

SHALLOW WATER  
Is Hereford's  
"Ace in the Hole"

# The Hereford Brand

10 PAGES  
Electrified  
Farm Homes.

Published Every Thursday

Our Slogan—"More People—More Farms"

5th YEAR—NUMBER 35

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, SEPTEMBER 2, 1937

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## AROUND TOWN

Sights and Faces Seen

Mrs. Jno. P. Slaton last week called The Brand office to complain because the carrier boys left her seven copies of the paper. A few minutes later she called back to correct the statement, saying: "It wasn't seven papers—it was seven sections of that fine Irrigation Edition."

An unusually attractive home is that of Mr. and Mrs. Major Schroeter on Eleventh Street. The house has just been stuccoed, and is strictly modern.

Seen on Main Street: two new, attractive signs. Hubert Freeman has installed a modern neon sign in his insurance office, and E. B. Black has two attractive gold-leaf signs on the front of his furniture store.

Frank Cogdell bats 1000 per cent. Last Monday night when playing softball, he let the ball slip and shattered the windshield of an automobile. He laughed until he found that it was the windshield of his own car.

Mr. and Mrs. J. T. Glibreath are now occupying their newly purchased home, the Harry Sherrieb place on Fifth Street, formerly occupied by the Jack (Continued on Page 10)

## Bob Fullwood Is Named Dealer For Delco Radio Line

Announcement of the appointment of Fullwood Battery & Electric Co., as Hereford Dealer for Delco Radio was made this week. Six console and seven table models will comprise the new 1938 line of Delco Radios which will be featured as "A General Motors Value."

The complete line will be carried, including 110, 32, 6 and 2 volt models.

Mr. Fullwood invites his customers and friends to come in and see the new 1938 models now on display.

## Redford Returns After Summer In Chicago School

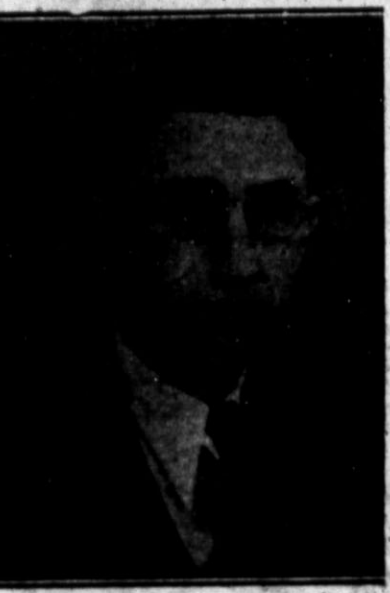
H. M. Redford, pastor of the Christian Church, arrived in Hereford last Monday afternoon, after spending the summer in Chicago. Mr. Redford says he is glad to get back to Hereford for several reasons: First, because of the weather. While Chicago, especially along the lake front, has been quite pleasant, it was not as continuously pleasant as the cool evening breezes of the Panhandle.

Second, the pastor is happy to get back to his beautiful home, to the unusual fellowship of the church congregation, and the friendly association of Hereford citizens.

While in Chicago, Mr. Redford took work in Chicago Divinity school toward a higher degree.

Mr. Redford will bring his first message to the congregation next Sunday night, when he will speak on "Religious Trends As Observed in Chicago." Everyone is cordially invited.

## Heads Schools



C. H. Dillehay, superintendent of Hereford Schools, this week makes complete announcements regarding the schools for the coming year, which is expected to be the best in their history.

## CCC Rules Are Changed In New Call For Boys

RELIEF CLAUSE ABANDONED; PRACTICALLY ALL ARE ELIGIBLE

Following the removal of many restrictions on CCC enrollments, a large number of applications from Deaf Smith County was this week anticipated by Mrs. Dialtha Bradley, TRC Administrator, here. "Heretofore, rules did not allow boys from other than the groups receiving or eligible to receive public assistance to be accepted, but the rule has been modified," she said. "Such boys who have no dependents may allow two-thirds of their pay to remain on deposit and upon discharge, or completion of their enrollment, receive the full accrued amount. Where there are dependents, an allotment will be made each month direct."

The present call for 11,000 white boys to be enrolled in CCC camps during October, was issued by Adam R. Johnson, director of Texas Relief Commission. The number far exceeds any former enrollment and will give almost all boys in the state an opportunity to enroll if they are unemployed, 17 to 23 years of age, and if their parents are not in a position to send them off to school for comparable training.

An enrollment of from 30 to 50 boys in this territory is expected by Mrs. Bradley, who urged all boys to make their applications at the present time if they are interested in attending the camp.

## Father Of Fred Brown Buried In Plainview

W. M. Brown, father of Fred Brown of this city, died early Wednesday morning at the home of his son, B. W. Brown, in Plainview. Mr. Brown had been in failing health for some time. He left recently for Plainview, after spending a month with Mr. and Mrs. Fred Brown.

Mr. and Mrs. Fred Brown left Tuesday for Plainview. Funeral services were held Wednesday afternoon.

## Lateral Roads Discussed At Meeting Here

"We like the sample you have given us, and we are looking forward to the day when you will improve our lateral roads," Jno. P. Slaton told members of the highway department, delegates from surrounding towns and citizens of this section, as he made a talk of appreciation on behalf of this area Monday afternoon at a meeting which celebrated the completion of surface work on Highway 60 through Deaf Smith County.

The gathering, composed of 250 persons, included delegates from Amarillo, Canyon, and other points on Highway 60 between here and Amarillo. Opening at 4 o'clock, the celebration continued until 5:30 and included talks by W. J. Van London, State highway chairman of this district; Jack Little, state representative of this district; Judge Slaton, and Clyde Warwick, publisher of the Canyon News and former state representative. Judge Earl W. Wilson acted as master of ceremonies, and the commissioners' court appeared on the platform as honor guests.

Other special guests on the platform were: Walter Blackburn, Julius Dorenfeld, Cal Williams, Clyde Smith, Gesse Tomlinson, Archie Amerson, Bill Conway, Ed Hardin, Mason King, Mr. Lockhart, Clay Thornton, W. S. Williams and O. H. Hargett. Wants Lateral Roads

After expressing to Mr. Van London and the Texas Highway Commission, Judge Slaton stressed the need for improving the lateral, or farm-to-market roads in this area.

"We now have 21 miles of surfaced road in Deaf Smith County," he pointed out, "and there are more than 700 miles of roads in the county at the present time."

Judge Slaton closed his talk by again thanking Mr. Van London, the highway commission—and appealing for assistance in improving the lateral roads of the area.

Little Likes Trees  
Jack Little as the next speaker (Continued on Page 10)

## AAA Rule Bans Harvesting Of Grain Sorghums

Stressing the fact that heads cannot be taken from grain sorghum on the 21-1-2 per cent soil conserving practice, Alex R. Bateman, county agent, today warned farmers against cutting their grain sorghum crops.

"Many farmers plan to cut their grain sorghum and others have planted 100 per cent wheat," Mr. Bateman said. "This automatically puts them out of compliance and eliminates government benefit payments."

Supervisors are now checking farms as to compliance in this county, Mr. Bateman said.

## Lions And A-M Will Play For Softball Title

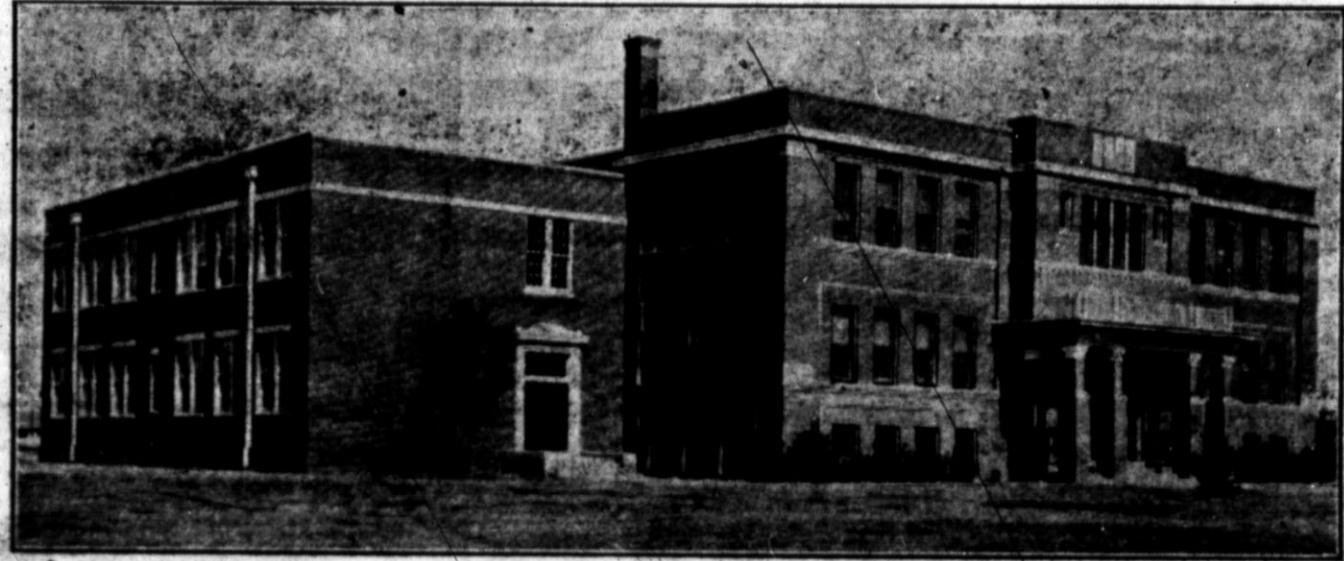
Following their victory over the Firemen Tuesday night, the Lions Club clinched the championship of the second half of the softball league. The A. & M. Club, as winners of the first half of the league, will meet the Lions in a play-off series of three out of five games, beginning Monday night, September 7.

Following the series play-off, five exhibition games have been announced for the following week. According to present plans, a combined team from the Lions Club and the A. & M. squad will meet an all-star team, to be selected from the six remaining teams in the league.

The league series promises to be among the tightest games of the season, since the games have always been close when the two teams met, and each holds a championship for one half of the league play. Losses on the A-M squad will be replaced by selections from other teams during the play-off.

## Hereford Schools Anticipate Larger Enrollments Than Recorded Last Year

Hereford Schools Will Open Monday Morning



At the top may be seen Hereford's Central School building, and on the right is the Hereford High School. Both buildings are modern in every respect, and have recently been thoroughly cleaned and improved in preparation for the 1937-38 school term, which opens Monday, September 6.

## Urge Citizens To Attend Lake Meet Wednesday

LOCAL CITIZENS ASKED TO ATTEND MEETING ON SEPTEMBER 8

A delegation of at least 50 farmers of this area and citizens of Hereford is expected to attend a Five-State meeting of the Panhandle Water Conservation Association in Amarillo Wednesday morning, September 8, according to announcements from the organization Thursday.

Beginning at 10 o'clock in the Herring Hotel, the meeting will serve a two-fold purpose in honoring Marvin Jones and other Congressmen who will be present, and to discuss proposed lakes and dams in the 32 Panhandle Counties. A barbecue will follow the meeting.

Members of the commissioners' court will attend in a body and the Hereford Lake and Dam Committee will also attend as a body. Notices from Amarillo Thursday morning stressed the fact that as large a delegation as possible was urged to attend the meeting, especially farmers, ranchers and business men in this section.

Persons interested in attending the meeting may go direct to the Herring Hotel, or if they can possibly go with the delegations from here, they are urged to get in touch with H. V. Hennen, Jno. Slaton or Judge Earl W. Wilson.

"A big delegation from Hereford will have a bearing on securing the proposed dam for this area," members of the dam and lake committee declared. "We urge every person who possibly can to make arrangements to attend."

"It also behooves us, upon this occasion, to honor Marvin Jones, who has worked long and untiringly in behalf of securing REA lines and other improvements for our territory," Judge Wilson said. "Let as many as possible come to attend this meeting, which serves a two-fold purpose for the interest and advancement of this section."

## Schools Band To Hold Rehearsals

Ralph Smith, director, today announced rehearsal schedules for the school bands.

"The high school band will meet at 7:45 o'clock Monday morning, September 6, in the high school," he said. "And all members will bring instruments." The grade school band will meet at 2:30 o'clock Tuesday afternoon at the Central School. No first grade students will be in the band this year, Mr. Smith said, but a separate band will be maintained for the second and third grades.

## Wants Work FARM GIRL WOULD DO HOUSE WORK DURING SCHOOL TERM

"Wanted: A place to stay and work for board and room in order that I may attend high school in Hereford this year." The Hereford Brand publishes the above ad free of charge for a young, ambitious girl who resides in a rural community near here. She will be in the tenth grade this fall and is anxious to finish high school; she says that she is capable of helping with household duties, and is not afraid to work.

If you can use such a girl, or know of someone who might be interested, get in touch with Mrs. Dialtha Bradley, relief administrator, Mrs. Bradley has the details and will give you particulars regarding the girl.

## Kendall Funeral Saturday From Baptist Church

Funeral services for Mrs. Bertha Virginia Kendall, 39, were held from the First Baptist church of Hereford Saturday afternoon at 2:30 o'clock, conducted by Rev. Herman Coe of White Deer. Rev. W. E. Barnes of Hereford, and Rev. Tidwell of Plainview.

Mrs. Kendall was born at Callis, Texas, January 31, 1898, and died August 26, 1937, at Clovis, New Mexico. She married Henry Kendall on February 17, 1918, at Eldorado, Oklahoma. To this union was born four children, Ernest Ray, Clyde, Lawrence and Billy Gene.

She was converted and joined the Baptist church in 1925, and lived a faithful Christian life until her death; her father, two brothers and two sisters preceded her in death.

Mrs. Kendall is survived by her husband, four children, her mother, Mrs. J. J. Lawrence of Eldorado; five brothers, Earl of McKinney; Ky of Hereford; Ira of Memphis; Jeff of Eldorado, and Wayne of Los Angeles, Calif.; two sisters, Mrs. Lella West of Clovis, and Mrs. Mattie Madden of Sweetwater, Okla. All were here for the funeral except Wayne.

Funeral bearers were: S. L. Waizer, Earl Lance, W. R. Schelbagen, Adam Flowers, Bernard Roberson and G. P. Owens.

Interment was made in West Park Cemetery.

## Rural Schools Ready To Open Monday Morning

Instructors will enroll students in each of the 12 rural schools in Deaf Smith County this week, and will secure supplies preparatory to opening the schools Monday, September 6, Judge Earl W. Wilson, county superintendent, said today.

The teachers will meet Saturday afternoon, September 4, in Judge Wilson's office to outline plans for the ensuing year. The following teachers were this week announced for rural schools in this county:

Summerfield: Tandy Legg and Mrs. Ruby Butler.  
Wyeche: Louise McClure and Lucille Park.  
Dawn: H. E. Barnes, C. C. Gammill and Margaret Townsend.  
Westway: F. W. Dodson, Mrs. F. W. Dodson and Emily Mintzer.  
Walcott: Mrs. W. D. Natfagar and Stella Fortenberry.  
Holselman: Josabelle Rice.  
Ford: Efyte Whitsett and Katherine Miller.  
Progressive: Agnes E. Hicks.  
Fairview: Vida Hicks.  
Daniel: Viva Mae Thomas and Frances Gill.  
Ward: James Blaine and Mrs. James Blaine.  
Messenger: L. A. Wells, Mrs. L. A. Wells and Mary Louise Loyd.

## Irrigation Edition Widely Circulated

While numerous compliments were passed by residents of this area regarding the Brand's Irrigation-Rural Electrification Edition last week, word from the Hereford post office confirmed the greatest compliment of them all. "More copies of the paper were mailed through the post office last week than ever before," officials stated. "And they are still coming in every day."

Post office employees indicated that as residents finish reading their Irrigation Papers, they are sending them to friends and relatives. The papers are still going out on an average of 50 a day, advertising the Hereford territory

## Classes Will Assemble For Work Monday

SUPERINTENDENT LISTS DETAILS FOR COMING SCHOOL TERMS

BY C. H. DILLEHAY  
Superintendent  
The last vacancy in the Hereford school faculty was filled last week when Miss Oressa Hastings of Canyon was elected to take the place made vacant by the resignation of Miss Gwendolyn Spradley. Miss Hastings will teach English and reading in the seventh and eighth grades. She is a graduate of the West Texas State Teachers College and has taught at Carey and Booker, having taught high school English for two years in the latter place.

