NIGHT

This Week, October 4

"Call of the West"

A Western You'll Like!

Monday and Tuesday

October 6 and 7

"Broadway"

A big comedy musical revue, featuring EVELYN BRENT and GLENN TRYON.

Wednesday and Thursday

October 8 and 9

"Man Trouble"

A tremendous story played by MILTON SILLS and DOROTHY McKAHL.

Friday Only

Next Week, October 10

"For the Love of O' Lil"

Being the romance of Sandy and Lil as has been told weekly in Liberty Magazine and followed eagerly by millions of readers. See them now in talking pictures.

R. L. Campbell of the Palo Duro district won third place at the Tri-State Fair on a yearling Hereford bull.

Mr. and Mrs. W. H. Dowell visited in Lubbock and Slaton over the week-end.

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

We are the only beauty shop in Hereford giving shampoos with soft water. ORR'S BEAUTY SHOP. 37-2c

When you want tankage and meat scraps at the right price, come to BRUMLEY'S new hog pens. 38-1c

Just received a shipment of radio tubes and fresh B batteries at RICE'S. 38-1c

Will the tire you buy today be sold and serviced in Hereford six months or a year from now? We invite your investigation of Brunswick tires and the probability of our remaining in business to serve you. H. L. RICE. 38-1c

Blankets at a reduced price. Men's and boys' sweaters, suits, shoes, etc. THE POPULAR STORE. 38-1c

E. F. Chick, one of the proprietors of Chick-Hagood store, is convalescing from a tonsil operation at the hospital Tuesday. He will be unable to be at his office for several days.

Hot-Shots will help start that old truck or tractor these cold mornings. RICE has good, fresh ones. 38-1c

Friends of Mrs. F. J. (Finis) Owen will be glad to know that she reached home Wednesday of last week greatly improved in health, from an automobile trip to Southern California. Mrs. Owen was accompanied by friends, Mr. and Mrs. R. W. Harrah and son, of Pampa. They visited in Hollywood, Los Angeles, San Diego and Coronada Beach.

WANTED: Maltz Heads. G. W. BRUMLEY. 36-1c

BRUNSWICKS are Famous for Quality. 38-1c

Blankets at a reduced price. Men's and boys' sweaters, suits, shoes, etc. THE POPULAR STORE. 38-1c

Star Theatre Bills Another Line of Hits

Good programs are assured theatre goers in Hereford for the coming week in announcement by owner W. L. Pickett of the Star Theatre in his Brand-advertising. The picture fans here are well pleased with the programs the Star runs, and next week's features will be no disappointment to them. The head-liner for the first of this week, "Animal Crackers", drew an expression of appreciation from each side-walk inquiry.

Today and tomorrow the Star shows Ruth Chatterton in "Anybody's Woman." Saturday's picture will be "Call of the West," and next week's features will present Glenn Tryon and Evelyn Brent in "Broadway." Monday and Tuesday Milton Sils and Dorothy McKahl in "Man Trouble." Wednesday and Thursday; and a new characterization sure to be pleasing to theatre goers comes Friday with the talking picture of Sandy and Lil who carry on the story from Liberty Magazine in "For the Love of O' Lil".

WESTERN UNION HAS NEW MANAGER IN R. A. WALLS

R. A. Walls of Helena, Arkansas, is the new Western Union manager in Hereford, succeeding Miss Leta Clark who came here from Hamlin in May when the downtown office was first opened.

Mrs. Hawkins Is Winner of Essay Contest

Judges of the article-writing contest on "Why a Chamber of Commerce in Hereford" have made their decision. Their report in the following letter is self-explanatory and Mrs. D. W. Hawkins' essay, winner of first prize, is published in the subjoined:

"Hon. Jno. P. Slaton, President Hereford Chamber of Commerce: "We, your committee, have carefully considered the contest articles submitted to us for our consideration. We have found our task difficult because of so many worthy papers, but after much study and deliberations, we have decided as follows:

"First prize: Awarded to No. 6. "Second prize: Awarded to No. 8. "Third prize: Awarded to No. 5. "Your committee is unable to say to whom these awards are given, because of the fact that you have clipped from the articles the names of the writers, and we know them only by numbers.

"Respectfully, "G. A. F. PARKER, "E. S. IRELAND, "GEO. L. MUSE, "Committee"

WHY A CHAMBER OF COMMERCE?

By MRS. D. W. HAWKINS. This is purely a rhetorical question—the answer is obvious. Equally obvious is the fact that this is the most progressive age in the history of the world, but even the wheels of progress must have some one to turn them. Our Chamber of Commerce has never failed to put a strong shoulder to the wheel when something for the welfare of our community was to be achieved.

Is there a road to be built, dirt or rail? Does our community need a creamery, a laundry, a city hall, or a home for our fire department? Is there a special campaign of advertising to be launched—where has our Chamber of Commerce stood? When they have not actually taken the initiative in any civic enterprise, they have enthusiastically joined the front ranks of the boosters, giving generously of their time, talent and money. If you don't own a foot of land

or a single Whiteface, you have been inevitably benefited by the excellent morale of community spirit they have so largely helped to create.

Their motive is always altruistic. Their attitude is ever boostastical. Let's support them loyally, you and me; Hurrah for Hereford's C. of C.

1930 Football Calendar For Whitefaces

Following are the remaining football games for Hereford Whitefaces:

October 3, Portales, here. October 10: Happy, there. October 17: Farwell, here. October 24: Canyon, there. October 31: Tulia, there. Record made so far this season: won over Silverton, 26 to 6; lost to Lockney, 12 to 13; defeated Clovis, 6 to 0.

