

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

1930 YEAR—NUMBER 42

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, OCTOBER 30, 1930.

FIVE CENTS PER COPY.

## Whiteface Herd Yields to Canyon Eagles in Erratic Game by Close Score, 6-0

Hereford football fans turned in a big crowd last Friday afternoon to witness the Whitefaces to play the Canyon Eagles in an erratic game by a close score, 6-0. There were considerably

**Lineups.**  
Whitefaces: 1-e-r Canyon, 1-c-r Hardin, 1-g-r Thomas, 1-g-r Miller, 1-c Taylor, 1-r-t Bell, 1-r-t Foster, 1-r-e-l Wiggins, 1-r-e-l Strain, 1-r-t Tucker, 1-b-r Pearson, 1-w-t Wooten.  
Canyon: 1-e-r May, Centenary, referee; B. T. C. U. umpire; Law, W. T. head line-man; Hum, J. J. timekeepers.

Hereford folks at the game there were from Canyon. The teams were frightened and in their erratic playing they started, but the Eagles got the ground first and con-

Continued on page three.

**PAGE PRICE WAS \$304**

**K. W. SON HEREFORD SALE**

son, October 27.—The first of the Central Texas Hereforders association held here week set the high average of 32 for 32 bulls sold, while the price was \$400. Eight females also sold.  
Buyers were Col. Ray Bar, of Hereford, and Col. Earl, of Hereford. A barbecue was served. Bad roads are said to have cut down the attendance, but were satisfactory. Prices good and the quality of cattle was fine.

**FORD MAN RECEIVES FIRST AIR MAIL LETTER**

W. Wilson, county judge, received a letter that came in the package over the New York California air-mail line, effective Saturday. The envelope special air mail design and stamped with a specially stamp bearing the legend "This was the first flight, P. O. No. 34."

## Essey Speaks on 'If He Were Devil In Town'

During the heads of unrighteousness wherever they appear to him, whether in the lady's parlor or in the speakeasy, Rev. C. E. Essey is conducting an evangelistic series of meetings at the Baptist church, occupied square inch of the pulp-

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Wednesday night discourse "Where Are the Dead?" in which he answered the question if a Hell.

Cohen came in Monday in charge of splendid song from the first chapter of Peter and 32nd chapter of the speaker launched explanation of what he believed there is a Devil for humans," said Rev. Donney, "The Bible teaches it in the name and Eve incident, in temptations. And then I find personal dealings with myself. God made the Devil not make him what he is, but the spiritual father of the world, only the saved, while the creator of all. Those who

Continued On Page Six.

## CHERRY TREE BLOSSOMS FOR FRUIT SECOND TIME

Human beings are not the only forms of creation that make mistakes. A cherry tree that bore its fruit in regular season, owned by Mrs. Clarence Smith, one mile south of town, has forgot its period of dormancy and blossomed out just as the vanguard of winter makes appearance.

Mrs. Smith said she gathered and canned cherries from the five-year-old tree during the summer, and now it is in three stages of fruiting again. It has buds, blossoms, and embryo cherries.

## Three Complete State Tickets Offered Tuesday

Voters at the general election November 4 have only one list of candidates to accept or reject from chief justice of civil appeals down to precinct chairmen, and these are Democrats, but for the major state officers a little more choice is offered. There are four parties that are presenting candidates for United States Senator, governor and lieutenant governor, three of the tickets being complete down to the congressional office.

Ross Sterling, successful Democratic nominee, had about a dozen opponents in the first primary, one in the second, and now finds himself confronted by three more who aspire to the governorship of Texas. William E. Talbot, Republican; L. L. Rhodes, Socialist, and J. Stedham, Communist, are on the official ticket in opposition to Sterling.

If the voter is displeased with all the candidates submitting their names on the ballot there is an extra column where names may be written in. No pledges are required; no straight-ticket marking is mandatory—the voter may ramble at will, and be a complete free-man in selection of his officials.

Five amendments are also submitted on the ballot, the titles of each given under For and repeated under Against, making it convenient for the voter to run black lines through the position he is opposed to.

The ballot is a lengthy one, and would run over seven and one-half feet in length were it not set in parallel. With all its bulkiness, voters this year will probably spend little time in the casting, since there is no occasion as two years ago for splitting the ticket.

## First Ice Of Season Shows Up Wednesday

First ice of the season was seen in Hereford yesterday morning when water in horse troughs had a surface of ice. Frosts have been showing up every morning for the past week, although rather heavy, they have not been nipping. The freeze came Tuesday night following a stiff wind out of the north all day Tuesday.

## Activities of Commerce Club and Lions Unite

A joint luncheon was held Monday noon at the Hereford Hotel by the chamber of commerce and Lions club on the former's regular bi-weekly hour, with the service club in charge of the program. Roy Arnold, as master of ceremonies and member of both organizations, presided.

The Hereford hotel dining room was crowded to capacity, and a general rally and friendly understanding session was held, in which various activities of the chamber of commerce were brought to the fore—and whole-hearted support and assistance of the Lions pledged in their realization. Short talks were made, and Jno. P. Slaton, president of the commercial body, showed the importance of attending the Herring Hotel luncheon tomorrow.

Importance of passing the constitutional amendments at the election Tuesday and a brief explanation of them were made by Clyde Warwick, editor of the Canyon News and representative of this legislative district. He said that

(Continued On Page Six.)