To Issue Books  
High school books will be issued Friday of this week, beginning at eight o'clock and continuing until the middle of the afternoon, or until all have been issued. A meeting of teachers in both buildings will be held at two o'clock Saturday afternoon.

Children in the elementary grades will report at their respective buildings Monday morning. Seventh grade children will report at the high school building at 8:45 o'clock and the six lower grades at Central school at 9 o'clock.

More In High School  
Enrollment in the high school had reached a total of 235 up to noon Tuesday of this week. They were divided as follows: seniors, 54; juniors, 80; sophomores, 65, and freshmen, 86. The total will doubtless reach 280 or 290 by the first day of school, which will be slightly larger than that for the same day last year.

A dozen or more graduates have asked for transcripts of high school credits to be sent to colleges for them. If there are others, they should ask for them this week at the very latest or be prepared to wait until the rush of opening week is over, as it will be difficult to find time to make them out next week. In that connection it might be well to say that a charge of twenty-five cents will be required for each high school transcript for a given student after the first one is furnished. Occasionally high school students and graduates make several requests for credits to be sent to various schools over a period of time. The small charge is for the purpose of compensating the school for the additional time taken.

Weather Chart  
Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

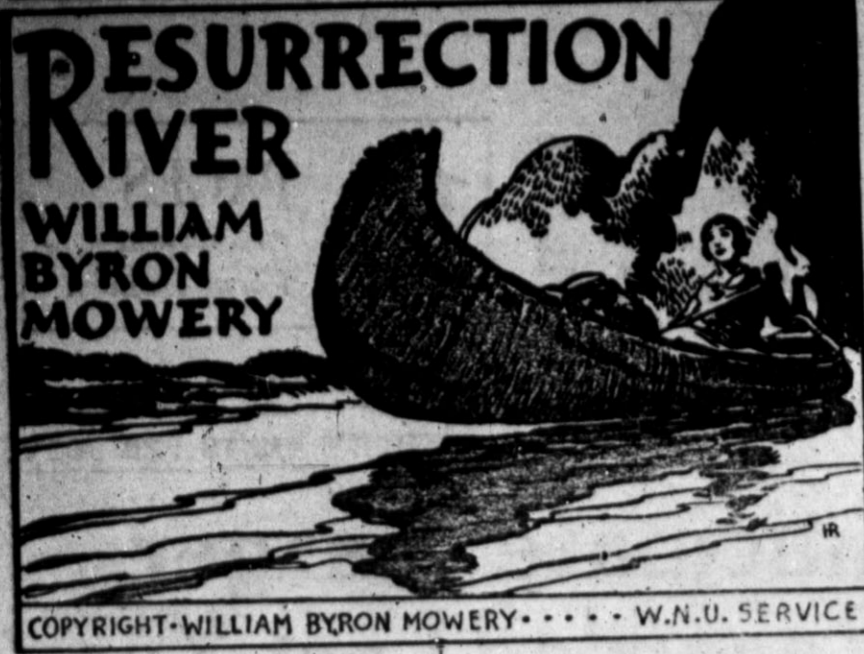
Day	Max.	Min.	Moist.
Thursday	97	68	0.00
Friday	95	66	0.00
Saturday	93	69	0.00
Sunday	93	65	0.00
Monday	94	65	0.00
Tuesday	90	67	0.00
Wednesday	94	67	0.00

## Football Squad Out For Spring Practice

With 15 boys out for the opening practice session Monday morning, Coach Tommy McCollum began drilling his cohorts in fundamentals preparatory to the coming season, which opens Friday, September 17, when the Hereford boys travel to Fortales.

California, and Ashlock is working in Sunray at the present time. The team will feel the loss of two huskies, however, Howard West having moved to Fortales and Stanley White to Oklahoma. This week found the 15 boys, mostly new faces, going through a series of fundamentals, chiefly blocking and tackling, as McCollum attempted to whip the squad into shape for the opening game.

"We will be light this year," McCollum said with a frown, "perhaps one of the lightest teams we ever had," but with the addition of several boys from rural (Continued on Page 10)



Not glimpsing her anywhere in the room, he asked a prospector, "Where's Miss Wellington, Dave?" "Over in the office," the man informed, pointing at a niche beside the huge fireplace on the west side.

Craig stepped over. The "office" proved to be a little six-by-eight cubbyhole, fitted into the fireplace angle and boarded off so



"I'd Like to Have a Talk With You, Treeshia."

as to shut out the bedlam of the main room.

At his knock a girl's voice demanded: "Who is it? I'm busy. What do you want?"

"It's Tarlton. I'm sorry to've disturbed you. I'll come back some other—"

"Craig! Wait!" He heard her chair slide back hastily. The door flung open and she stood before him. "Please don't go. I'm not busy really; it's just that these men come trooping to me all day long with all sorts of troubles. I'm getting to growl and bark like a sergeant-major."

In her belted corduroy suit she looked so winsome and girlish that Craig smiled at the idea of her growling and barking.

He stepped into the office. "I'd like to have a talk with you, Treeshia."

Her cheeks colored. He wondered why.

"I was just glancing about at the house that Pat built," he remarked. "It's really fine, Treeshia. You can be proud of it."

Patricia's face clouded over at his mention of the Den. "The men like it a lot, I guess," she said listlessly, turning toward him. "But—"

Craig noticed, then, that her eyes had a suspicious redness about them, as though she had been crying.

"Something's gone wrong, Treeshia. What is it?"

"Nothing, except that—I'm sunk!" she quavered. Two big tears gathered in her dark eyes. "Everything has—has gone to pot in the last few days. I'm broke. I haven't a penny left, I can't keep the Den running any longer; and these men are cracking wide open. Warren is buying claims right and left, and—and I don't see any way to turn—or anything to do—"

She slumped down into her desk chair and buried her face in her arms.

"Gracious heavens, girl! Why didn't you tell me about all this?"

"I didn't suppose—you cared much—what was happening," Patricia sobbed, without looking up.

"But I do care!" Craig asserted, bending down, patting her shoulder. "Sorry for the black days that she had gone through, he reproached himself savagely for not helping her sooner.

As he bent over her, with his lips so near her hair, a disquietude struck him and Lovett's warning about his associating with Patricia in a personal way went jiggling across his mind. Until that instant he simply had not imagined the possibility of such an association. But now he did imagine it, with something of a shock.

It came home to him that he once had loved Patricia Wellington; that in the

God's lake days she had been to him a living pagan poem; that in his thirty-one years he had never loved any other girl. All the bitter things which he had later thought about her and which had made him try to forget God's lake; all his harsh judgment of her as a worldly creature without ideals or courage—she had given the complete lie to them by her valiant battle for these men.

"Treeshia!" he said gently, "this is as much my fight now as your. I'm not returning to the barrens. You've been all alone so far, but now I'm going to take part of the burden off your shoulders."

**CHAPTER VIII**

Craig's first step, that same afternoon, was to give Patricia his entire worldly fortune—\$900 of accrued salary—to keep the community house afloat.

That evening and all the next day he talked and pleaded with the disheartened prospectors, till he finally checked their rising wave of despair and swung them back into line.

He also wrote to the bureau at Ottawa and resigned. He hated to sacrifice his job, but this move would give the men three months of grace, for it would take that long for his successor to reach the Bay and begin inspecting the claims.

With these preliminary steps out of the road, he tackled the big crucial problem, the necessity of raising a lot of money quickly. The men had to have clothes, outfits, equipment; and to feel the power of money behind them. They had lived on hope till hope was burned out.

He estimated that he had to raise at least a hundred thousand dollars.

Under ordinary circumstances he would have formed a corporation among the owners of the richest claims and sold a portion of the stock to a financial house or operating company. But this field was so remote that investment houses were not interested; and mining companies everywhere were reefing their sails instead of putting on more canvas.

A good gold deposit would turn the trick. Gold was at a high premium among the metals; and down in the city country, low-grade mines which had been closed for years were running full blast. A silver deposit, or copper, or even platinum, would not do. It took gold, or possibly radium. But so far—or at least so the special government geologists had reported—no gold at all had been discovered in the Resurrection field.

From a little cardboard box on a shelf Craig picked out seven carefully labeled hunks of gray-rock, one evening, and laid them on his work table, and sat looking at them while he smoked a thoughtful pipe.

"Hmmp!" he muttered, once or twice. "No gold on Resurrection. Hmmp!"

Those seven hunks of rock came from a range of hills, the Wolf Lairs, about 50 miles northeast of the Bay. Last spring a city rusher called Phil Kressler had gone prospecting through those hills and had brought back a sackful of ore specimens. In that collection—mostly ores of yellowish mica, or fool's gold—Craig had spotted seven odd-looking fragments of a gray gneiss. Sticking one carefully under the microscope, he was surprised to find that it contained wire silver. Interested then, he ran an assay.

The test brought out not only cobalt and silver in paying quantities but a heavy gold content—\$200 to the ton.

Kressler had no idea where he had picked up those seven hunks of gray-rock. A greenhorn at prospecting, he had wandered hither and thither all over that range, knocking off samples from any formation that took his eye and dumping them helter-skelter into his bag, without numbering them or keeping any records whatever.

With a host of duties on his hands, Craig had thought no more about the lost strike—till now.

He looked thoughtfully at the seven hunks, looked at his original assay sheet and at his careful recheck on it. Gold ore, \$200 a ton, with enough cobalt and sil-

ver to all mining and milling costs—that was a prize deposit, a sure money-maker. If he could locate it and if the deposits was not a mere pocket, any operating company would jump at the chance to buy an option or part interest.

Sitting up all that night, he made gray gneiss fragments.

This structure, he found, was rather distinctive. He did not remember encountering it anywhere else in the Resurrection field.

Somewhat encouraged by this possible clue, he went up to the Land Office storage building; got out a bulky packet of notes and charts which he had made on a survey of the Wolf Lairs two summers previously.

A three-day study of these old notes, charts and fragments brought him a surprising discovery. None of his samples showed any traces of gold; but he found that this gray gneiss with the odd chemical and crystalline structure was rather common in the Wolf Lairs. A sizeable stratum of it, with a green dolomite on top and a brownish granite beneath, ran the whole length of the range.

Though the gray rock outcropped at other places in those hills, he figured that the chances were a dozen to one that the gold deposit occurred somewhere along that principal gneiss stratum.

On that presumption he called Poleon, Kessler, Sam and three other experienced prospectors into his cabin one afternoon, told them about Kessler's lost strike and gave them instructions:

"You fellows take two dog teams and whip northeast to the Wolf Lairs on the jump. Pick up that gneiss band at the point. I've got marked here, follow it through its whole length, take samples every four chains, keep air-tight records of everything, and hurry back with your data. Don't let it take you more than a month at outside."

"While you're doing that, I'm going to make a thorough and accurate study of the material I've got here, so that if we don't locate the lode along the principal band, we'll know where to look next."

As soon as the party had left the Bay, he himself settled down to a siege of intense research with his survey notes, ore fragments, microscope and assay outfit.

Though he hardly ate or slept those days, he did manage to squeeze out a little time each evening to spend with Patricia. It was fine to drop down to her cabin for a visit, after long hours of tedious research; and fine to have her come up to his place for a chat. Her mere presence seemed to warm up his cabin and take away his bachelor austerity.

He happened to notice, once in her cabin, that she was no longer wearing her engagement ring. When he asked her about this and Patricia told him of her Christmas eve talk with Warren, he experienced a queer leap of heart—and then a sharp uneasiness. Was God's lake reaching out for him, rising out of the dead past and claiming its own? Was this Arctic trip of hers the accident it appeared, or was destiny overtaking him and Patricia Wellington?

"I've got to tell her about Rosalie," he decided. "She's got to know—about that."

One evening, when he left Patricia's cabin earlier than usual and went up the dark hollow, he looked ahead and saw a light in his own cabin. It was not a candleglow but the yellow shaft of a flash.

Slipping up to his window, he peered through at the intruder. The pane was frosted so badly that he could not recognize the man but merely could see a dim figure leaning over the work table, apparently examining the Wolf-Lair charts and diagrams.

Craig eased over to the door and waited, flattened against the logs. In a few minutes the door opened, and the intruder stepped into the darkness.

Craig reached out and seized him by the shoulder. "I say, friend, don't hurry away."

The man whirled, tore loose from Craig's grasp, and bolted down the hollow. Craig lunged after him. At the granite boulder he caught the unknown intruder again and grappled with him. The man swung, struck him in the face, struggled to tear free. Craig drew back his arm and drove in a long-swinging blow to his enemy's jaw.

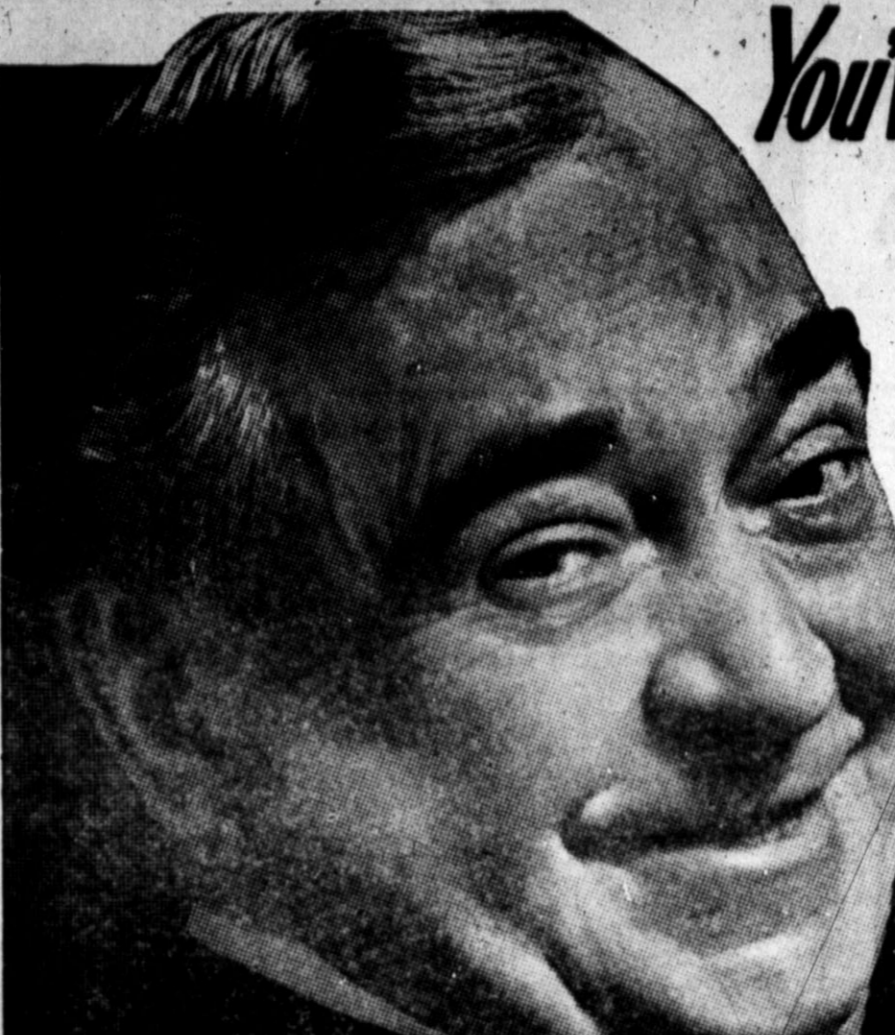
The man toppled backwards, cracked his head against the boulder as he fell, and sprawled on the snow.

Craig bent down, struck a match.

"Lupe!" he gasped. "Lupe Ghl-wanghimi!"

The metis leader was limp and unconscious. A trickle of blood from his nose was dribbling down across his iron-gray temple and staining the snow.