Jack Russell Elected Head of Sophomores

Last-year Freshmen started in this year quite elated that they were Sophomores. At the called meeting for election of officers, Jack Russell was elected president; Melvin Harris, vice president; Emma Roberson, secretary and treasurer; Jack Cartwright, athletic representative; Peggy Mitchell, class reporter, and Miss Mabel Gene Campbell, sponsor. When the Sophomores were Freshmen they enjoyed the sponsorship of Miss Campbell so well, she was promoted with them thru re-election, and another pleasant year of association is in prospect for the class.

CARD OF THANKS

We take this means of thanking the Brumley Chevrolet Company for the two valuable prizes given us last week at the contest held during the Deaf Smith county fair. The prizes were an automobile spot light and \$10.00. L. J. Kuper and son, Walter Kuper. 38

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

Expert Claims Pellets Ought to Be Fed Fowls

Judge E. C. Branch, nationally known as poultry judge and prominent in affairs of the American Poultry Association, was introduced Saturday afternoon by T. E. Seliger to a small but appreciative audience in the district court room.

"I am an optimist and conditions are not as bad as they could be," said Mr. Seliger, in paving the way for the main speaker. "This is a good country, for railroads are fighting each other to get here—they are far-seeing."

Judge Branch, who is director of poultry research on nutritional staff of Nutrena feed mills, talking on diseases of poultry, said that chickens were susceptible to all diseases humans were, and they should be kept in comfortable and well ventilated houses.

He told of Chinese and Egyptian incubators in ancient days, coming down to the modern machine. There is no such thing as bad luck in poultry business, it is just poor management, he said. Laziness causes most of the failures in the poultry industry.

Branch went into detail on construction of shed roofs of poultry houses and how to ventilate them properly.

Large breeds should begin lay-

ing eggs at the age of seven months and Mediterranean breeds no earlier than six months, the speaker claimed. Too many make mistakes in bringing their pullets to laying stage when only 4 or 5 months old, and result is small eggs. These people have gone production-crazy he said, producing a large number of eggs and sacrificing their size. Branch produces eggs on his farm at a cost of 11 cents a dozen; his neighbors had a nine-cent cost, and he asserted it was possible for every poultryman to do the same.

"Feeding hoppers and dry mash are wasteful ways of feeding chickens," declared Judge Branch. "The most economical method is to feed food in form of pellets, or something similar."

The poultry expert's appearance here was sponsored by Farmers' Elevator company and Hillside Hatchery and Breeding Farm.

Hereford Keeps Colors On High In Clovis Match

Clovis, September 29.—When the dust cleared away from Cavalry Park gridiron Friday afternoon, the Whitefaces of Hereford high school emerged with the heavy end of a 6 to 0 score.

Hereford fans left Clovis a little disappointed, though, because

they came to Clovis confident their team would leave with a much larger score. The Wildcats upon the Hereford "dope bucket", holding the Whitefaces throughout the long, hard fought game.

Hereford's only touchdown came early in the second quarter, when a punt was blocked and Stone Hereford fell on the ball across the Wildcat goal line.

A long punt by Hereford placed the ball on the 8 yard line and when Burns tried to kick it was too slow and a Whiteface warrior, Climer, blocked it.

Although the wildcats were rather weak on the offensive, they were powerful on the defense and for both teams played a conservative type of football.

Stone, hefty back, was the outstanding player for the Hereford team, while Burns, Hendrix and Wilson starred for the Wildcat.

Lineups for both teams follow:

| | |
|----------|-----------|
| Clovis | Hereford |
| Wells | Ireland |
| Bradford | Higginson |
| Woodell | Nolan |
| Roubison | Beck |
| Campbell | Mitchell |
| Andrews | Roberson |
| Christa | Climer |
| Lawrence | Russell |
| Lindly | White |
| Burns | Stone |
| Neff | Habesma |

Officials: Referee, Jernigan; Umpire, Lancaster; Head Linesman, Hardy; Timekeepers, Humble and Price.

We Keep Your Books, You Keep Your Friends

When you pay your account by check you do your merchant, yourself and your bank a favor.

There will be no disputes as to accounts that may not be easily settled.

Your records are kept here for you, accurate to the penny.

PAY BY CHECK AND KEEP YOUR RECEIPTS.

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When Better Used Cars Are Sold at a Cheaper Price

Brumley Chevrolet Company Will Sell Them

We take pleasure in announcing that we are in a better position now to serve you than ever before. September was a good month with us and we are going to make October a better month by selling Better Used Cars for less money and on good terms. See us now. Here are only a few:

| | |
|--|--|
| <p>1930 CHEVROLET SEDAN—A nearly new car at a saving of \$300.00</p> | <p>3 1929 CHEVROLET COUPES Most popular colors and mechanically OK. \$400.00 As low as</p> |
| <p>1930 CHEVROLET COUPE—Good as new, most popular color, another chance to save \$210.00</p> | <p>6 1928 CHEVROLET MODELS In coaches, coupes and sedans, see them for Real Bargains, up \$250.00 from</p> |
| <p>2 1929 FORD COUPES—These are good ones, priced low at your choice for \$350.00</p> | <p>1 1929 CHEVROLET TRUCK New paint job, a good truck see it now, priced \$450.00 for quick sale</p> |
| <p>3 1929 FORD TUDORS Sedans, look and run perfectly, price up \$250.00 from</p> | |

SPECIAL THIS WEEK ONLY! Just to start the ball rolling we will sell a 1929 Chevrolet convertible cabriolet shape for only **\$450.00**

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