## Rivals Are Alike



Governor Franklin D. Roosevelt, above, of New York, and former U. S. Attorney Charles H. Tuttle, below, are both Episcopalians, Masons, graduates of Columbia Law School, members of Phi Beta Kappa and wet. But there is no mistaking them, for Roosevelt is Democratic candidate for re-election and Tuttle, a Republican, is his opponent.

## Both Districts Approve Stock Law Saturday

The stock law carried in both precincts in the election Saturday, with comfortable majorities, and will go into effect 30 days from yesterday, October 29, unless contests of results are filed. No notice of contest had been filed at the time of posting the proclamation by Earl W. Wilson, as required by law.

Precinct 1, which covers part of Hereford and all of Dawn, went 77 for the herd law and 52 against, not a dissenting vote being registered at Dawn.

Precinct 4, covering five voting boxes, accepted the law by 54 for and 33 against.

In comparison to the vote in the county-wide proposition, fewer went to the polls in precinct 1 Saturday and the majority for keeping stock pens turned out larger. In August it was 98 to 92. In precinct 4 the majority showed a big loss over the preceding balloting when it was 75 to 37. Review of returns was delayed a few days on account of the Ford

How They Voted.

Box	For	Against
Dawn	19	0
Hereford	58	52
Total	77	52
Ford	29	0
Daniel	3	43
Union	2	4
Sims	17	7
Blippus	3	0
Total	54	33

## RAILROAD

The final mass meeting in interest of the new railroad will be held at the court house tonight, Thursday, at 7:30 o'clock, for the purpose only of universal and general understanding and full cooperation in bringing the rail line here.

No one will be asked to subscribe, pay, donate or sign anything. If Hereford is to succeed in getting the T. & P. road there must be this understanding and cooperation. The public is requested to arrive promptly at 7:30 and remain not exceeding 51 minutes, says the railroad committee.

## LOCAL REVOLVING BEACON DOING NIGHT SERVICE

Although it has been widely published that the two air mail lines from New York to California, through Amarillo, would follow a different course and miss Hereford and the airport equipment here, belonging to the Transcontinental Air Transport, would be dismantled, planes have been making nightly trips overhead and the revolving beacon light north of town has been in continuous service the past two weeks, lighting the skies for pilots throughout the nights.

## Children May See Slides At Theatre Friday

Forty exact reproductions of paintings by J. L. G. Ferris, of those hanging in Independence Hall, Philadelphia, have been purchased by the library board for use of rural schools. These pictures make up what is called the Pageant of the Nation, a brief history of America in 40 paintings, and they will be circulated from the library just as books are, so that every teacher and child will be able to get full benefit from them.

Slides of these pictures will be shown in two runs at the Star Theatre, through courtesy of W. L. Pickett, the owner, Friday afternoon. One showing starts at 2:30 and the other at 4:00 o'clock. A lecture will accompany the screening, explaining the pictures in detail.

Being so impressed with the value of these pictures, Earl W. Wilson, county judge, has asked that all teachers over the county turn out their schools and bring as many children as possible to see the slides. The two runs should enable every child of the county and all the parents to see these pictures.

"For years I have wanted the Ferris pictures as visual aids for history, literature, and art appreciation," said W. M. Gregory, director of the Cleveland school of art. "I wrote the artist time and time again, asking him to permit his paintings to be published for school use. I am delighted over their publication. We are using them now."

## Palo Duro Will Again Open to Public Sunday

Canyon, October 29.—For the second time Palo Duro canyon will be accessible to the public thru a plan of the chamber of commerce which has arranged a tour for next Sunday, November 2. This scenic feature of the Panhandle is privately owned and is seldom open to the public. To permit these natural beauties to be viewed, the ranchmen have cooperated with local officials in mapping out an interesting route.

Visitors are advised to bring their lunch, arriving at the court house shortly before noon where the motorcade will begin. Lunch will be eaten at some suitable spot on one of the canyon ranches. The route will be plainly marked for late comers, and National Guard troops will assist in directing traffic.

## SHERIFF RECOVERS CAR STOLEN LAST DECEMBER

A car was recovered Tuesday in Hereford that had been stolen from a Wichita Falls man last December. Sheriff John B. Miller located the car in possession of a man living here.

## HARPOLE SUCCEEDS ALGER JONES OF CHILDRESS INDEX

W. J. Harpole, former circulation manager for Nunn-Warren publications, has succeeded Alger Jones as manager of the Childress Daily Index. Mr. Jones is well known in Hereford, having been in charge of the Brand for a period last year.

## Luncheon Meeting Friday Will Be Concerted Effort to Win over Amarillo Men

### RICE DRUG EMPLOYEES J. McLENDON, OF CLAUDE

J. W. (Joe) Miller, who for the past six months has been pharmacist for the Rice Drug store, left Monday for Mobeetle where he will be manager of the City Drug Co., Inc. Mr. Miller made many friends during his stay in Hereford who will regret his leaving, but at the same time rejoice in his promotion to work with greater responsibility.

Johnnie McClendon, a former drugist clerk in Hereford who has been working with his brother in their store at Claude, will return to Hereford to be in the employ of the Rice Drug store.

## Whitefaces to Meet Hornets of Tulla Next

After suffering the first conference defeat since over two years ago, when Canyon won last week, the Whitefaces are out for a strong come-back at Tulla Friday afternoon. Tulla is undefeated so far in the sectional conference, and is probably stronger than Canyon, but the boys expect to play in better form and even up the difference.