Thinking that the fellow might be



*The Economy Champion*

*You've got something there!*

"That's what the used-car dealer said to me when I brought in my old Jalopy. The paint and rubber were so-so. Upholstery, fair. But the engine? Marvelous! So he paid me way over the Blue-book value, and I've warned the family never to use any oil except Phillips 66 Motor Oil in our brand new bus."

The moral is: To keep your engine in tip-top condition, use the finest oil you can buy. Not the highest-priced oil, but a lubricant like Phillips 66 Motor Oil, which gives you more protection for every penny you pay. Guaranteed 100% pure paraffin base.

With high-degree oiliness. Standout quality makes it stand up longer. Tougher, heat-resistant film makes it give many extra miles of service.

Next time, drain and refill with Phillips 66 Motor Oil. It's concentrated! . . . This year's big value in car lubrication. Look for the Orange and Black 66-Shield.



**MAKE YOUR LETTERS IMPRESSIVE!**

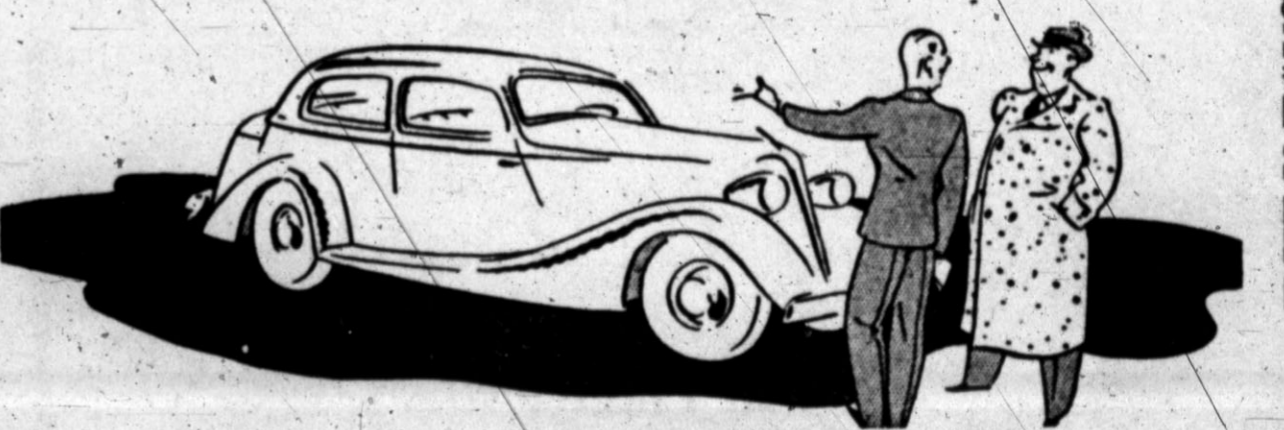
**DEMAND**

*Peerless*  
**BUSINESS PAPERS**

Peerless assures you of highest quality . . . permanence . . . prestige and the plus advantages of a rag content bond. Use it once — for pen or typewriter and enjoy the difference!

**THE HEREFORD BRAND**  
TELEPHONE 30

**DRIVE WITH CARE**



With school starting you will want your car in the best of repair; faulty brakes may cause a serious accident. Winter months also mean automobile trouble and discomfort — if your car is not in the best of condition. Let us check it over on this special "Prepare-For-Winter" Campaign!

**September Service**

Complete Motor Tune-Up — Analyze Motor — Check Ignition Coil — Clean and Adjust Carburetor — Set Ignition Timing — Clean Fuel Pump — Clean and Space Spark Plugs — Check Valve Timing — Check Fuel Pump — Set Carburetor Float — Adjust Oil and Valve Tappets — Check Generator Charging Rate — Tighten Fan Belt and Check Hose Connections.

"Care Will Save Your Car" All for only **\$2.65** Labor

**BRUMLEY-WOODFORD MOTOR CO.**  
CHEVROLET SALES & SERVICE OLDSMOBILE

**The Singer Co.**

appreciates the interest taken in their sewing school at the John Hacker residence, 400 E. 2nd St., Tuesday and appreciate the ladies' cooperation, with them and will be glad for more ladies to attend in the future. We have been to quite a lot of trouble and expense getting a teacher here and would like for more housewives to take advantage of the free school.

Mrs. Cherry Blackwell, the teacher, will be here each Tuesday. We would like all ladies to attend whether you own a Singer or not. For information, get in touch with your local Singer agent.

**JOSEPH CADDICK**  
Box 533, Amarillo

# SOCIETY

RS. JOHN McLEAN, Society Editor Phone 181-W

## Younger Set Entertained Tuesday With Dance At Hereford Clubhouse

An atmosphere of wholesale happiness pervaded the entire assemblage of guests Tuesday night, when Misses Elizabeth Ireland, Frances Holder and Elaine well entertained with a vacation dance at the clubhouse. Blue and orange shaded lights created an oriental atmosphere in the clubhouse, which was decorated throughout with garlands of purple and orchid. Rainbow hued balloons hung in clusters from the center chandelier.

The refreshment table in the dining room was laid with a purple and orchid cover and centered with a crystal punch bowl from which punch was served at intervals during the evening.

A pickeladeon, with its gay and melodious tunes furnished the music. Those present were: Nancy

McKright, O. J. Beene, Josephine Fitzgerald, Geo. Jones, Frank Borden, Jack Gilliland, Billie Baker, Bill McLean, Mary Elizabeth Stanford, Bill Wallace, Louise Foster Beall, Elsie Wilkins, Lily Beene, Katherine Sillip, L. Carlisle, Marjorie Alderson, Sikes, Mr. and Mrs. Jack

son, Mr. and Mrs. Walter Seed, Virginia Eberle, G. O. Hartman, Louise Jewell, Marlin Pearce, Ma Cox, J. D. Clayton Alva, Jean Snyder, W. B. Carson, Carl Spratt, Wm. Hawk, Bill Stanford, Bill Patton, Fred Brumley, Dennis Baker, and Barnard and the hostesses.

**AND MRS. H. K. FOX HOSTS FOR DINNER CLUB**  
Members of the Tuesday Dinner Club were entertained Tuesday evening at the home of Mr. and Mrs. H. K. Fox.

Dinner was served at small tables arranged informally. White cloths covered the dining table, which was centered by a silver centerpiece of pink radiance roses. Bouquets of gladioli in shades of pink and white decorated the floral color scheme. After dinner high score in bridge of contract were won by Seth B. Holman and Jack

Land.  
Those attending were Messrs. Mesdames Jack Wayland, C. Acker, J. A. Pittman, S. P. Ross, Harold Close, Mrs. Seth B. Holman and the hosts.

**CELEBRATES EIGHTY-FIRST BIRTHDAY HERE**  
Mrs. G. R. Tomlinson, who has been visiting in the home of her daughter, Mrs. Henry Hastings, celebrated her eighty-first birthday Sunday at the Hastings home. Birthday dinner was featured with a lovely white cake centering the large

out-of-town guests here for the occasion were: a son, J. M. Tomlinson and Mrs. Tomlinson of Clinton, Okla., and a grand-son, Cecil Roussier and his wife of Tulsa. Two other sons and a daughter were unable to be present.

Mrs. Tomlinson, whose home is in Tulsa, spends much of her time in Hereford and had been here several weeks. She returned to Tulsa with her son Sunday.

**SEVERAL GUESTS**  
Dinner at an informal dinner at the home of Mr. and Mrs. R. E. Hough last Thursday evening were Mr. and Mrs. Mark Bene and Mr. and Mrs. Forest

son and son.  
The centerpiece for the table in the dining room was an attractive arrangement of golden glow and white gladioli in a crystal container. The evening was spent informally.

**LOMAS HOSTESS FOR ASSURE HOUR CLUB**  
Henry Lomas was hostess for members and guests of the Assure Hour Bridge Club at her home Thursday afternoon.

High score for the club was won by Mrs. Ralph Smith and the prize was awarded to Mrs. Russell.  
Members and guests present, Mesdames Ralph Smith, Roy Phillips, B. R. Dixon, London, W. H. Russell, R. E. Hough and the hostess.

**PARTY COMPLIMENTS TO LICOTHE VISITOR**  
Bettye Jo Cockrell and Lottie Tyson were co-hostesses at a party given on the Cockrell Friday night, compiling Austin Chandler of Chillicothe, who has been here visiting with Jimmy Donovan.  
Games and stunts were enjoyed on the lawn and later, the honor

## Fixes Embassies



Mrs. Irene de Bruyn Robbins, widow of Warren Delano Robbins, former United States minister to Canada and a cousin of President Roosevelt, who has been appointed as assistant chief of the foreign service buildings office. Mrs. Robbins will be entrusted with the task of furnishing and decorating United States embassies abroad in conformity with a new State department policy. Her first assignment will be to redecorate the American embassy in Cuba, soon to be occupied by J. Suter Wright, newly appointed envoy.

guest entertained with selections on this guitar.

Refreshments were served to: Virginia Newell, Nola Margaret Blue, Virginia Earle Reed, Wanda Jean Reed, Anna Belle Roberson, Irma Faye Robinson, Jayne McKee, Robert Peterson, Basil McKinley, Elnora McKinley, Jimmy Donovan, Lois Ann Cockrell, Jack Cox, Dorothy Nell Trimble, the honor guest and the hostess.

**CHRISTIAN ENDEAVOR MEETS AT REED HOME**  
The Christian Endeavor of the First Christian Church met at the home of Mr. and Mrs. H. D. Reed Sunday evening for a social hour and program.

An hour of good fellowship was enjoyed on the lawn, followed by a miscellaneous religious program. Robert Peterson led the devotional and Mrs. H. M. Bedford directed the program on "Youth in the Church." A round table discussion was conducted and talks were made concerning various phases of the subject.

Those present were Elnora McKinley, Wanda Jean Reed, Basil McKinley, Virginia Earle Reed, Virginia Newell, Dorothy Nell

Trimble, Lois Ann Cockrell, Helen Ruth Barber, Bettye Sue Henalee, Robert Petersen, Nola Margaret Blue, Mrs. Redford and Mr. and Mrs. A. Petersen, who were guests.

## Y. W. A. HAS REGULAR MEETING

Y. W. A. of the First Baptist Church held their regular meeting Monday afternoon at the home of Miss Dot Owen.

Roll call was answered with favorite verses of scripture. Miss Avis Matthews read a poem, "Worthwhile Smile."

The play, "Hanging a Sign," which was given by members of the organization at the general W. M. U. meeting Wednesday afternoon was rehearsed at this meeting.

The next meeting will be held at the home of Mrs. Travis Caraway, Monday, at 6:30 p. m.

## RECENT BRIDE IS HONORED WITH SHOWER

Mrs. Dee Brown, the former Miss Dorothy Harris of Summerfield, was honored with a miscellaneous shower Tuesday afternoon at the home of Mrs. R. D. Lance in Summerfield. Mrs. Pete Carmichael and Mrs. Jack Streun were assistant hostesses.

Garden flowers carried out a pink and white color scheme in decorations and the same color note was reflected in refreshments. The bride received many beautiful and useful gifts.

Those present were: Mesdames Charles Noland, D. C. Waiser, C. R. Waiser, W. G. Harris, Ky Lawrence, J. B. Noland, B. E. Roberson, Miss Yonelle Hare of Amarillo, and the honoree.

## CAMP FIRE GIRLS MEET AT HOME OF GUARDIAN

Wecocantawaste Camp Fire Girls met at the home of their guardian, Miss Mary Elizabeth Stanford, Monday morning at nine o'clock.

June Dameron, president presided over the business meeting. Reports were given and personal notebooks were begun.

Miss Katherine Kirby, assistant guardian, was a visitor. Members present were: Rena Rae Renfro, Eleanor Wilson, Polly Dixon, Ruth Temple Hastings, Rue Wilson, Gladys Shreve, Rachel Ireland, June Dameron, Doris Elaine Dillehay, Mary Ann Acker, Virginia Ann Dillehay, Nona Dean Rose, Margaret Higgins, Betty Jane Robison, Mary Helen Cross and Mary Hicks.

## Bellview News

**MRS. R. H. JOHNSTON**  
Jack Garrett is having a lovely new home built.

Mrs. G. W. Messenger is on a visit to her daughter, Mrs. Loretta Clements and family at Kirklund, Texas.

J. Rutherford and family of Itzh, visited his parents, Mr. and Mrs. E. O. Rutherford, Sunday.

Burns Johnston left last week for California, where he will seek employment.

Mr. and Mrs. Turner of Tulsa, Okla., visited Mr. and Mrs. E. O. Rutherford over the week end.

Vaughn (Cute) Moore of Eastview, Okla., with his radio singers, The Haystack Quartet, were

in Bellview Sunday and did some fine singing at the Bellview Gym. Mr. and Mrs. Cap Redford were in Clovis Saturday.

Willis Hiner, a former Bellview boy, but who now lives in Kentucky, is visiting relatives and friends here.

R. H. Johnston Jr., wife and children, of Norton, visited his parents over the week end.

Vachel Ridley is attending to business in Oklahoma this week. Cap Redford and family visited Mrs. Redford's parents at Ende Sunday.

Mrs. Corine Northcutt's sister, from the western part of the state, is staying with her, and will attend Bellview high school this winter.

Misses Alma and Elma Hackley of Tucumcari, visited their parents here over the week end. Alam has employment in the county agent's office.

Try First to Buy in Hereford.

## Wyche Items

BY PEGGY VALENTINE

Mr. Raymond Jones and family of Friona, also his mother from Denton, Texas, called in the F. D. Ferguson home. Mr. Jones is a cousin and his mother an aunt of Mrs. Ferguson. The first they have seen each other in fifteen years.

County Superintendent Earl W. Wilson requests that all pupils who attend school in this district gather at the school house, Sept. 4th, for the purpose of enrolling. Classes proper will not start until Monday, Sept. 6.

Miss Park wishes to announce the buses of this district will gather up the children and take them to the school house for enrollment and return them home.

Messrs. T. W. Medlin and E. W. Whitley from Oklahoma, who recently purchased land from the Carter Estate in this community,

have been here overseeing the erection of a new home, consisting six rooms and both, and hot and cold running water and modern throughout.

Mr. Faye Paddock of Hereford, called Monday in the Ferguson home.

The party given in the home of H. B. Elliston Saturday night was well attended and thoroughly enjoyed.

Mr. and Mrs. Curtsinger entertained a number of friends in their home Saturday night. Dancing being the order of the evening. Miss Virginia Bowman and Thornton Shirley spent Saturday night and Sunday with Miss Peggy in the Valentine home.

Mr. Gale Valentine from Detroit, Mich., and Mr. Garnet McMellin, from Macomb, Ill., accompanied Mr. and Mrs. R. C. Valentine and triplets' and daughter, Billye, to Albuquerque, N. M., over the week end.

Mr. and Mrs. J. E. McMellin and son and Gale Valentine, who

have been visiting in the R. C. Valentine home, returned to their home Tuesday.

Evelyn Plummer spent the week end with Melba Rea.

Lucille Park and Melba Rea were in Canyon last week.

Lorene Valentine of Amarillo was at home Sunday. Gale and Peggy Valentine were in Amarillo Sunday night.

Spending the day in Amarillo Sunday, attending church and enjoying a visit to Gem Lake, were Bettye Jo Cockrell, Carl Oldham, Lottie Tyson, Jimmy Donovan and Mr. and Mrs. I. Z. Oldham.

Mrs. Frank Lambert, who has been spending the summer in Buffalo, N. Y., with her daughter, Mrs. G. R. Jones and family returned to her home here this week.

Mrs. Sarah Trimble of Clovis, N. M., is visiting her son, J. H. Trimble and family here.

**Penney's Majors in School Clothes**

Clothes make the student and Penney's make the clothes! That's why we're school and college headquarters for smart apparel! Our wide, style-right selections, our lower than usual prices, mean added economy! You'll have money left for EXTRA purchases! Shop Penney's and see!

**Just Arrived! The Pick Of The Season!**

### FALL HATS

Amazing! Low Priced! **98c**

Beautifully made of fine soft felt in becoming swagger brims, new high crown effects, youthful off-the-face types and tricky close fitting styles. Unusual trimming details!