Should Hereford defeat the Hornets, it is very likely that the Whitefaces will demand a game with Canyon, as it is understood that they will claim a tie with the Eagles on percentage basis. Hereford would also be tied in percentage with these leaders. If Hereford loses, the team is completely out, and Tulla probably becomes the sectional champion. These questions arise as result of Canyon's tie with Happy early in the season and from the further fact that the Eagles have played only two conference games and the others four.

The team will leave here Friday morning at 11:30 o'clock, arriving in Tulla about 1:30. The game will be called at three o'clock sharp.

## B. M. BERRY, WHO DIED IN PAMPA, BURIED HERE

Remains of B. M. Berry, who died in a hospital at Pampa following an operation, were brought to Hereford last Thursday by E. B. Black funeral director for interment. Services were held Thursday afternoon at the Black funeral chapel with Rev. J. L. Berry in charge.

Deceased had relatives living in this section and burial arrangements were made for West Park cemetery. Mr. Berry is survived by his widow and distant relatives.

## Expert Soon to Have Cafeteria In At Central

Through untiring efforts of the cafeteria committee of the Parent-Teacher association the work is well under way at the Central school. A partition has been put in and painting is being done, ready for the fixtures. The kitchen shower of required utensils is now needed.

The next regular meeting of the association will be at the Central school auditorium Tuesday afternoon promptly at 3:30 o'clock, at which important business will be taken up. A study course for the P. T. A. is being considered. Parents are interested in their children and must be interested in their school, is the admonition. All are asked to be present Tuesday, bringing the kitchen gifts with them.

## SINGING CONVENTION TO BE AT WESTWAY NOV. 9

The Deaf Smith county semi-annual singing convention will be held at Westway the second Sunday in November, the 9th. There will be singing all day, according to J. S. Garrett.

An effort to swing the whole of Amarillo sentiment into line for the Texas & Pacific Northern from Big Spring to Vega, so that a united front will be presented in the hearing before the Interstate Commerce Commission about December 1, will be made Friday, October 31, when citizens on the proposed route mingle with Amarillo business men in a luncheon at the Herring Hotel.

It is aimed to have at least 100 people from each county, making a total visiting delegation of around 1500, invade Amarillo and impress upon leaders there advantages of a new railroad. Texas & Pacific officials of Dallas have

The number of shippers and chambers of commerce intervening in the approaching hearing for permit of Texas & Pacific Northern is a surprise revelation of the wide interest aroused over the proposal. "Viewed from any angle," says the Amarillo News, "the project is one of the outstanding development programs now before Texas."

wired the chamber of commerce their approval of the booster meeting and President J. L. Lancaster and others will be present.

The luncheon has been called for Friday as result of commitments from Hereford, Dimmitt and Vega holding a conference with the Amarillo chamber of commerce concerning their purpose and aid, if any, in securing the permit. The conference was held last Thursday, and although Amarillo has not been active in support of the extension from Dimmitt to Vega, a better understanding seems to be at hand.

The Amarillo people agreed to give every assistance in behalf of the proposition, and at the same time confessed that there were certain influences of considerable moment in Amarillo against granting of the permit, said John P. Slaton, president of the Hereford chamber of commerce.

Castro, Deaf Smith and Oldham counties are within Amarillo's trade territory and these three counties naturally expect Amarillo to work as hard for the road from Dimmitt to Vega as the one from Dimmitt to Amarillo. The rail line would develop the three-county district, increase the number of farms, add greatly to the rural and urban population, bring thousands of

(Continued On Page Six.)

## Sample Tests Show Variety Wheat Yields

Results of cooperative wheat variety tests from three Deaf Smith county farms have been forwarded to R. G. Dunbar, county agent by the Texas agricultural experiment station, but data from milling and baking standpoints will not be available until January.

Ky Lawrence and C. R. Waiser, Summerfield, and J. M. Chapman of the Sims community planted a variety of wheat last year for comparative tests, and just at harvest time station experts visited the farms and took samples by hand along the edges of the plots where two varieties could be compared directly. Consequently, the average yield for each variety was not determined, only a series of comparisons between different varieties.

On Ky Lawrence's farm his certified Turkey showed 4.7 bushels to 2.3 of native Turkey. Clark's Blackhull revealed 5.7 bushels to 2.7 bushels for native Turkey on C. R. Waiser's farm at Summerfield.

The J. M. Chapman test, south of Adrian, was Kanred, 11.8, compared to certified Turkey's 12.1, which was alongside C. R. Waiser again; Kanred, 3.7 and certified Turkey 3.4.

In the summary, it is seen that certified Turkey exceeds native Turkey by 1 bushel; Kanred exceeds certified Turkey by 1 bushel; Blackhull is 1.2 better than certified Turkey, and 7 better than Kanred; Kellebor's Russian excels Kanred 9, and native Turkey by 3.1 bushels.



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**The Hereford Brand**

Published Every Thursday at  
**HEREFORD, DEAF SMITH COUNTY, TEXAS**

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**R. E. KESSIR, Editor and Manager**

TELEPHONE 30

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

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

**19 Years Ago In Hereford**

(From the Files of the Brand, October 27, 1911.)

W. H. Rayzor had lost his life under a falling bank of dirt while preparing to haul sand from a pit near the Brady home. George Rayzor, Chancy Tice and W. L. Sain were also caught under the avalanche but were not seriously injured.

After a northeast rain a snow-fall of from two to four inches had fallen at night. Thermometer registered 28 degrees. Again on October 27 an all-day snow fell in the Hereford-territory.

Allen G. Bell, local marksman, had won a silver trophy at the Roswell meet of trap shooters, tying twice with an opponent before winning.

Section Foreman Cooper had been shot by a Mexican laborer at Umbarger, who used a 32-calibre revolver.

Halley's Comet was visible in the east at five o'clock during the mornings.

A big derrick was under construction for an irrigation well on

Baskin-Hester land east of town. A 24-inch hole was to be bored to a depth of 150 feet. Expected water supply was 1000 gallons.

In an effort to fly from San Antonio to California by airplane, Cal Rodgers had made 15 miles during the first hour, being forced down, but taking off again.

In return game between West Texas Normal of Canyon and the Hereford high school, Hereford again won, score 5 to 3. McBride scored the touchdown. Estes prevented a tie by outrunning a Canyon player who had blocked a kick and had an open field to goal. Hereford's lineup was Wilkinson c, Stanley rg, Wright lg, Acker rt, Elliott lt, Oberthier re, McBride le, Wilson rh, Baird lb, Estes q, and Price full.

Mr. Coate of Des Moines, Iowa, had announced a newspaper for Adrian, Oldham county.

Rev. D. W. Hawkins, a former business manager of the Brand, had visited relatives here.

Mr. and Mrs. Chedister had returned from a trip to Fairfield, Iowa.

Mrs. J. T. Glibreath and children had returned from spending the summer in Tennessee. They lived ten miles south of Dimmitt.

Roy Shepard, teaching at Cleo, visited home folks at Dimmitt.

W. B. Beach returned from Missouri.

Ludwig Strathman of West Point, Iowa, visited his brother here.

Judge C. D. Wright had gone to Dallas to attend a good roads congress.

D. H. Bryant was ill with an attack of appendicitis.

Edgar S. Ireland of Dimmitt had made a business trip to Hereford by auto.

S. S. Evans, W. R. Evans and Geo. W. Irwin, jr., had returned from court at Quannah.

Rev. Jasper T. Moses, former pastor of the Christian church, had been back on a visit.

Rev. James Bell, who was preparing to leave as a missionary to Indians in New Mexico, preached at the Christian church.

C. G. Witherspoon had traded his home in Hereford to Thomas Cook of Oklahoma.

has been invented that concentrates its sound in a beam projected ahead of a train.

A Milwaukee man has been very thoughtful in respect to the trouble he was putting his friends to by dying. In his will there was a bequest of \$50 for a "feed and blowout" for his pall-bearers.

A Minnesota professor has made himself solid with the younger generation by declaring that home-work is bad for children.

Here is a man who will remain a bachelor, but he doesn't live in Deaf Smith county. His sweetheart will not marry him when he is drunk and he will not marry her when he is sober.

"Bridge-playing is just a modern name for poker," said Rev. C. Y. Dossey in his Sunday evening sermon here at the Baptist church, "and those who play are just warming themselves by the Devil's fire."

Tomorrow night is Halloween, traditionally devoted to merry-making. October 31 is the evening preceding All-Saints Day, and All-Hallow Day, hence the name, which is a contraction. In many countries playful ceremonies and charms are indulged in to discover future-husbands and wives.

In Hereford it will no doubt take the form of home entertainments by the adults and ingenious pranks by the youngsters. It is hoped that when the young mobs go abroad, the gang spirit will not become destructive, that their leaders will have enough restraint to see that their wild deprecations go no further than annoying episodes.

It has become the general thought that the Texas constitution has become antiquated and needs revision. The perennial cry against the inefficiency of the legislature may be traced back, to a great extent, to our constitution that was revised in convention over 50 years ago. Sporadic attempts have been made from time to time to improve it by offering amendments, some good and some bad, and they have met an indifferent reception by the voters.

If we can't have a new constitution, we ought to give thought to worthwhile amendments, and for the first time there are five phases presented for decision next Tuesday that really should be adopted without exception. About the only opposition that has arisen is

from Jim Ferguson, who became so piqued at his rejection by the electorate in preference to Ross Sterling that he has come out to demonstrate that he is not a dead number by bringing about a defeat of these amendments which the best men of the state consider will mean better government for everybody.

In this issue of the Brand, at the foot of a copy of the official ballot to be used in the general election Tuesday, may be found titles of these amendments on which voters may choose for or against. If carried, these amendments should help speed up our courts, improve our legislative personnel, and permit higher educational funds to be invested in better interest-bearing securities.



HERE HERE THAT ISN'T FOR YOU! YOU'RE NOT EATING, YOU'RE PLAYING FOOTBALL TONIGHT. DON'T FORGET THAT GRAN'MA AND GRAN'PA CAME A LONG WAY TO SEE YOU PLAY UNDER ELECTRIC LIGHTS

HA HA! AHA BOWDAD, KINFING THRU THE LINES, FUMBLES AS HE TRIES TO SHIRT THE RIGHT WING

SIS COMPLETE A PASS TO JUNIOR

MOTHER FINDS HERSELF COMPLETELY TAKEN OUT BY THE INTERFERENCE

SPIKE WATCHES FOR A FUMBLE

LITTLE BROCK MAKES A KICK THAT'S A NO

GRANDMA AND GRANDPA ARE FORCED TO TAKE TIME OUT

THE HOME TEAM IN ACTION

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**M SYSTEM**  
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**Bargains for Friday and Saturday**

TOMATOES, No. 2 can, 3 for	27c
SOAP, P. and G., 10 bars	36c
PRUNES, gallon	49c
PUMPKIN, No. 2 1-2 can	14c
HOMINY GRITS, Quaker, pkg	11c
COOKIES, assorted, lb	31c
CHEESE, full cream	31c
Macaroni, Spaghetti, Noodles, 3 for	25c
POST TOASTIES, two for	25c

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**Corral**  
&  
**Put Through The**  
**Chute**

Subscribers will no doubt appreciate the fearless policy declared by a Western newspaper as follows: "We wish to announce that hereafter our policy, politically, shall be independent. On all other questions we shall endeavor to print the truth."