**BEAUTIFUL GAYMODE Silk Hosiery 59c**  
Ringless... Full Fashioned.

**MEN'S NEW FALL Marathon Hats \$2.98**  
New Shades... New Styles.

**LADIES' NEW FALL Handbags 98c**  
Suedes and Calf Leather.

**Young Men's All' Leather Oxfords \$2.98**  
Blacks and Browns.

**LADIES' NOVELTY Fabric Gloves 49c**  
All the new fall colors.

**NEW SHIPMENT of MEN'S and YOUNG MEN'S Suits \$16.75**

Models right in line with Fall demands. Sports styles included! The price? ... considerably less than you had expected to pay for clothing as fine as this. You are lucky to need a new suit now!

<b>MISSSES Anklets 15c</b> Hundreds of pairs from which to select.	<b>Misses Rayon Panties 15c</b> Full size, long wearing; sizes 2 to 16.	<b>BOYS' Oxfords 2.49</b> Strong, all-leather construction; Sizes 2 to 6.	<b>Boys' DRESS Shirts 49c</b> Fast color; prints and full cut.
<b>MISSSES Oxfords 1.98</b> Black or brown calf... Goodyear Welt.	<b>MISSSES Hats 98c</b> "Sunny Tuckers" in new Fall colors and types.	<b>Boys' New Fall Caps 49c</b> Tans and Greys, adjustable sizes.	<b>Boys' Oxhide Overalls 59c</b> Stripes or stripes, in Sizes 4 to 16.

<b>September SAVINGS!</b>  <b>Lovely, Yet Low Priced! RAYON PANTIES 15c</b> Frolic trimmed with lace or embroidery, bias cut for comfortable fit!	<b>September SAVINGS!</b>  <b>A Sensational Value! Ace-Hi Broadcloth 15c yd.</b> A big saving for Fall sewing! Brand new patterns. Fast colors! 36 in. wide.	<b>September SAVINGS!</b>  <b>A Bargain in Beautiful SILK CHIFFONS 55c</b> Full fashioned! Ringless! First quality! Silk from top to toe! Sizes 8 1/2-10 1/2.	<b>September SAVINGS!</b>  <b>Lovely Rayon Satin SLIPS 98c</b> Lovely quality rayon satin with V top—bias cut. Trimmed, tailored! 32 to 44.
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Use Penney's Lay Away Plan - - - - A Small Deposit Is All That's Needed!

# Penney's

**Attractive? Yes! Why?**



**BECAUSE... she has turned many hours of drudgery into freedom.**  
**BECAUSE... she cooks the modern, clean, fast and economical way... the electric way.**  
**BECAUSE... her electric range is a new Electromaster.**

**TEXAS-NEW MEXICO UTILITIES COMPANY**

# LOCALS

**Guests in Emmons Home**  
Guests who were entertained in the W. M. Emmons home over the week end were Mr. and Mrs. W. S. Duckworth of Post.  
Here this week for a short visit are Mr. and Mrs. J. R. Emmons of Henderson. He is a brother of W. M. Emmons.

Mr. and Mrs. F. W. Montfort, who have been visiting in the home of their daughter, Mrs. Homer Brumley, are now at home in the Frances Apartments. They plan to spend a part of the winter in Hereford.

Miss Lillie Hostetter and her brother, John, and Miss Betty Jane Holoson, returned home Saturday, after spending two weeks vacationing with relatives in Illinois.

Mr. and Mrs. Carl Frye returned home last week from a month's vacation trip on the west coast. Relatives and friends were visited in Washington, Oregon and California, and various places of interest visited along the coast.

**Don't say radio, say Zenith!**

Mr. and Mrs. W. J. Smith and daughter, Minnie Dea, and Mr. Smith's daughter, Mrs. J. E. Coo-rougher and small son, Virgil Royce, and Mrs. Smith's mother, Mrs. F. E. Walters of Brownfield, have returned from a two weeks vacation trip spent in Los Angeles, Calif., and other points of interest in the west.

Mr. and Mrs. Sam Steele and daughter, Ann, of Ft. Sumner, N. M., spent the week end in Hereford visiting relatives.

Carl Dean Mountz, who has been attending business college in Amarillo, was home over last week end. Carl has accepted a position with Morrow-Thomas Hardware Co., in Amarillo, and began his work there Monday morning.

Frank Homer Wright of Ft. Scott, Kansas, who has been visiting in the home of his aunt, Mrs. Carl Mountz for several weeks returned home last week. He went by way of La Junta, Colo., where he visited an uncle, H. F. Lambert. Mr. and Mrs. Lambert (Ham) are former Hereford residents.

**Don't say radio, say Zenith!**

**Pastor of Church 33 Years Ago Visits Here**  
Rev. J. W. Cartwright, who was pastor of the Methodist church here 33 years ago, was in the city Tuesday looking up old friends and renewing old acquaintances. Rev. Cartwright is now pastor of the Methodist Church in Tucson, Arizona. He and Mrs. Cartwright have been visiting relatives in Amarillo and were accompanied to Hereford by Mrs. J. W. Burks and Mrs. J. Ray of Amarillo, who lived in Hereford at the time Rev. Cartwright was pastor.

Mr. and Mrs. J. M. Gilliland and E. B. Black left Sunday for High Point, North Carolina, where Messrs. Black and Gilliland will purchase new furniture for the E. B. Black Furniture Co. Mr. and Mrs. Gilliland expect to be away about ten days. Mr. Black will visit relatives in Atlanta and Gainsville, Ga., and Opelika, Ala., for two or three weeks before returning home.

**317 Unfilled Positions**  
More than 1,000 positions annually, 30 per cent more than we are able to fill—make the Draughton Training the surest and shortest route to a good income and inspiring opportunities for advancement. Fill in the coupon and mail at once to nearest Draughton's College, Lubbock, Dallas, Wichita Falls or Abilene, for special Money-saving plan for limited number. First come, first served. Write today.  
Name \_\_\_\_\_  
P. O. \_\_\_\_\_  
adv-1tp

Mrs. C. E. Birkmeyer and children returned to their home in Amarillo Sunday, after a week's visit here in the home of her parents, Mr. and Mrs. E. B. Black.  
**Birth Announcement**  
Mr. and Mrs. G. R. Jones of Buffalo, N. Y., have announced the birth of a daughter on August 19. The new arrival has been named Ruth.  
Mrs. Jones is the former Miss Sifen Lambert and is the daughter of Mr. and Mrs. Frank Lambert of this city.

**Don't say radio, say Zenith!**

Mr. and Mrs. J. E. Young and children, Frances and Edward have returned from Erick, Okla., where they spent several days visiting her parents, Mr. and Mrs. Buck Martin.

Geo. McLean left Tuesday for a week's visit in the home of his aunt, Mrs. W. S. McClung, in Amarillo.

In Amarillo Tuesday, were Mrs. Louis Woodford, Mrs. Lilburn Ray, Miss Lueta Borden and Mrs. Buford Crosthwaite.

**Don't say radio, say Zenith!**

Mr. and Mrs. Wirt Phillips were in Tucumcari last week visiting Mr. and Mrs. Frank Ball and family. They were accompanied by their daughter, Viola, and Miss Lois Wright of Ft. Scott, Kan., who has been visiting in the Carl Mountz home this summer.

Mr. and Mrs. Phillips returned home, while the two girls remained for a longer visit. Later they will visit in Santa Fe, and return to Hereford this week.

Austin Chandler of Chillicothe, left for his home Saturday, after spending his vacation here with his cousin, Jimmy Donovan.

Mr. and Mrs. Joe Hudson and daughter, Betty, of Seagraves, spent the week end in the home of her parents, Mr. and Mrs. D. H. Alexander.

Mr. and Mrs. Claude Witherspoon of Dallas, and Mrs. Jack Lester and children of Slaton, arrived Sunday for a week's visit with Mrs. Witherspoon's and Mrs. Lester's mother, Mrs. W. B. Dameron and other relatives.

**Don't say radio, say Zenith!**

Mrs. L. M. Turner returned to her home here Sunday night from San Angelo, where she had spent several months in a sanatorium there.

Mr. and Mrs. Arthur Rogers and Mrs. Rogers' mother, Mrs. C. O. Lee, went to Amarillo Sunday to meet Mrs. Anna Tatman of Electra, a relative, who returned to Hereford with them for a visit here.

Mrs. A. D. Smith of Fort Worth are visiting her parents, Mr. and Mrs. W. W. Bennett and other relatives here this week.

**Terrell Guests Leave Monday**  
Mr. and Mrs. S. S. Boutwell and daughters, Naomi and Ruth, left Monday for their home in Terrell, after visiting here in the home of her sister, Mrs. A. C. Thompson. Mrs. Thompson had accompanied them to Rock Springs for a visit with their daughter, Mrs. Lowell Hankins, and they stopped here for a several days visit en route home. Mr. Boutwell is superintendent of the public schools at Terrell.

J. Rufus Emmons, assistant county agent at Henderson, is this week visiting his brother, W. M. Emmons and family.

Here Sunday for a visit in the home of her sister, Mrs. J. H. Trimble, were Dr. and Mrs. J. W. Hale and daughter, Vida, of Grady, N. M.

Mr. and Mrs. Carl Jennings and son, Bobbie, and niece, Bessie Frances, returned home Monday

night from a visit to Mrs. Jennings' father in Kentucky. They also visited relatives of Mr. Jennings in Missouri.

Mrs. George Muse returned home last Wednesday night from a visit with her sister in Pampa, and her mother in Amarillo.

**Spends Week End in Bowie**  
Mr. and Mrs. Joe Bodkins, Mr. and Mrs. Otto Olson and children returned home Sunday night from a week end visit with Mr. and Mrs. A. W. Chandler in Bowie, Texas. Mr. and Mrs. Chandler formerly lived in Hereford and were special friends of Mr. and Mrs. Bodkins and family.

Mr. and Mrs. L. G. Jordan of Ft. Worth, spent the week end with her sister, Mrs. C. C. Ferguson and family.

## Vega News

MRS. H. R. SHIELDS

Mr. and Mrs. A. M. Miller spent last Sunday with their son, Spencer, in Plainview. Rev. and Mrs. Phillip McKehay of Breckenridge, met them there with their two boys. The boys returned for a two weeks visit with Mr. and Mrs. Miller in Vega.

The Presbyterian missionary society met with Mrs. H. Climer last Wednesday in an all-day session. A portion of the book of Psalms was the background for an interesting study. Mrs. H. R. Shields was leader. Mrs. O. O. Slutz, president, presided over the business meeting. A delicious covered dish luncheon was served at the noon hour.

Mrs. N. E. Wiseman and daughter, Evelyn, were Amarillo visitors Tuesday afternoon.

Miss Kate Warren of Cee Vee, Texas, is visiting Miss Lenora Gilles. Miss Warren received her B. A. degree at Canyon college last week.

The Christian Board of Education of the Methodist church, met Sunday evening after the church services to make plans for the Sunday School and church program for the ensuing quarter. Dr. Clark, chairman of the board, presided.

J. A. Campsey returned yesterday from a visit to Shannon, Texas.

H. Climer shipped two St. Bernard dogs to New York last week. Mr. Climer says he pays his taxes from the sale of his dogs.

Mr. and Mrs. W. A. Williams were in Amarillo Saturday, and spent a few hours with Mrs. Williams' sister, who was en route to Arizona, after a visit with her parents in Kentucky.

Mrs. Maxine Gerard is visiting her father, Mr. Herb Green, this week.

Plans for the opening of the Vega school on September 6 has been completed. A. R. Castleberry, superintendent, has returned from Boulder, Colo., where he has been attending summer school.

Rev. Clung of Whittenberg, is doing the preaching at the revival services, which are being held at the Vega Baptist church. Mr. Lellan of Vega, has charge of the choir.

Mrs. Raymond Thompson was hostess to the Sew and So Club at her home Wednesday.

Mrs. Cordee Mangum of Houston, Texas, was the guest of Dr. and Mrs. O. H. Loyd last week.

J. C. Turner went to Kansas City with Joe Scott to take a load of cattle to market.

Mrs. C. C. Wimberly gave a farewell party to Mr. and Mrs.



Claudette Colbert acquires two swains in "I Met Him in Paris," which opens Saturday prevue, through Sunday and Monday at the Star Theatre; the two Lotharius, Melvyn Douglas and Robert Young are pictured with her above.

C. E. Winder Wednesday evening. A beautiful reading lamp was presented to the Winders by their friends as a parting gift.

Mr. John Straub, of a Vega farmer, died last Tuesday in an Amarillo hospital, and was buried at Umbarger Thursday.  
The Adrian school opened Aug. 30. Geo. A. Syms is superintendent.  
Mr. and Mrs. Brown Harwell have returned from a month's visit in Denver, Colo.  
Mr. and Mrs. Merle Wood and Mr. and Mrs. Charles Johnson spent Sunday at Albuquerque, N. M., with Edwin Wood.

## Cattle Fed Out Early Offer Good Prospect

COLLEGE STATION — Texas feeders have prospects of an exceptional market for such bees as they can finish out by the end of the year and the first two months of 1938, according to G. W. Barnes, animal husbandman of the Texas A. & M. Extension Service.

Barnes, who has recently completed a tour of the major grain and livestock areas of the State, reports that the grain crop is


good over a major portion of Texas.  
"The good grain crop over large part of the State, in combination with the shortage of grain for early feeding in the corn belt, makes this an ideal year for Texas feeders," Barnes said. He warned, however, that feeders should start their operations at once in order to get their animals well finished and on the market before corn belt beets begin to move.

The excellent grain prospects in the corn belt have strengthened the demand for feeder and stocker animals, Barnes pointed out. Texas normally sells about two million feeders and stockers each year, he said and feeds out around 150,000 beets.  
If beets are placed on feed as soon as the grain supply warrants, so that the animals can be marketed before early April of 1938, Barnes believes that Texas feeders could profitably finish out from 300,000 to 500,000 animals.


Eleven thousand and nine hundred employers are now contributing on the wages of 750,000 employees under the Texas Unemployment Compensation Act.