The ardor of some of our boys who have been mapping out careers as mining prospectors will be dampened at the news that all the gold mined in the world since the discovery of America could be cast into a 35-foot cube.

No wonder we have the most beautiful women, with half the people working toward that desired end. Out of 102 occupations listed by the research foundation as engaging wage-earners in the United States, 52 contribute freely or indirectly in making women beautiful.

Here is something that will be pleasing to Hereford citizens, especially if we get the new railroad, and the Texas & Pacific tries to out-advertise the Santa Fe through its whistles at night. In order to avoid annoying persons living along railroads, a locomotive whistle

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Progressive News

MISS OLIVE PERKINS

Erice Benson and niece, Era Davis, visited in the Andrews Tuesday.  
 Mr. and Mrs. Ben McBrayer and family and Davis, Amarillo, visited the last week.  
 J. E. Henry and children Saturday night with her sister, Mr. and Mrs. Jim Parkman Ricketts spent Saturday with Forbes Blakemore.  
 Misses Madge and Agnes Childers teachers in the Fort Summer school, spent the week-end with folks.  
 Mr. and Mrs. Jess Caldwell Sunday with Mr. and Mrs. Well and family.  
 Mrs. J. E. Henry and Wilma Arthur Catherine Ricketts Sunday.  
 Mr. and Mrs. W. A. Ricketts visited in the Andrews Tuesday.  
 Mr. and Mrs. Jim Ricketts stayed Saturday night with her parents, Mr. and Mrs. Ray Hershey.  
 Misses Owen, Neel, Ed-Botta, J. E. Weathered and Miss Olive Perkins attended the Federated club meeting in Hereford Tuesday.  
 W. F. Carr and family of Hereford and Ben McBrayer and family of Westway visited Mr. and Mrs. Baker Sunday.  
 Mr. and Mrs. Smith of Westway visited their daughter, Mrs. Green and family Sunday.  
 Mr. and Mrs. Jim Ricketts called on Mr. and Mrs. Malcolm Caswell of Hereford Friday evening.  
 Mr. Blakemore left Saturday night on a business trip to Ford county. Mr. Thomsson accompanied him to Childress to make his home with Mrs. Blakemore's sister.  
 Mr. and Mrs. W. A. Ricketts

called on Mrs. Parks Tuesday.  
 Miss Olive Perkins called on Mrs. Scales Monday afternoon.  
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visited in the Ira Ricketts home Thursday afternoon.  
 Mr. and Mrs. Reynolds of Hereford called on the Caldwell Sunday afternoon.  
 Mr. and Mrs. Orin Russell and son spent Sunday with his parents.  
 Mr. and Mrs. Luke McBrayer and daughter and Mr. and Mrs. Arch Dougherty and daughter were dinner guests of Mr. and Mrs. Ira Ricketts Sunday.  
 F. D. Perkins and Miss Olive called in the W. C. Russell home Sunday afternoon.  
 Last Thursday afternoon Mrs. Saylor entertained a few friends and relatives. The ladies spent the afternoon socially. Mrs. Saylor served delicious refreshments consisting of sandwiches, pickles, cake and coffee.  
 The next meeting of the Progressive Women's club will be the first Wednesday in November at the home of Miss Olive Perkins. Roll call will be. My canning record for this year.  
 Mrs. Jess Caldwell reports the following students on the honor roll: Fifth grade, Roy Neel; 4th grade, Ethel Webb and Glenn Ricketts; second, Bertina Webb, Clay Sumrell and Norma Lee Edwards.  
 The first month's attendance was 97.6 per cent and the attendance for October was 98.25 per cent. Pupils under Mrs. Caldwell are going to try and have 100 per cent attendance this month.  
 Miss Lucille Parks visited the school Friday afternoon.  
 Mr. Walker of Summerfield and Kelly Gray from Westway were visitors at the school Thursday afternoon.

The canning club met October 22 with Mrs. Suggs as hostess and six members present, when the afternoon was spent making rugs. Sandwiches and coffee were served.  
 People of the community will be interested in learning that the phone line from Wesley store to Hereford is at last repaired and in working order.  
 Messrs. and Mrs. Bob Higgins, Jim Lipscomb and Wiley Robertson; Messrs. Bill Hutson, Wesley and Altus Higgins and George Suggs attended the football game at Canyon Friday afternoon.  
 Mr. and Mrs. Wiley Dean entertained in their home Tuesday night Mr. and Mrs. Wiley Robertson and sons and Misses Hughes and Garrett.  
 Della McKinzy spent Wednesday night with Allene Caraway.  
 Mrs. Lillie Sharnan of Shreveport, La., is visiting in the home of her parents, Mr. and Mrs. Jack Hutson.  
 Mr. and Mrs. Bob Higgins and Wesley spent Saturday afternoon in the Jim Lipscomb home.  
 Miss Maye Harrison, Omaha Harrison and Mrs. Lois Rushing spent Sunday in the Fred Higgins home.  
 Mr. and Mrs. John Hutson and family and Mr. and Mrs. Jack Hutson and Mrs. Lilly Sharnan visited relatives in Borger Sunday.  
 Mr. and Mrs. Dick Dixon and Pauline were Sunday dinner guests in the Wiley Robertson home.  
 Mr. and Mrs. Bob Higgins spent Sunday evening in the Suggs home.  
 Messrs. and Mrs. Miles and Jim Lipscomb were dinner guests in the Suggs home Sunday.  
 Floyd Harrison spent Sunday with Tom McKinzy.  
 D. C. Beebe of Lubbock was a visitor in the Wiley Robertson home Wednesday evening.  
 Honor rolls for second month of school: High, Robert Lady, O. Caraway, Robert Hutson, Allene Caraway, Frances Hutson. Honor roll, Chas. Higgins, Wiley Hicks Robertson, Elizabeth Higgins, Billy Boyer, Harold Saltzman, Freddie Hutson, Winnie Malone, Doris Lady, Gladys Lewis, Omaha Harrison.