## STOCK UP ON THESE BREAKFAST SPECIALS

Prices Good Friday, Saturday, Monday



**FLOUR**  
EVERLITE 48 lb. SACK  
**\$1.59**



**COFFEE** Schillings  
1 lb can **23c**

**SUGAR** 10 lb Paper Bag **45c**

**Compound** Mrs. Tucker 8 lb carton **85c**

<b>PORK &amp; BEANS</b>	<b>PEAS</b> , Rosedale, 17-Ounce Can — 2 for	<b>25c</b>
Van Camp's 16-oz. can, 4 for	<b>COCONUT</b> , Fancy long thread—1 Lb.	<b>22c</b>
<b>TOMATOES</b>	<b>DOG FOOD</b>	<b>5c</b>
No. 2 Can—3 Cans	Doyle's Supreme—Can	
<b>PEACHES</b> , Gingham Girl, in heavy syrup, No. 2 1-2 Can—2 for	<b>GELATIN</b> , Marvin—Package	<b>4 1/2c</b>
<b>PINEAPPLE</b> , Hillsdale, Half Slices, No. 2 1-2 Can	<b>APPLE BUTTER</b> , Libby's—29-Ounce Jar	<b>15c</b>
<b>SALAD DRESSING &amp; Relish Spread</b> , Bestyett, Qt.	<b>POTTED MEAT</b> , Libby's—4 for	<b>15c</b>
<b>GRAPE JUICE</b> , Welch's—Pint Bottle	<b>VIENNA SAUSAGE</b> , Libby's—2 Cans	<b>15c</b>
<b>TEA</b> 1-4 Lb. 21c 1-2 Lb. 39c	<b>CORNED BEEF</b> , Swift's Premium, 12-oz. can	<b>19c</b>
<b>CORN</b> , Little Chief, Whole Kernel, No. 2 can, 2 for	<b>CATSUP</b> , Heinz—Large Bottle	<b>18c</b>
<b>PIMENTOS</b> , 7-Ounce Can		
<b>FRUIT &amp; NUTS</b>		
<b>BABY FOOD</b> , Libby's — 3 Cans		
<b>HOMINY</b> , Van Camp's, No. 2 1-2 Can		
<b>CRACKERS</b> , Waferette, 2-Lb. Box		
<b>SODA</b> , Arm & Hammer, Package		
<b>P &amp; G SOAP</b> , 5 Giant Bars		
<b>CATSUP</b> , Glen Valley, 14-Oz. Bottle		
<b>CHERRIES</b> , Red Pitted, O-Joy, No. 2 Cans—2 for		

**Fresh Meats**

<b>BOLOGNA and WEINERS</b> , Pound	<b>15c</b>
<b>CHEESE</b> , Loughora — Lb.	<b>15c</b>
<b>STEAK</b> , Baby Beef — Lb.	<b>15c</b>
<b>HOT BARBECUE</b> , Per Lb.	<b>15c</b>
<b>OLEOMARGARINE</b> , Per Lb.	<b>18c</b>
<b>CHURCH ROAST</b> , Per Lb.	<b>15c</b>
<b>PEANUT BUTTER</b> , 2 Lbs.	<b>25c</b>

**—: Fresh Produce —:**

**Concord Grapes**

<b>SPUDS</b> , U. S. No. 1 — 10 Lbs.	<b>12 1/2c</b>
<b>APPLES</b> , Jonathon, Bu. 85c	Delicious Per Bu. <b>95c</b>
<b>CABBAGE</b> , Per Lb.	<b>2c</b>
<b>ONIONS</b> , Crystal-Wax — 3 Lbs.	<b>10c</b>
<b>YAMS</b> , Louisiana — 2 Lbs.	<b>9c</b>

**Friday and Saturday Only!**

**BAKING POWDER**, K. C., 25-Ounce Can **17c**

**CORN**, Primrose, fancy Country Gen., 2 No. 2 Cans **25c**

**GINGER ALE**, Canada Dry, 12-Oz. Bottle **10c**

**VINEGAR**, Pure apple cider, bulk, Gal. **19c**

**TOILET TISSUE**, Scott — 3 Rolls **21c**

**ASPARAGUS**, Primrose, All Green Cut, Picnic Can **15c**

**DREPT**, 23c Small **8 1/2c** Pkg.

**TOILET SOAP**, Kirk's Hardwater—Bar **5c**

**PEAS**, American Wonder—No. 2 can—3 cans **25c**

**IVORY SOAP**, 2 Large Bars **19c**

1 Large Bar (with this purchase 1c)

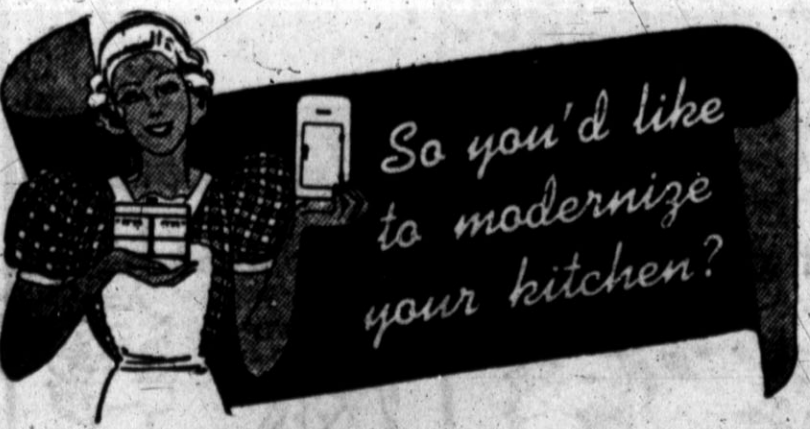
**PRINCE ALBERT** 3 for **25c**

**FURR FOOD**

**CRACKER JACKS** 3 for **9c**

<b>OATS</b> , Crystal Wedding — Large Package	<b>19c</b>
<b>PANCAKE FLOUR</b> , Aunt Jemima — Large Package	<b>23c</b>
<b>SHREDDED WHEAT</b> , N. B. C. — 12-Ounce Package	<b>12c</b>
<b>KARO</b> , Light or Dark — No. 5 Can	<b>35c</b>
<b>TOMATO JUICE</b> , Libby's — 3 Tall Cans	<b>19c</b>
<b>COCOA</b> , Hershey's — 1-Pound Box	<b>14c</b>
<b>CORN FLAKES</b> , Kellogg's — 2 Packages	<b>19c</b>
<b>COFFEE</b> , Golden Light — 1-Pound Package	<b>21c</b>
<b>POPPED WHEAT</b> , Miller's — Large Package	<b>10c</b>
<b>CORN FLAKES</b> , Miller's — Large Package	<b>9c</b>
<b>GRAPELADDE</b> , Welch's — 16-Ounce Jar	<b>17c</b>

*(We Reserve the Right to Limit Quantities)*



**So you'd like to modernize your kitchen?**

**MAKE IT COMPLETELY AUTOMATIC WITH GAS!**

Automatic gas equipment lends almost magic ease to housekeeping—at lowest initial cost and least upkeep expense. The new automatic GAS ranges, for example, make cooking seem effortless—yet save you money every day. GAS refrigerators are more efficient, attractive, dependable and silent! And automatic GAS water heaters insure hot water always—at moderate cost! Visit our show-rooms today.

**West Texas Gas Co.**  
"Good Gas With Dependable Service"

Modernize your home with GAS

### Beaumont Man Lauds Hereford Territory

**FALKENHAGEN ENTHUSIAST OVER IRRIGATION IN THIS AREA**

The following article comes from The Beaumont Sunday Enterprise, and was published following an interview with H. P. Falkenhagen of Beaumont, after he returned from an extended visit in Hereford.

"Texas' famous 'dust bowl' is pulling a come-back. That's according to H. P. Falkenhagen, Beaumont, who owns wheat farms in Deaf Smith county near Hereford in what is known as the shallow water belt of Texas.

In fact that section of Texas is 'blooming like a well-kept rose garden in May,' are the words used by Mr. Falkenhagen.

At present Mr. Falkenhagen is planning to install irrigation plants on his farms when utilities company runs high lines into the section.

**Government Steps In**

Dust storms and droughts combined to strike that section of Texas a hard blow for five years, the Beaumonter said, but now the federal government has stepped to the rescue.

"Now with irrigation wells and irrigation this part of Texas is coming back," he said. "Most dry farmers have made from 10 to 30 bushels of wheat per acre and, where wells have been put down for irrigation 50 to 60 bushels to the acre have been made. Oats, barley and rye also made good yields.

**Bumper Crops Promised**

"Corn and Indian corn promise a bumper crop at this time," he explained.

"I understand the government has arranged with the utilities to put in high lines within the near future with power at a reasonable rate. Hundreds of wells will be put down as soon as electric current is available for pumping purposes," Mr. Falkenhagen believes.

The Beaumonter recently spent 30 days in the section, reporting that grass and crops are "fine all the way from Fort Worth to the New Mexico line."

**Shallow Wells Abundant**

Speaking of the shallow water district he said:

"Water is obtainable in this district at around 100 feet in in-shaughible quantities. One well on the J. W. Alexander place two miles from Hereford operated for 30 days sending a solid stream of water through a 10-inch casing. The flow was as strong as ever the day it was shut down following a heavy rain.

"Thirty-five acres of alfalfa on this farm produced two cuttings 150 tons and should make two more cuttings for a total of 300 tons this season with another half stand before frost to graze cattle and hogs on."

The revival closed here Wednesday night.

Mr. and Mrs. Bill Knox and children of Hereford, called in the B. A. Atchley home Sunday.

Mr. Tandy Legg announced that the school children were to be at the school house Saturday, Sept. 4, to receive their books.

Mr. and Mrs. C. B. Thomas, Mr. and Mrs. Ky Lawrence, Miss Ruth Atchley, Rev. and Mrs. S. L. Tidwell, and Mr. Tandy Legg attended the convention at Friona, Thursday.

Mr. and Mrs. C. B. Thomas were visitors in Friona, Friday.

The neighborhood was saddened by the death of a good friend and neighbor, Mrs. Henry Kendall, who lived in Clovis. She resided here for several years. Her brother and other relatives live here.

An accident occurred Thursday night when Woodrow Welby wrecked his pickup. He was returning home when a blowout caused his car to overturn twice near the Guy Hamm home.

Mr. and Mrs. Albert Crosse have moved to the house where Mr. and Mrs. Joe Storey formerly lived.

Mrs. Pete Carmichael and children have gone to Kansas to join Mr. Carmichael.

Mrs. Ray Johnson and daughter returned from Gatesville, Monday.

Mr. and Mrs. Guy Walser, C. R. Walser, and Mrs. Mary Lee Neill, visited Mr. and Mrs. J. C. Clark in Borger, Sunday.

Mr. and Mrs. Jack Streun and son have moved to the place near Roy Wilson's.

Several from this community attended church at Lazbuddy, last Monday night.

There were 51 at Sunday school Sunday. Rev. S. L. Tidwell preached his last sermon here Sunday. He plans to leave for school.

Elton Johnson is here this week. He will teach in Commerce this year.

Several attended church and the baptizing at Hereford Sunday night.

Mrs. Jack Streun and Pete Carmichael gave a lovely miscellaneous shower Tuesday, at the home of Mrs. R. D. Lance, for Mrs. Dee Brown. She was formerly Miss Dorothy Harris.

Misses Christine Ruth and Gertrude Atchley were in Westway Thursday.

Shirley Thomas returned this week from visiting her sister, Mrs. Ross Roy, at Sunnyside. She also accompanied Mr. and Mrs. Roy on their trip to Dallas. She has been gone several weeks.

Mr. and Mrs. Milton of Springlake, visited in the Albert Crosse home Sunday.

Mr. J. B. Gandy of the Wyche community, who has been visiting in the J. R. Oglesby home this week, returned home Sunday.

Mr. and Mrs. Jess Barker and children of Turkey, called in the J. R. Oglesby home Friday.

Mrs. Asa Atchley and son, and Mrs. J. R. Oglesby and children, left Monday to spend a week with relatives in Big Springs.

### Ballard Is Soapbox Derby Champ



Robert Ballard, twelve, of White Plains, N. Y., smiles as he receives the International Soapbox Derby championship trophy from Felix Doran, an official of the race. The contest, held at Akron, Ohio, was attended by a record crowd of more than 100,000. A handsome cash prize and a scholarship to college when he is old enough were the rewards for Robert's skill in piloting his soapbox vehicle.

Plainview the past two weeks.

Miss Earline Last spent the week end with them.

Mrs. Jim Bagwell and Grace Marie, were Lubbock visitors Saturday.

Mr. and Mrs. E. R. Rothwell returned from Cisco, where they went for tonsil operations.

Mr. Rothwell has been having some trouble with his throat the past week.

passed away about the middle of August. This community extends to them our sympathy in their bereavement.

Rev. and Mrs. Hardy of Friona, visited Saturday evening in the M. Sparkman home.

Mrs. Ed Cox of Hereford, who has been staying with the Frye children, returned to her home Wednesday afternoon.

Mr. E. T. Kirksey of Panhandle, Mrs. Bette Smith and Avis, and Orville Smith and family were Sunday dinner guests in the J. V. Kirksey home.

Mr. and Mrs. Tyler of Wellington, were week end guests in the M. Carter home.

Several from this community attended a chicken fry at the home of Mr. and Mrs. Matthews in the Dawson community Sunday afternoon.

W. E. Braley and Daphne returned home last week from central Texas, where they had been visiting the past two weeks.

Joyce Carter visited Sunday with Carlisle Rae Frye.

Mrs. Fred Walton entertained the young people Tuesday evening, honoring her brother, Nolan Fields, who was visiting here from Portales, N. M.

### Easter Items

BY LOUISE ERYE

The ladies of this community met at the school house last Thursday afternoon and organized a Missionary society. Mrs. M. Sparkman was elected president and Mrs. Fred Walton, secretary-treasurer. Other officers will be elected at the next meeting, which will be September 9th. New members will be welcome.

Mr. and Mrs. E. M. Allen spent the week with relatives and friends at Wellington, Texas.

Mr. and Mrs. H. Smith and children visited last week in Marlow and Anadarko, Okla. They returned home Sunday night, accompanied by Mrs. Jeff Muse, who will visit with her parents, Mr. and Mrs. Lee Parker.

Mr. and Mrs. Geo. Thompson and daughters of Eldorado, Okla., visited the week end in the M. Sparkman home.

Mr. and Mrs. H. H. Frye of Davenport, Iowa, were guests in the Carl Frye home Thursday and Friday. They were returning home from a trip to the west coast via Seattle. Mr. Frye has a farm in this community and lived here with his family six years ago.

Mr. and Mrs. Slemmons returned from King City, Missouri, last week, where they went to be at the bedside of his brother, who

### Messenger News

BY MRS. J. N. MESSENGER

I am writing this away from home. My daughter came for me Saturday and after spending a few days with her, I will go to Clovis to visit my daughter and her family.

The Tierra Blanca Association met at Friona, Thursday and Friday, August 26-27. There was a good representation from all the churches. Stephen, Elsie, Rosalie, and Grandma Messenger attended from Messenger.

Miss Clara May Perry was married last week. They are making their home in Arizona.

Mr. Hudgeons and family have moved to Colorado. Their three sons, Clinton, Vernon and Glenn, with their families, have moved to the same locality. We will miss them in this community but wish them prosperity in their new home.

Elsie and Rosalie Messenger called on Georgia Nell Coleman one day last week.

Canning has been the topic in this community for the last few weeks. Plums, peaches, grapes and pears are the fruits easily grown here with the proper care. Vegetables canned were peas, beans, sweet potatoes, okra, black-eyed peas, and sweet potatoes. George Messenger has been having sweet potatoes out of his garden for over a week.

### Government Steps In

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### Bethel Items

MRS. JIM BAGWELL

School began Monday at Bethel with Miss Helen Estes as teacher for her sixth term.

Those present from Dimmitt were Mr. Stovall, our county agent, Judge Turner, Mr. Clements, high school superintendent, Miss Lucille Schultz, county home demonstration agent, Mrs. E. C. Hudson and Mrs. Cleo Richardson.

Mr. and Mrs. Geo. Bagwell and little daughter, Billie Brooks Sinclair and J. A. Bagwell were dinner guests of Mr. and Mrs. Vern Lust Sunday.

Mr. and Mrs. Bryon Sinclair and children spent the week end at Ft. Stockton.

Mr. and Mrs. J. G. Davis spent Sunday in the Kay Roberts home.

Mr. and Mrs. Earl Lust and children Lonnie Galloway and Mr. and Mrs. Paul Williams of Frío, were dinner guests in the Jim Bagwell home Sunday.

Mr. and Mrs. Ivar Bagwell spent Sunday in Hereford.

Mr. and Mrs. Geo. Schmen and daughter, were in Clovis Sunday.

Mr. and Mrs. J. C. Williams have been attending a revival in

### Summerfield News

BY MRS. ASA ATCHLEY

Mr. and Mrs. H. D. Hill and sons of Ford, visited in the B. A. Atchley home Sunday.

Mr. and Mrs. Troys Carmichael of Hereford, called in the Louis Lookingbill home Saturday.

William Staats of Laverne, Oklahoma, spent the week in the Ted Staats home. Bennie Joe Staats returned home with them to visit his grandmother.

Mr. and Mrs. Elmer Suttle of Dallas, were visitors in the B. A. Atchley home last week. Mr. Suttle is a brother of Lester Suttle.

Mr. and Mrs. J. A. Nolan returned from a trip to Lockney, Dallas, and other points, where they have been visiting relatives for over a week.

Thurman and Asa Atchley, Elbert Dlozier and Jack Owens were working north of Westway three days last week.

## Announcing

### Fall Term of Dancing

BALLET — TAP — BALLROOM

Classes Beginning Sept. 6.

Call at my home early to get a choice schedule.

## LUETA BORDEN

IT'S MY BANK BECAUSE IT'S

# Complete

MANY business men prefer the First National Bank because of its complete services. A checking account assures safety and convenience in meeting all obligations. The loan department assists in solving commercial finance problems, and the foreign exchange department speeds and facilitates transactions abroad. Above all, business men appreciate the sound advice offered the clients of this bank.

Serving you well is our ambition and Responsibility

## First National Bank

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

ried last week. They are making their home in Arizona.

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**CARD OF THANKS.**

Words fall us when we try to express our appreciation for the sympathy and kindness shown us during the illness and death of our dear loved one. May God bless each of you.

Henry Kendall and family, Mr. and Mrs. J. J. Lawrence and family, Mr. and Mrs. Lee Kendall, Mr. and Mrs. Joe Kendall and family, Mr. and Mrs. Ky Lawrence and family.

**BAPTIST CHURCH NEWS**

We are planning a Special Service for Young People Sunday morning and we invite as our honor guests those who are going away to business school and college.

Our Sunday School attendance was up Sunday. We need 25 more next Sunday to reach our goal for September. Why not be one of those 25? School is starting and people will be at home more for vacations are over, so let's get the Sunday School, B. T. U. and church attendance habit again.

We had three additions Sunday by letter and baptized two at the evening service. If you are a Baptist, why not line up with us and do your best for God?

Sermon subjects for Sunday are: Morning, "The Challenge of Christ"; evening, "The Loving Kindness of God."

Our revival begins September 19. Ira C. Prosser, evangelistic singer, will be with us. Boys and girls especially like him.

W. E. BARNES, Pastor.

**SERVICES AT THE CHRISTIAN CHURCH**

H. M. Redford, Minister.

Mrs. C. P. Cockrell, Supt.

Bible School --- 9:45-11 A. M.

Morning Worship --- 11-12 A. M.

Christian Endeavor --- 7-8 P. M.

Evening Worship --- 8-9 P. M.

The Young People will present the closing number of a series of Sunday morning worship services next Lord's Day morning. Miss Erma Fae Robinson and Miss Lois

Anne Cockrel will be the leaders. The pastor of the church, H. M. Redford, who has just returned from Chicago, will be present and will make a few brief statements.

At the evening hour the pastor will speak on the theme, "Religious Trends As Observed in Chicago."

Special music has been provided for both the morning and evening services. The public is cordially invited.

Right Again  
War is a game in which both sides lose.—Thomas W. Lamont.

# Announcing--

## Fullwood Battery & Electric Company

— as —

### Dealer In Hereford

— for —

## The New DELCO RADIOS

for  1938

The New Delco Radio for 1938 — 110, 32, 6 and 2 volt models — a Delco Home Radio for every purse and purpose. A few of the outstanding features of Delco Home Radios for 1938 are:

- Electric Delco-matic Finger-tip Tuning • Automatic Frequency Control • Spinner Tuning • Robot Unit • Easy-reading dials • Improved Automatic Volume Control on All Models • Robot Eye • Dual Line Filtering.

Come in and look at the new Delco Home Radios and you will understand why they are the buy.

PRICED FROM \$23.95 TO \$149.95

A General Motors Value

## Fullwood Battery & Electric Co.

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## DRILLS

Extra large all steel Hopper — positive double-run feed — 10-inch space — 14-inch disc — with dustproof box... will sow as little as 9 pounds per acre!

Equipment: Power Lift Press Wheel, Center Tooth Attachment.

## BINDERS

The McCormick — A standard for 50 years — in 6-7-8-foot swath Binder; 1 and 2-row binders for Ground or Power Drive; 8 and 10-foot swath Binder in Power Drive to fit any tractor.

Backed by Repair and Mechanical Service!

## Rosson Implement Co.

PHONE 51 YOU I. H. C. DEALER HEREFORD, TEXAS

# The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 99

MRS. SETH B. HOLMAN, Publisher and Manager  
JIMMIE GILLENTEINE, Editor

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**NOTICE TO 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 at 402 Main Street, Hereford, Texas.

## Announce New Equipment For Knit Blocking

A new device for cleaning and blocking knits and boucles, said to be capable of restoring all the original form, size and finish to any type of knitted garment, has been installed at the Stambaugh Co. It was announced this week. This machine is the result of the widespread popularity of knits and the demand for a device that would perform the difficult task of restoring the correct form and size to this particular material, eliminating the guesswork and troubles which have heretofore ac-

companied the cleaning process. Known as the Glover Knit Blocking Table, the new machine was originally designed for the exclusive use of laundries and cleaning plants, but has proved so successful in correctly blocking and finishing knit materials that many of the foremost manufacturers of these garments are now using it to give their new merchandise perfect form and finish before it is offered for sale. For this reason the process has become known as the "factory" method of restoring form and finish.

Miss Lillie Hostetler, J. C. Hostetler, and Betty Jane Roloson returned here Sunday afternoon, after spending a one-week vacation in Indiana.

Miss Hostetler and J. C. Hostetler visited their home town, Tuscola, Illinois, and spent most of their time in Waveland, Indiana, visiting relatives. Betty Jane Roloson visited her aunt, Mrs. Anna Roloson, at Atwood, Indiana, while the other party was in Waveland.

Mrs. Frances McClendon was an Amarillo visitor Monday.

S. Lester Guinn and son, Lester, Jr., left Saturday for their home in Denver, Colorado, after a week's visit with his parents, Mr. and Mrs. George H. Guinn and family.

house, windmill, other improvements, 290 acres in cultivation already prepared. \$17.50 per acre. Terms, Jack H. Hales, Hereford, Texas. 35-1tc

**FOR SALE**—Young Jersey cow. Fresh. Mrs. Al Werner, 5 miles west on Harrison Highway. 35-1tp

**FOR SALE**—International Farm-all, new piston sleeve assembly. Worth the money. O. K. Higgins. 35-3tp

**SHOATS FOR SALE**, also one-way plow for sale or trade. 5 miles north Progressive, A. S. Higgins. 35-1tp

**FOR SALE OR TRADE**—One good car motor for irrigation well. See L. L. Crawford, 312 25-Mile Avenue, Hereford, Texas. 45-1tp

**FOR LEASE**—480 acres of wheat. Well improved. See Geo. T. McCurry. 35-3tc

**FOR SALE**—Several houses at sacrifice prices; an especially good buy in extra improved property two blocks west of avenue. Easy Terms. Also improved acreage for rent south of creek. See Frank Barber. 35-1tp

**FOR SALE OR TRADE:** 87 1-2 acres good improved land on paved highway adjoining Canyon. Would consider small acreage or house in Hereford, some cash. Balance easy terms. See me at once. Jas. B. Elliston.

**FOR SALE:** My 10-room apartment house and 4-room house with double garage all on one lot in Canyon, one block west of College. Reasonable terms. J. B. McMinn, Hereford, Texas.

**FOR SALE Cheap or Trade for Land**—Owner's unincumbered home, three blocks from college, modern six-room house. Information, address Box 292, Canyon, Texas. 32-4tp

**FOR SALE:** The 140 acres, close in, known as Chas. Hayes, Farm Has irrigation well. Write Chas. S. Woodruff, Van Wert, Ohio.

**HAVE PURCHASERS** for shallow-water land near Hereford. Listings appreciated. Cosby Realty, Amarillo, Texas. 33-4tc

**SEED WHEAT:** Floyd County pure Black Hull, testing 60 to 64 pounds. Price same as Chicago September option. See John Pittman. 32-3tp

**Wanted**  
WANTED—Man for Rawleigh Route. Route will be permanent if you are a hustler. For particulars, write Rawleigh's, Dept. TX1-352-103, Memphis, Tenn. 35-1tp

**WANTED** to buy or trade for house to be moved. Box 783, Hereford, Texas. 35-1tp

**NOTICE**  
No trespassing, fishing or hunting will be allowed on my place or the Mrs. A. B. Schipits place. Please do not ask. B. E. Brumley. 35-3tp

**WANTED**—Practical nursing or confinement cases. Mrs. W. A. Vaughn, 311 A Street. 35-1tp

**WANTED:** To buy your odd and end cattle. See Claude Higgins or Bob Edwards.

**WANTED TO RENT**, 1-2 section of good wheat land. Box 927, Lawton, Oklahoma. 33-3tc

**ALL OUR PRODUCTS**, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Bickley's orange juice and ice cream, delivered twice daily or can be purchased at our downtown office at 212 West Third Street. Prairie Dairy, Phone 6. 23-1f

**WANT TO BUY:** Small shetland pony. Must be gentle. Call Barber office. 34-3tp

Introductions to lonely, affectionate people. Many wealthy. Marriageable. Reliable, dignified service. Tracy F. Major, Hereford, Texas.

**AN EXTRA ROOM? TRY A WANT AD!**

**WANTED:** All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hatters. 11-1f

**For Rent**

**FOR RENT**—4-room apartment with bath. Call 43. 35-1tc

**FOR RENT**—Four-room apartment furnished. Available now. Mrs. W. B. Dameron. Phone 780-W. 35-1tc

**FOR RENT**—Modern Apartment. Garage. Adults. Mrs. Hattie Rutherford. 35-1tc

**FOR RENT**—Furnished bed room. Close in. 202 West 10th St. 35-3tp

**FOR RENT**—Nicely furnished bedroom in modern home. 206 East 10th Street. 35-1tp

**FOR RENT:** Modern Bedrooms, also kitchen privileges. Close in Mrs. A. M. Jones.

**FOR RENT**—2 bed rooms. Mrs. W. A. Hammock, 510 2nd St. 33-3tp

**FOR RENT**—Comfortable Apartment. Water, lights paid. Available soon. Phone 198-W. Francis Apartments. 33-3tp

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at Keeping Things New!

## School Days

are here again . . .

Are you ready to go . . . with your clothes cleaned and pressed . . . looking like new?  
That's our job . . . our modern equipment and experienced workmen make it possible to offer you the highest quality cleaning, finished by expert pressers.

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. . . for men!

The newest thing in College and High School styles, also a big variety for the business man. Fortune Shoes offer long wear and attractive appearance . . . and they sell for \$4.00.




**DRY-CLEAN PROCESS** **FOX CLEANERS & HATTERS**  
"THE MAN'S SHOP"  
PHONE 111

**Switch TO DODGE and Save Money!**

**PEACHES**  
Will have truck load peaches Thursday and Friday.  
At \$1.65 Per Bu.  
**C. H. Carl**

**Want Ads**

LOST: 1 Poland China male hog. \$5 reward to finder. Weight about 250 pounds. F. N. Pittman, Adrian, Texas. 35-1tp

**For Sale or Trade**  
REAL BARGAIN—325-acre farm, only 5 miles from Hereford, paved highway, shallow water, 4-room

**Back-to-School LESSONS IN MAJOR SAVINGS**

We feature Masterpiece—the best in school supplies. We invite your inspection of our complete line before you buy. See our Big 4-Page Circular for many attractive values—BUY EARLY.

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4 Blocks East of Main Street on Highway 60

SHOWBOARDS  
AM. LEON  
SPONSORED  
NIGHTLY  
CIRCUS  
DOG and PONY  
Free  
from your merchant. Inquire GUEST TICKETS by getting Save Money!  
Red Light to ride \$100  
Sheet to ride \$25  
Mile \$100 per Minute

**WANTED! RIDERS**  
RIDING EXHIBITIONS SHOWS AND RIDES  
Presenting PEOPLE — 60

SHOWS  
FRONTIER DAYS  
TEXAS KID  
6th  
Mon. Sept. HEREFORD WEEK COMING

## Back-to-School

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Your CHILDREN are safer on **U. S. TIRES**

because of their greater mileage stop side skids stop forward skids flowing, silent ride

BETTER for FARM USE

U. S. Tires for your truck or automobile are a real asset in saving so much time and money. U. S. Tires made of rugged triple-tempered rubber and guaranteed against defects in material and workmanship, give those extra miles of safety that only U. S. Tires can give. Come in today to Thompson's Service Station and let us give you prices on U. S. Tires to fit your car or truck — They cost no more than ordinary tires.

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"The Station that Experience Built"

**THOMPSON'S SERVICE STATION** Phone 191  
Arthur Thompson Magnolia Products  
You'll be safer on **U.S. Royals**

**Dictionaries**  
Spelling and pronunciation of many words have changed within the last year. Buy a new dictionary.  
**25c \$1.50**

**School Bags**  
HEAVY DUTY BAGS 75c  
Others 25c, 50c

**Roller Skates**  
New roller bearing type. Priced 98c \$1.29 \$1.69  
PEN & PENCIL Sets 89c  
Others \$1.49

**CRAYONS** 10c  
8-Color (Others, 16 sticks 10c)

We Have MAP COLORS and PASTE in all Prices.

**WATER COLORS** 25c  
8-Color in Box

Water Color BRUSHES 5c  
2 For

PAPER CLIPS and FASTENERS 5c

**FREE! FREE!**

JUMBO FROZEN MALT with each purchase of \$1.00.

DOUBLE DIP ICE CREAM CONE with purchase of 50c.

**Study Lamps**  
Desk Lamp with Shade \$1.49  
NEW INDIRECT LAMP  
The only Perfect Lamp \$3.95  
Many other table and floor models.  
\$2.19 TO \$4.95

Make our Store Your Headquarters again This Year. You are Always Welcome!

Make your selection early, while assortment is complete.

**Brooks' DRUGS**  
PHONE 99 HEREFORD TEXAS

# J. J. Paetzold Progressive Irrigation Farmer In Area

**OPERATED WELL 90 DAYS AND NIGHTS WITHOUT FALTER IN FLOW**

"The piece you had in the paper last week about my irrigation well might have been alright a few years ago, but it won't do now," was the remark J. J. Paetzold made this week following the appearance of the irrigation paper.

"About that time, I did have some trouble with my well, but that is all over now and time has proved conclusively that it was due directly to out-of-date equipment."

In 1936, Mr. Paetzold completely renovated his well, putting in new casing, a modern type pump

and a diesel power engine. He gets from 1,000 to 1,100 gallons a minute and by government test last year watered every foot of his 320 acres of land.

"The well this year pumped day and night for a period of 90 days," he declared, "and the output was as great at the end of the 90-day period as when it started."

Mr. Paetzold started irrigating here eight years ago, and was one of the few farmers who fought and pushed irrigation when others were declaring it impractical. He made irrigation pay right on through the depression, and is today one of the foremost leaders and believers in possibilities of

ferred through the shallow water district.

"Nobody could buy my land," he declared. "It just isn't for sale. But I don't want anyone to get the idea that there is not enough water in the area around me."

As an exponent of irrigation, Mr. Paetzold was one of the first men to combine diversification with his irrigation program. He grows barley, wheat, oats, row crops, cotton, alfalfa, corn, and as he puts it — "a little of everything."

For seven years he has been feeding irrigated yields to hogs, and from this source reports a nice profit. He has also recently added a few head of feeder calves, and is watering pasture for grazing.

"Native grass is the best to irrigate for pasture," Mr. Paetzold said, and this year he put several acres of native grass under irrigation.

One of the greatest lessons he has found during his eight years of irrigation experience, Mr. Paetzold believes is keeping in step with improvements.

"I have a good pump, a good Diesel power unit, and one of the best wells in the country," he said, "but I am ready and waiting for rural electrification."

He is also boosting for the location of a beet sugar factory here, and says he will be one of the first to give the crop a trial.

## Westway Items

**MRS. MERLIN KAUL**  
School opens Monday, September 6, with Mr. and Mrs. Dodson and Miss Minter as teachers. This will be the fifth year here for the Dodsons and Miss Minter's third year. Miss Minter will teach primary work and fifth and sixth geography. Mrs. Dodson will teach the intermediate grades, 4th, 5th and 6th. Mr. Dodson will teach 7th, 8th, 9th and all mathematics above the 3rd grade.

All patrons are invited to be present at the school house at 9 a. m. Monday. The buses will be around at the usual time. The children will need no lunches.

A birthday dinner was given at the Grady Wilson home Sunday, honoring the birthdays of Nelda Gay Lawrence, Morris S. Roe and Bud Hopson, whose birthdays were that day, and Mrs. Bud Hopson whose birthday was last

**666** checks **MALARIA** in 3 days **COLDS** first day **Headache**, 30 Minutes  
Liquid Tablets, Salve, Nose Drops  
Try "Rub-My-Tism" World's Best Liniment

week. After the bounteous dinner which was served at noon, the afternoon was spent in visiting. Those present were: Mr. and Mrs. Bud Hopson, Mr. and Mrs. Hughes Millard, Mr. and Mrs. Morris Roe, Mr. and Mrs. G. C. Hartman and family, Mr. and Mrs. Fred Millard and family, Mr. and Mrs. Meilin Kaul and Larry Carroll, Mr. Buddy Sowell, Mrs. Lee Hopson and children, Mrs. Earl Hopson and children, Mrs. Guy Lawrence and Nelda Guy and the Grady Wilson family.