well attended at night. We practiced songs from the new books and Mr. Wingate, of Vega, was there to help us.  
 We expect a large crowd for the social Friday night as we have prepared a fine program.  
 Misses Lottie and Elsie and Mr. Edson Funk of Vega visited at Ford Sunday.  
 About 30 young people enjoyed a birthday supper at the J. Y. Norton home Sunday evening, given in honor of Miss Dorothy Norton.  
 Mrs. Howard Morel and Mrs. Sowell of Hereford spent last week with Mr. and Mrs. Barney Mecaskey of San Jon, N. M.  
 Messrs. and Mrs. J. L. Hight and J. S. Garrett called on Mrs. D. S. Larson, who is ill, Monday.  
 Miss Nell Casey spent Saturday night with Miss LaVerne Mann.  
 The Mann and Casey young people attended a party at the Beth Funk home in Vega Saturday night.  
 Mr. and Mrs. E. H. Simpson and family took dinner in the B. Davis home Sunday.  
 Mrs. A. Koch left Sunday for Oklahoma.  
 Mr. and Mrs. D. B. Mann and daughters, Euna and LaVerne and

Miss Nell Casey spent Sunday morning at Adrian with Mr. and Mrs. R. L. Mann.  
 Mrs. Rye Casey spent Sunday afternoon in the D. S. Larson home.  
 Mr. and Mrs. J. D. Jenkins spent Saturday night and Sunday in Amarillo with Mrs. Jenkins' sister.

CARD OF THANKS  
 We wish to thank our many friends and neighbors who were so good and kind to us during our mother's illness and death. We express our appreciation for the comforting floral offerings.  
 A. L. THOMAS,  
 MRS. T. M. MCBROOM,  
 J. E. THOMAS,  
 MRS. J. T. MCOLLAIN,  
 LUTHER THOMAS.

FOR JOB WORK, TRY THE BRAND. 42-p

BLANKETS

SPECIAL FOR

Friday - Saturday - Monday



IF YOU ARE IN NEED OF BLANKETS DON'T MISS THIS OPPORTUNITY!

- \$3.95 Value, size 72x84, double, part wool, all colors, extra quality, special \$3.65
- \$3.25 value, size 66x80, double, part wool good weight, specially priced \$2.29
- \$3.00 value, size 66x80, "Eiderdown" extra nice, part wool, double, real special \$3.65

WE GIVE J. & N. GREEN STAMPS.

J. O. Newell Dry Goods

FRIDAY and SATURDAY SPECIALS

- BACON, breakfast, slab, pound 31¢
- COFFEE, Schillings, one pound 41¢
- CHEESE, full cream, pound 28¢
- WHEAT, whole wheat breakfast food, 1 lb pkg 18¢
- SOAP, ten bars Big-4 34¢
- PEACHES, gallon 51¢
- MINCEMEAT, three packages 29¢
- PIE, White Swan, 2-pound package 19¢
- POTTED MEATS, seven for 27¢
- BEAN, Pillsbury's, 14 1/2% protein, 100 lbs. \$1.40

26-Piece Set of Silverware Given Away Free November 29. Inquire.

Carl's Cash and Carry Grocery Phone 324

Scherer Items

MRS. H. LAUFER

The Pajo Duro Home-Makers club met October 23 with Mrs. Crawford. The roll call was answered with What I need most in my living room. Mrs. Voth gave an interesting talk on floor finishing and covering. The club ladies are going to make a braided rug, each lady furnishing one sock. Colors will be blue and gold.  
 Miss Hall gave a health lesson on communicable diseases, which was very interesting. We were also glad to have Miss Hostetler of Hereford with us. The next meeting will be November 13 with Mrs. Dean. Each lady come prepared for an all day meeting, and bring a dish and thimble. Miss Guntter will also meet with the ladies that day.  
 Mrs. Hubbard and Jack were visitors in the Fulkerson home last week.  
 Miss Hall and a doctor will be at Dean school November 4 at 4 o'clock to give diphtheria toxin. Charge will be \$1 per child. All parents who want their children to have the treatment, be there that day.  
 J. Laufer and son of Oklahoma spent the week end with Mr. and Mrs. Harry Laufer.  
 Club ladies will meet with Mrs. Miller the evening of November 5 to dye socks for the braided rug. Each lady bring a sock, washed and ready to dye.  
 Mrs. Blackburn of Amarillo and Mrs. Buchanan of Hereford spent Sunday with Mrs. Fulkerson.  
 Mrs. Hubbard and Fulkerson spent Monday evening with Mrs. Miller.  
 Mr. and Mrs. Harry Laufer spent Sunday with Mr. and Mrs. Bennie Fulkerson.