Mr. and Mrs. L. O. Gore and family left last Thursday for Dove Creek, Colo., to spend a week in the home of Mr. Gore's brother.

The Grady Wilson home was redecorated last week.

Rev. J. B. Harlan, formerly of Hereford, preached here Sunday. Officers were elected for the Sunday school for the coming year. The new officers include: Supt., Moody Stephan; asst. supt., Mr. F. Dodson, secretary-treasurer, Vesta Mae Landers; song leader, Mr. Earp; pianist, Mrs. Kaul.

The election of teachers was left to the classes and have not yet been selected.

Rev. and Mrs. Gilpin started a revival here Monday night. Bible study is held each morning at 10 a. m., and Young People's meeting each evening at 8 p. m.

Mr. and Mrs. W. N. McGrew from Grady, N. M., were guests at the Little home Sunday.

Delegates who attended the Baptist Association at Friona last week were Mr. and Mrs. Moody Stephan and Mr. and Mrs. Wolfington.

Vernon Wilson went to Abilene Friday for a few days.

Mr. and Mrs. P. H. Williland went to Elida, N. M., Friday, and to Carlsbad Saturday, where they went through the Caverns. They returned Sunday, bringing Mrs. Howton and Bob Gilliland, who have been visiting at Elida the past week.

Claudell Sykes visited at G. C. Hartman's Thursday night.

Mr. and Mrs. E. B. Osborn were in Amarillo from Friday until Saturday.

Mr. France Carthel and Chester and Mr. Morris Fanahill were callers at the G. C. Hartman home Thursday.

Mr. and Mrs. John Taylor and their daughters, Atta Ray and Hazel, and their granddaughter, Wanda Bernard, from Olton, were guests at the R. M. Gunn home Saturday night. They were en route to Tucumcari, N. M., to visit another daughter. They left Sunday, accompanied by Mr. and Mrs. Gunn.

Mr. and Mrs. Joe Landers and Vesta Mae, returned home Monday night from Cromwell, Okla., where they visited Mr. Landers' mother, Mrs. C. B. Landers and his sister, Mrs. B. B. Blecker.

Eustace and Eugene Osborn returned Thursday from points in New Mexico and Colorado.

Mr. and Mrs. Fred Wolfington, from Waco, visited at the L. B. Wolfington home Monday.

Mr. and Mrs. Skypola and boys, Mr. and Mrs. Richard Connally were dinner guests at the Henry Faugman home at Messenger Sunday.

Visitors at the E. B. Osborn home this week are: Mrs. Betty Dotson, Mrs. Osborn's mother; her sister, Mrs. A. L. Cole; a brother, Hartley Dotson, and two nieces, LuLene and Eulalia Dotson from McKinney. Mr. and Mrs. Ralph White of Hereford were callers Monday afternoon.

About twenty-five ladies attended the shower at the V. Skypola home Thursday evening, honoring Mrs. Richard Connally. The afternoon was spent writing advice to the bride and working in a contest in which Mrs. Connally and Mary Furrentine received prizes of framed silhouettes. Mrs. Connally was handed a string and told to start winding. As she wound she pulled toward her a large basket which was filled with gifts. After unwrapping the



**NOW ON DISPLAY IN OUR MODERN SHOP**



with the **NEW 1938 AUTOMATIC TUNING PHILCO**

We're proud to announce this completely new kind of radio... the Double-X Philco... built for tuning with ease and grace, standing or sitting! Eye and hand fall naturally on the Inclined Control Panel. One glance, and you spot your favorite stations... one motion, and Philco Automatic Tuning gets them! Everything you could wish for... ocean-spanning power, glorious tone, thrillingly beautiful cabinets! See it... tune it... own it.

**BIG ALLOWANCE FOR YOUR OLD RADIO!**

**HEREFORD IMPLEMENT and APPLIANCE CO.**  
Just South of Post Office



Paris Launches **BOXY SUITS** \$16.95 to \$29.50

Newly important in this season of suits! Furred revers on straight short swagers. Slim, sheer wool frocks. Black, brown and wine.

## Final Close-Out

ON ALL SUMMER DRESSES Formerly sold up to \$16.95

While they last... **\$3.95**

**COOL WASH FROCKS**

FAST COLORS—Regular \$1.50, now 2 for \$1.50 All sales final, no approvals, no exchanges.

— MAKE YOUR FALL PURCHASES EARLY — Use Our Lay-Away Plan!

**FASHION DRESS SHOPPE**



**JUST STARTING TO SCHOOL? THEN START HIM RIGHT!**

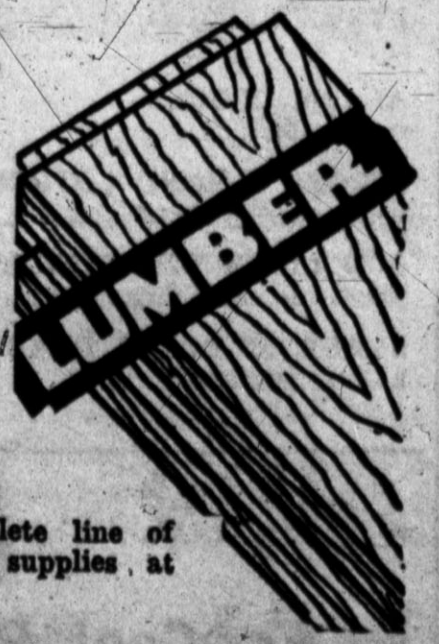
Your child, ready now for the lessons that school will teach him, is ready, too, for one of the greatest lessons in life.

He can learn now to save; save time, health and money that they may be of use to him in times of stress. Show him a bank book, instruct him on the manner of making deposits, teach him that small amounts regularly saved when he will not feel their loss, prove strong against time and misfortune.

**LET HIM BE FORTUNATE IN STARTING EARLY! START TODAY...**

**First State Bank**

**USE THE BEST IN FIXING UP YOUR HOME**



... we carry a complete line of building materials and supplies at all times ...

If you've planned improvements or repairs for this fall, don't make the mistake of using cheap materials! The Panhandle Lumber Co. lumber is carefully selected, high grade, and properly seasoned. It will give long, satisfactory service in your home.

**PANHANDLE LUMBER CO.**  
D. H. ALEXANDER, Manager

**Mr. Farmer:**

... see the new

**Combination Radio**

operates on

**Battery or 110 A-C**

Just push the button... and you are ready for the Rural Electrification lines. You can buy your battery set now, use it until the lines are in operation — and you have an electric set! The same famous PHILCO beauty, comfort and unexcelled performance.

**HEREFORD IMPLEMENT and APPLIANCE CO.**  
Just South of Post Office

### Women Better Conditions Of Rural Homes

A large number of home demonstration club members in Northwest Texas have improved their yards, lawns, and home surroundings in such a way as to serve beauty as well as utility, home demonstration agents in that section report.

The yard of Mrs. Virgil Wilbanks, of the Palo Duro Club in Moore county, contains 6 varieties of wild flowers and 21 of tame flowers. A windbreak of Chinese elms, desert willow, mulberry, and hackberry trees encloses two sides of the yard, while Russian olives and Chinese elms are planted in the front area. A hedge of fall daisies forms a hedge in front of the house. The lawn is of native grass, and Mrs. Wilbanks' kitchen, on the southwest side of the house, is protected from the sun by morning glory and Japanese hop vines on trellises.

As a result of a series of 15 demonstrations on outdoor fireplaces which were given in Fisher county by the county home demonstration agent, 12 of the fireplaces have been constructed, and several more will be built in the near future. The outdoor fireplaces will be used as the center of social events and informal gatherings.

The county home demonstration agent of Lamb county gave a demonstration on cut flower arrangement to 13 clubs in the county. Many of the most pleasing containers in the homes were found in the cellars and cupboards. "I never dreamed of using a pitcher for flowers," was a frequent comment heard at the meetings as glass mixing bowls, crockery pitchers, butter dishes and old fashioned sugar bowls were used as receptacles for flowers.

### Frio News Items

**MARGARET MOBLEY**  
Mr. and Mrs. H. D. Robbins and family returned home Wednesday from a three-weeks vacation in Tennessee.

Mr. and Mrs. Webster Johnson of Pampa, visited in the Haskell Benson home last week.

Grace Marie Bagwell of Bethel, is spending a few days with Mr. and Mrs. Paul Williams.

Mr. and Mrs. Thornton of Lockney, visited in the J. M. Dixon home Saturday, Mrs. J. M. Dixon, Wanda Katherine and James, returned home with them for a few days visit.

Mr. and Mrs. C. S. King of Fringo, Mr. and Mrs. Elmer Jones and Mr. and Mrs. T. L. Sparkman Jr., visited in J. E. Andrews' home Sunday.

Mr. and Mrs. Paul Williams visited the Jim Bagwell home in Bethel Sunday.

Miss Koma Hyatt of Canyon, visited friends in this community

**Tuesday.**  
Mr. and Mrs. Owen Andrews, Mr. and Mrs. Hubert Faust, Mr. and Mrs. W. S. Dixon and Margaret Mobley attended the associational meeting in Friona last Friday.

Mr. and Mrs. Harvey Dixon of Lockney, and Mr. and Mrs. Clarence Hamm of Stiles, visited in the W. S. Dixon home Tuesday.

Marion Greene returned to his home in Clarksville Wednesday, after several weeks visit in the home of Mr. and Mrs. Paul Williams.

Mr. and Mrs. R. S. Mobley visited in the H. M. Mobley home last Friday.

Mr. and Mrs. Frank Barber and Mr. and Mrs. Boyd London called in the J. M. Dixon home last Sunday.

Mr. J. E. Springer and children, called in the Lester Sparkman home Sunday.

Lucille Dixon returned to her home in Lockney, Tuesday, after a few days visit with her grandparents, Mr. and Mrs. W. S. Dixon.

Mrs. J. B. Harlin Jr., of Hereford, Mr. Lee Frasier of Artesia, N. M., and Mr. Lester Mobley of Flagg, were supper guests in the H. M. Mobley home Thursday evening.

### Rance News

**EDNA BEHREND'S**  
Mr. and Mrs. C. H. Stuart and son Allen, visited in the H. D. Buse home Sunday afternoon.

The revival meeting closed Friday. A good attendance was had all through the meeting.

Mr. and Mrs. C. H. Stuart and H. G. Behrends were in Ft. Sumner, N. M., Saturday.

Walter Waincott and family, Ernest Craig, Ben Rule and D. Mayo, took dinner in the H. G. Behrends home Sunday.

Mr. and Mrs. Welch and children, visited in the Trullitt Colliers home Sunday.

School began Monday with eleven pupils present. Miss Emma Lowell Plunk of Hedley is the teacher.

The Missionary Society met at the School house Thursday, Aug. 29. Officers were installed and an interesting program was given.

A. L. Behrends and family, Mrs. R. L. Rule and daughters, Myrtle and Mrs. Forbes Blake-more, attended a chicken fry near Dawn, Sunday.

### Ward News Notes

**MRS. GEORGE SUGGS**  
Mr. and Mrs. James Blain, the teachers for this year, are moving into the teacherage this week.

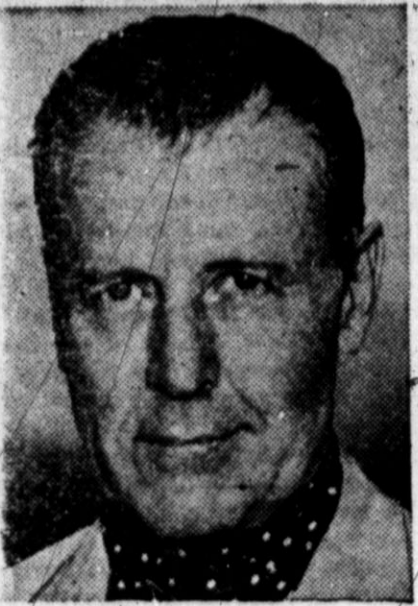
Mr. and Mrs. Jim Lipscomb and Mr. and Mrs. George Suggs and son, were Amarillo visitors Wednesday.

Robert Veigel was a business visitor in Plainview Sunday.

D. O. Williams of Abernathy is in this community attending to business.

Jo Bob Gardner of Amarillo, was a week end guest in the home of his aunt, Mr. and Mrs. Bill

### Envoy To Erin



John Cudaby, newly appointed minister to the Irish Free State, is shown as he sailed aboard the liner Manhattan to take up his ministerial duties. Until recently he was the minister to Poland.

Hutson.  
G. T. Higgins has returned to

Spearman to his school.  
Mr. and Mrs. Orval Houser were Sunday visitors in the Robert Veigel home.  
Mr. and Mrs. John Olson and daughters were Sunday visitors in the Jim Lipscomb home.  
Miss Orlean Armstrong of this community left Monday to enter school at Happy.

### Adrian News

BY MRS. A. G. BELL

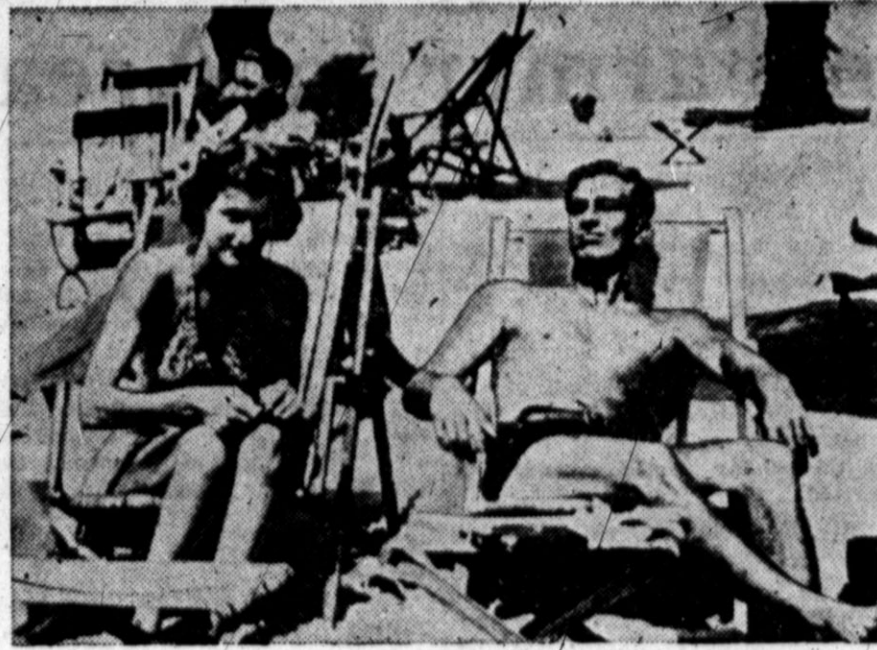
School opened Monday with a record attendance of parents and pupils. 89 were enrolled, 30 in the high school and 59 in the elementary.

Mr. and Mrs. Paul Morgan and son, Bobbie, of San Antonio, have returned to Adrian. Mr. Morgan has accepted a position in the Adrian school to fill the resignation of Miss King and will teach science.

Mrs. Orton Dickinson and daughter of Fort Sumner, N. M., visited her brother, Mr. Zerrell Thomas last week.

Mrs. Norman Jacobsen and two children left Sunday for a two weeks visit with her parents at Flomot.

### The Roosevelts Like The Sun



Franklin D. Roosevelt, Jr., and his bride, the former Ethel Du Pont, pictured as they enjoyed the sun on the Italian Riviera as they honeymooned in Europe. The young couple expect to return to the United States in the fall.

Mr. and Mrs. Childress of Tulla, spent Sunday and Monday days last week visiting his aunt, Mrs. Stephenson.

John Witt was in Amarillo two days last week visiting his aunt, Mrs. Stephenson.

Miss Stella Mosteller's sister and Mrs. R. A. Freeman.

and brother-in-law were visitors in Adrian Sunday.  
Gerald Morgan is driving an Oldsmobile.  
Adrian's rain Monday night was one-half to one inch.  
Mr. and Mrs. P. M. McAdoo have returned from a week's vacation in Colorado. They left Mr. and Mrs. Emmett McAdoo in charge of the farm.  
Mr. Lemke, Walter and Duane Morgan were in Lubbock Tuesday to look the college over. The boys plan to enter school there this term.  
Mr. and Mrs. Henry Creitz left Saturday for Temple, where Mrs. Creitz will go through the clinic.  
Mr. and Mrs. N. O. Phillips entertained the young people of their neighborhood with a birthday party in honor of Clyde, August 24. Games were played and ice cream and cake were served.  
Mrs. W. J. Brown left Sunday for Los Angeles, Calif., to visit her son, Jack Balden.  
C. Chapman has a new Dodge sedan.  
Miss Chloe Freeman entertained the young people of Adrian with an ice cream social Monday night. It rained so hard, several had to spend the night.

# SCHOOL DAY SPECIALS

FRIDAY & SATURDAY SPECIALS	
WATER COOLERS—8's Regular 50c Size	89c
COLGATE SOAP 5 Bars For	24c
ANTISEPTIC MOUTH WASH Regular 50c Size	Both for only 59c
TOOTH BRUSH 50c Dr. West's	
COD LIVER OIL Pint Size	59c
Start now to give your children Vitamin Products, and eliminate fall and winter colds and sickness.	
DR. WEST'S TOOTH PASTE 2 Tubes For Only	33c
MILK OF MAGNESIA Quart Size	59c
SAL HEPATICA 30c Size	27c
SYRUP PEPSIN 60c Size	49c
SYRUP PEPSIN \$1.20 Size	98c
ALARM CLOCKS \$1.50 Value	98c
JERGEN'S HAND LOTION Regular 50c Size	37c
COD LIVER OIL CAPSULES 100 to the Box	79c
SYRUP OF BLACK DRAUGHT Regular 50c Size	37c

**Nyseptol**

A refreshing mouth wash—an efficient anti-septic. Keeps throat clean—avoid infections. Full pint bottle.

**49c**

**Nyseptol Tooth Brush**

Sturdy, bristles solid-set in pastel handles, tufted or beveled tip. Your choice of shapes.

**29c**

**Ultra Shampoo**

A liquid coconut-castile shampoo that cleanses the hair, leaves it soft and glossy.

Full pint bottle . . . **49c**

**Nyal Magnesia Tooth Paste**

Containing Milk of Magnesia which neutralizes mouth acids, aids in preventing decay.

Large Tube . . . **39c**

**Nyal Nasal Drops**

A medicated oil which shrinks nasal membranes and reduces congestion. Makes breathing easier.

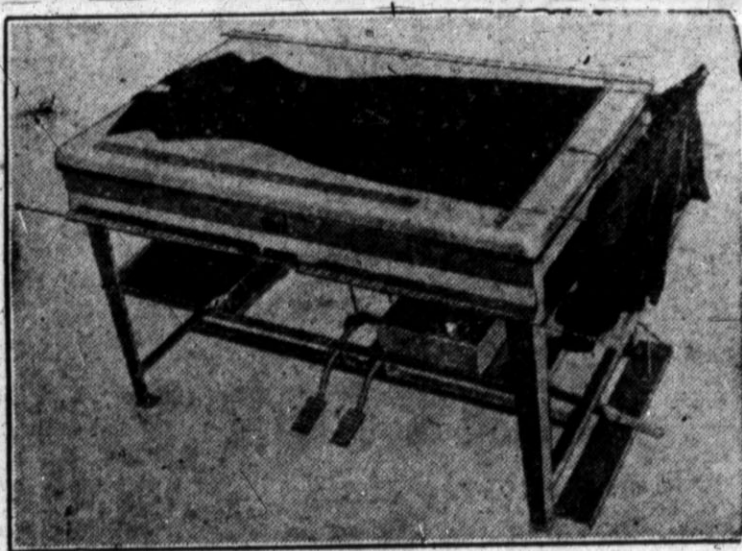
In dropper bottle . . . **35c**

**Nyal Antacid powder**

It is the easy, pleasant, satisfactory way to relieve symptoms of gastric hyperacidity, such as belching, sour stomach and heartburn. Just a teaspoonful in water brings prompt relief. Sold only at Nyal Drug Stores.

Two sizes, **50c - \$1.00**

Your **KNITS** and **BOUCLES**  
need our **NEW**  
"FORM RESTORING"  
Method Of



**CLEANING  
BLOCKING  
STYLING**

TO THEIR ORIGINAL SHAPE AND BEAUTY

All knitted garments require special equipment for correct cleaning, blocking and fitting. For this reason, we have installed the Glover Knit Blocking Table, the same device used by garment manufacturers to restore the original shape and beauty and give you complete satisfaction on all your knits and boucles!

KNIT GARMENTS DYED

**STAMBAUGH CO.**

PHONE 100

Visit Our Fountain  
For Cool, Refreshing, Soda Fountain Drinks

# Close Drug Store

PHONE 13





# SOCIETY

**FAMILY GROUP ENTERTAINS MISSOURIAN**  
A picnic supper at sundown in Hereford State Park honored Mr. and Mrs. J. M. Brumley of Ozark, Mo. Saturday evening when members of the G. W. Brumley family gathered to celebrate the birthday of the Missourian and his visit here. Here too, for the celebration were immediate members of Mr. J. M. Brumley's family from Borger

and Hobbs, N. M.  
After the supper a reminiscent hour was enjoyed.  
The family group included the honor guests and their four daughters and their families, Mr. and Mrs. Alfred May and sons, Melvin and Marvin, Mr. and Mrs. Roy Holmes and children, Jack and Bonita Faye of Borger, Mr. and Mrs. Oran Bennett and son, Ronald and Mr. and Mrs. J. C. Henslee and daughter, June Ellen of Hobbs, N. M. A sister, Mrs. George McKenzie and daughter, Ellen of Lubbock, Mr. and Mrs. Geo. Brum-

ley, Mr. and Mrs. Homer Brumley, Mr. and Mrs. Geo. Roberson and children, Bobby and Wilma Jo, Mr. and Mrs. Louie Olson and children, Geo. L. and Nancy, Mr. and Mrs. Bonnie Brumley and children, Naomi, Jack and Calgin, Mr. and Mrs. A. J. May, Mr. and Mrs. Ernest May and daughter, Mary Ruth and Miss Bobby Rhoades of Amarillo.

Mrs. Isabel Garrison of Lubbock was in Hereford Wednesday visiting with old friends. She is a one-time Hereford resident.  
Mrs. Garrison left Wednesday afternoon for Adrian, where she will visit in the home of Mr. and Mrs. A. G. Bell, who were neighbors of Mrs. Garrison in Hereford.

walls and ceiling of the Hereford post office.  
A. H. Elliston has just completed a new garage at his home on D Avenue.

**Rices Return Home**  
Harry Rice and daughter, Miss Ethel, returned home Sunday night from a two weeks vacation trip. They first visited in Chattanooga, Tenn., going on to Knoxville. From there they visited old friends and relatives in Ohio and Indiana. They went to Michigan, visiting in Battle Creek. The trip covered 3,800 miles and was most enjoyable.

## Football Squad

(Continued from Page 1)  
schools, we may have a pretty fair line."  
When it came to positions, McCollum was blank, stating that those things will have to be worked out after results from the spring practice season are reviewed.  
Boys who reported for training Monday were: J. C. Vaughn, Jarrell Rutherford, Ernest Schumacher, Paul Foster, Bud Bradley, Harvey Nunn, Leo Rogers, Robert Peterson, Bill Boyer, Danny Hales, Bartley Dowell, Clifford Estes, Dean Dunlap, Anderson Axe, E. B. Posey and Ray Nunn.

## Lateral Roads

(Continued from Page 1)  
expressed his appreciation for the work of the highway commission, stressing trees which are being planted along highways and roadside parks in Texas as beauty spots, which have cost very little, and which have materially added to the appearance of highways over the entire state.  
Wade Bymer, representing Amarillo, stressed the possibilities to come to this area from an economical standpoint in the completion of the highway. He stressed the connection of Hereford wholesale and jobbing firms in Amarillo and Oklahoma City, and the possible development of local firms through this contact.  
"The road will also furnish Hereford producers with a market for many items grown in the fertile shallow water district," he said. "At the present time Amarillo is hauling vegetables, fruits, melons and like products from the Valley, from Colorado and other distant points. The highway will afford a direct market for such products" — and he predicted, "trucks will come from Amarillo to haul out such produce. It is a wonderful opportunity, and I believe it offers great possibility for this section."  
Mr. Van London, highway representative and honor guest of the occasion, said "I am glad that you like the new road. It was finished one year ahead of schedule, due to the fact that some stray money became available, and we secured it for Hereford."  
Clyde Warwick, Canyon publisher, deemed the new road as "a step forward," declaring that pavement stands for progress.  
"It is not a one-way road," he said, "when it leads out, it will also lead in. Pavement broadens influence, and can prove of great value to any community."  
In his talk Mr. Warwick dealt chiefly with government agencies and problems, tracing the new highway from its beginning through political and government agencies.

**Guests In Cliff Acker Home**  
Miss Ann Fitzhugh Parker of Cantonville, Maryland, and William Parker of Pittsburgh, Pa., are spending several days here this week with their cousin, Cliff Acker and family. B. C. D. Bynum of Amarillo, where they have been visiting their brother, George Parker and wife.

They will go from here to Austin to visit their mother, Mrs. G. A. F. Parker, before going to their homes. Miss Parker teaches in St. Anthony's School in Cantonville, Md., and William is transferred from Pittsburgh, Pa., to Butte, Mont. He is with the Federal Bureau of Investigation.  
Miss Mary Ellen Parker, a sister, who makes her home with her mother in Austin, spent the last week end here with Mr. and Mrs. Acker and is visiting with her brother in Amarillo. She will join Miss Parker and William for the trip to Austin.

Mrs. Travis Dameron left Friday for Franklin, Louisiana, where she will attend the Lobdell-Ireland wedding which is scheduled to take place on September 7. Miss Lobdell and Mrs. Dameron are sisters.

Mr. and Mrs. Clarence Wright and daughter, Verna Dean, left Sunday for Big Springs, where they will visit relatives for a week.

Mrs. J. C. Rawlins of Shreveport, La., visited from Tuesday to Friday with Mr. and Mrs. N. C. Vogele.

**40 FOR 1 LUBRICATION**  
Try one of our TEXACO MARFAK 40-for-1 Lubrication jobs — you'll be surprised at the difference it will make in the operation of your car. It will run more smoothly and efficiently and too, your car will last so much longer.  
**TEXAS SERVICE STATION**  
GLENN SNYDER. PHONE 440

**Dr. M. V. COBB**  
NATUROPATHY — CHIROPRACTIC  
(Ten Years Successful Practice)  
Phone 470. Clark Building.  
Residence Phone 344J

## Another Week of Hit Pictures

**STAR**  
COOL COMFORT  
Thursday—Friday  
If you laughed at Mr. Dodd... You'll howl at Mr. Dodd!  
Here's a hit that's a Honey!  
**MR. DODD Takes the Air**  
Crime don't pay series with **KENNY BAKER**, **JANE WYMAN**, **FRANK McHUGH**, **ALICE BRADY**, **Gertrude Michael**  
Saturday  
Wild horses couldn't hold Nevada... but they almost put a rope around his neck!

**STAR**  
Midnight Preview Saturday Night.  
SUNDAY — MONDAY  
ALWAYS COOL AND COMFORTABLE  
*Two's Company... but three's a lot more fun*  
You know how it is... when you're on a vacation... anything can happen!  
Gorgeous Claudette, handsome Melvyn Douglas, boyish Bob Young trip over the Alps in the year's grandest romantic frolic.  
Adolph Zukor presents **CLAUDETTE COLBERT** in **"I MET HIM IN PARIS"** with Melvyn Douglas - Robert Young  
It took her five years to get to Paris, but Boy!... when she did, did she have herself a time? ... and will you have yourself a time watching her choose a beau and nab him!

**CATTLE THIEVES ON A RAMPAGE!**  
Thrills of the open range, where the law is the rope and the sun is the gun!  
**ZANE GREY'S FORDON RIVER**  
with **LARRY CRABBE** and **JUNE MARTEL**

plus:  
**OUR GANG in Russian Ballet.**  
Paramount News

Read the Brand Every Week  
For Complete Theatre Program

**TUESDAY**  
Two For-One Night.  
Clip your calendar coupons... good after 6 p. m.  
**ONCE A DOCTOR**  
with **JEAN MUIR**, **Donald WOODS**, **Henry KOLKER**, **Gordon OLIVER**

**WEDNESDAY**  
BARGAIN DAY!  
10c and 15c  
Meet "Chris" Cross  
YOU KNOW! WHILE HE GUESSES!  
"Chris" Cross, your new super-sleuth, is on the trail of a multiple murderer—but you get every clue with him—and YOU can solve the mystery first (if you're clever)! A new idea in fun and thrills!

**Under Cover of Night**  
—with—  
**Edmund Lowe**  
**Florence Rice**  
CLUE NO. 1  
The terrier and the bouncing ball!

**MAIZE**  
\$1.75 a Bushel  
HEREFORD POULTRY and EGG

**PEACHES**  
Will have truck load peaches Thursday and Friday.  
At \$1.65 Per Bu.  
C. H. CARL

**MATTRESSES**  
MADE AT HOME  
In Business Since 1921

▲  
We make mattresses of any kind, any size. You may pay on the budget plan or we trade for anything second hand that we can use.  
▲  
**Russell Daniel**  
Just North of Methodist Church

**BACK TO SCHOOL PANTRY FILLERS**  
Bargain prices on items you'll need!

PEANUT BUTTER	24c
New Crop — Quart Jar	19c
COOKIES	19c
Tango Cloves — Lb.	22c
CRACKERS	22c
Merchant's Supreme — 1 1/2 Lb. Box	9c
SANDWICH SPREAD MEAT	9c
Armour's, For Lunches	
<b>COMPOUND</b>	<b>89c</b>
Pure Vegetable 8 lb carton	
CRISCO	\$1.19
8-Lb. Can	
BREAKFAST CEREAL	9c
"OK", It's Dependable — Package	
BLACKBERRIES	25c
No. 2 Size — 2 Cans	15c
SPINACH	15c
No. 2 Size — 2 Cans	
ADMIRATION COFFEE	85c
1-Lb. Can	29c
3-Lb. Can	
POST TOASTIES	10c
Per Box	
STEEL WOOL	6c
10c Size	
BISQUICK	31c
Large Box	
DOG FOOD	5c
Scotty — Tall Can	
MACARONI or SPAGHETTI	10c
3 Boxes for	
CATSUP	10c
Helm's — Regular 15c Size	
GRAPE JUICE	15c
Pint	
WAX PAPER	15c
10c Size — 2 For	
PARAFINE WAX	12c
Texaco — Lb.	



**Flour**  
**PURASNOW**  
48-Lb. Sack  
**\$1.89**  
24-Lb. Sack  
**98c**

**White Swan**  
Corn  
2 Cans 25c  
**PORK & BEANS** 5c  
16-Ounce Can  
**SYRUP** 59c  
Gallon  
**SALAD Dressing** 31c  
Quart Jar  
**SOAP FLAKES** 36c  
Big 4 — Package

**Rippled WHEAT**  
The ideal cereal.  
Pkg.  
**9c**

—: MEATS:—

STEAK	17c
Fore quarter — Lb.	
HAMS	33c
Half or Whole — Lb.	
HAMBURGER	15c
MEAT — Lb.	
CHEESE	19c
Per Lb.	
BOLOGNA	15c
Per Lb.	
FISH — OYSTERS — FRYERS	

**FRESH FRUITS AND VEGETABLES!**

SPUDS	10c	WATERMELONS	29c
Red Triumph — 10 Lbs.		Large Black Diamonds	
CABBAGE	1c	CAULIFLOWER	25c
Per Lb.		Medium Heads — 2 for	
PEPPERS	9c		
Fresh — Lb.			

**PIGGLY WIGGLY**  
ALL OVER THE WORLD