Ward News Notes  
 BY MRS. WILEY ROBERSON  
 Rev. Boyer preached Sunday and a good crowd attend both Sunday school and church.  
 Next Sunday Rev. Hornbeak will preach here and there will be an all day service with dinner served at noon and perhaps singing in the afternoon.  
 Mr. and Mrs. Jim Lipscomb visited Mr. and Mrs. Wiley Robertson Thursday night.  
 Frank Angman of Bellview, N. M., spent Sunday in the W. R. Harrison home.  
 Glenn and Shade Ratcliff and Gladys Lewis were Sunday dinner guests in the Caraway home.  
 G. T. Higgins spent the week-end with home folks.  
 Mr. and Mrs. McKinzy have moved to the John Caraway place west of the school house.  
 Mr. and Mrs. Jas. Harrison spent Sunday in the W. R. Harrison home.

Ford Doings

BY MISS EDITH MANN

There was an attendance of 84 at Sunday school and singing was

Special On Permanents



Beginning next Monday, we will give a special price on permanent waves, for one week only.  
 Special on "Real" \$8.50 wave for \$6.00  
 Other waves \$5.00 and up.  
 Remember we are specialists in permanent waving and our work is absolutely guaranteed.  
 Finger waving 50¢  
 Marcelling 50 and 75¢  
 Hair Cutting 25 and 50¢  
 Soft Water Shampoo 30¢  
 Hot air scalp treatment \$1.00  
 Arno-Medicated scalp treatment with shampoo and finger wave \$2.00  
 Facials from \$1.50 to \$2.50

Only Qualified Operator In Town.  
 SMART  
 Marinello Beauty Shoppe  
 Phone 492

4-Day Specials  
 Friday, Saturday, Monday, Tuesday  
 NEW! FALL and WINTER DRESSES



In Three Price Groups—  
 \$6.95  
 \$8.95 \$13.75

All the new and wanted materials and models come in these groups—Canton Crepe, Travel Crepe, Silk Crepe, etc. The colors are solids or figured materials in a variety of patterns in the smartest of styles—fashion's favorites. Make it a point to be present and select several frocks from this offering.  
 See Our New Fall Coats While You Are Here  
 D. R. Gass & Son



# SPECIAL FOR FRIDAY AND SATURDAY

SPUDS, (sweet or Irish) 10 lbs ..... 25c  
 HAMS, half or whole, lb ..... 26c  
 PEACHES, Hill's Dale, No. 2 1-2, 2 for ... 35c  
 FLOUR, Gardenia (Great West Product)  
 48 pounds ..... \$1.25  
 PEANUT BUTTER, 32-oz glass ..... 27c

COFFEE, Aroma, 100 per cent pure, 2 lbs . 35c  
 COOKIES, assorted, pound ..... 23c  
 PEACHES, dried, new crop, 3 lbs ..... 42c  
 PEAS, black-eyed, three pounds ..... 25c  
 TOMATOES, No. 2, six cans for ..... 59c

**Hereford  
 Wholesale  
 Grocery  
 Company**

L. W. GARLYLE  
 PHONE 164

WE SELL THAT GOOD, FRESH COUNTRY SAUSAGE

## Social and Society

### MUSIC STUDY CLUB MET IN HOME OF MRS. JESSE STANFORD

Mrs. Jesse Stanford and Mrs. Albert Ross were hostesses to the Music Study club at the Stanford home Monday afternoon, with Mrs. C. J. Mountz as leader. Subject was the piano.

The following program was given: Music Travel Talk, Miss Lucille Hicks; Mystic Procession, Mrs. Jesse Stanford; Rainbow, Mrs. C. H. Dyar; By Singing Waters, Mrs. R. P. Coneway and Mrs. G. A. F. Parker; Marche Grotesque, Miss Steele; Hungarian Dance No. 7, Mrs. Glenn Snyder and Mrs. H. L. Broadwell.

The yearbook has been published and placed in hands of members. The next meeting will be held November 10, and Mrs. Homer Fox and Mrs. A. O. Thompson will be hostesses.

### J. E. SPEEGLE SURPRISED WITH BIRTHDAY DINNER

When J. E. Speegle and family drove by the home of Mr. and Mrs. Artis Daniel Sunday noon after church they found the intermediate teachers of the First Baptist church Sunday school and their families gathered there with a table full of good things to eat. The dinner and group was in honor of Mr. Speegle in observance of his 35th birthday, the honor coming as quite a surprise to him. The day was spent pleasantly, and in the late afternoon the guests departed to their homes, wishing Mr. Speegle many more happy birthdays.

Those present were Rev. and Mrs. V. M. Cloyd, Rev. and Mrs.

C. Y. Dossey, Messrs. and Mmes. Russell Daniel, Finis Owen, J. E. Speegle, Artis Daniel; H. E. Seward, Frank Ball, Nancy Conkright, James and Virgil Cloyd, Sherwood and Winston Speegle, Nora Alice and R. A. Daniel.

### EXECUTIVE BOARD HAS POSTPONED ITS SESSION

The executive board of the Women's Federated Clubs of the county will not meet Saturday at the home of Mrs. George Garrison, it is announced, but will hold a session there on the following Saturday, November 8.

### EXES OF CANYON PLAN BANQUET FOR SATURDAY

Canyon, October 29.—A homecoming banquet for W. T. College will be held here Saturday evening at Cousins Hall, following the football game in the afternoon between the Buffaloes and Texas Tech.

"The same old Redman spirit will be there, and some old faces," says Malcolm Hunt, who is in charge of arrangements. "Come and learn what we are doing and talk over old times with the gang. The plates will be \$1.25, and we want the name of your squaw in time to have place cards made."

### CITY DRUG PRESENTS DUBARRY REPRESENTATIVE

The City Drug Store management is presenting for four days this week, Tuesday to Friday inclusive, Miss Cynthia Litalle, who is giving lectures and demonstrating the use of the DuBarry high grade toilet articles. This is the first time a complete line of Du-

## Soft Black Hats in Mode for Winter

NEW STYLES, TRIMMED WITH BOWS OR BANDINGS, TEND TO MAKE HEAD LOOK SMALLER—MISTAKES TO AVOID IN MAKING PURCHASES

BY HARRIET

HATS this winter are one of the most important single items in the new mode.

The right hat can make a woman look becoming in an indifferent looking costume, while the wrong hat can completely wreck what would otherwise be a perfect ensemble.

This is a winter when soft hats are at a premium. But in making purchases it is a mistake to get a hat just because the same one looked fine on a woman whose appearance she envied. A hat is primarily a personal bit of apparel. It should bear definite relation to the contour of the wearer's face, to her coloring, the set and shape of her head.

It is also a mistake for women beyond their early twenties to wear their hats far back on their heads. That is a style which should be left to the girls whose ages correspond to flapper years.

New hats have a way of making the head look smaller. This is an elegant fact, for a sleek-headed woman always looks smart. But to get a hat that exaggerates the size of the head's smallness is a mistake, too. A hat should have an extra bow or some trim to give the head the size it should have to go with the general silhouette of a costume.

HATS this winter are made to go well with the dress but not necessarily the coat. For costumes all of a color—brown, red, green or blue—it is well to match the hat to the coat's shade, however, for when the coat is removed the pleasant contrast in shades remains.

Black hats are way and beyond all other hats for popularity this winter. They come in felts, velvets, fashers, fur, fabrics of all kinds and rich brocaded black cloths with gold traceries in them.

The all-black hat is particularly enhancing when it has a bow of this or that color, some intricate banding, lining or jeweled pin.

An all-black hat that is very youthful looking, and excellent for wear with a sleek black satin gown



Very youthful is the soft black felt, above, with a bow of self material swung across the back of the hat. It is worn with black satin dress. More sedate is the sleek black velvet hat, right, with a turquoise blue velvet bow posed at one side.



and jewels, is made of a very soft black felt. It has a bow of self material at one side that flings one end across the back of the hat to show the least little bit on the other side. It is a hat that looks very good indeed with pearls and perhaps a diamond bracelet or two. Quite different in appearance, and far more dignified and older looking, is a sleek black velvet hat with a fancy turquoise blue velvet bow posed at one side of the front. It is a hat with one side longer than the other, with a rolled fold across the back that tapers into the blue bow at the side. Worn with a tur-

quoise blue beads it is lovely as an afternoon hat with a black dress or suit. If worn with a suit it should have a turquoise blue blouse to offset it.

Barry's has been available in Hereford. The line makes up a complete beauty service, and Miss Litalle has come to Hereford to tell the ladies about these products.

### BAY VIEW STUDIES MARTHA OSTENSO THIS AFTERNOON

The Bay View club meets this afternoon, October 30, at the club room, and the topic is Martha Ostenson. The following program as outlined by the yearbook will be given:

Biographical sketch: Mrs. R. P. Coneway.  
 Chief characters in "Wild Geese" Mrs. W. E. Dameron.  
 Origin and history of Wild Geese Mrs. W. H. Dowell.  
 Federation news: Mrs. W. F. Gabbert.

Life and place in literature, generalities of style, and relations of A. S. M. Hutchinson to contemporary life were covered by the club in its session of last Thursday afternoon.

### FRIENDS ENTERTAINED BY MISS VIOLA CARPENTER

In a Halloween setting Miss Viola Carpenter entertained last Thursday evening with four tables of bridge in the home of Mrs. W. M. Megert. The house was decorated with chrysanthemums and Halloween charms and magic tall-men.

Ladies' high score went to Miss Eunice Gilbreath and men's high to C. W. Humble.

A plate luncheon and hot chocolate were served by the hostess to Misses Floyd Wilson, Ona Hammer, Ruth Elliston, Eunice Gilbreath; Messrs. Lyle Woodford, C. W. Humble, Frank Mosley, Lon Castleberry, of Amarillo; Messrs. and Mmes. Rayford Ricketts, David Weeden, Eddie P. Smith, and Hubert McEntire.

Mr. and Mrs. J. C. Major and Miss Margaret Thompson of Groom spent the week-end here visiting in the home of Mrs. Major's brother, T. E. Major.

### YOUNG BUDDY DOWNS ENTERTAINS FRIENDS IN HALLOWEEN PARTY

Buddy Downs, little son of Mr. and Mrs. Voline Downs of Lawton avenue, entertained his young

friends Monday afternoon with a Halloween party from 3:00 to 5:30 o'clock. The guests came clothed in unique Halloween costumes, their unusual appearance enhancing the delightfulness of the gathering. Games were played and refreshments served.

## CASH SPECIALS FRIDAY AND SATURDAY

Pork & Beans	Large size	15c
PRUNES	Gallon can	43c
COFFEE	Small Home 3 pound can	\$1.12
MACARONI	or Spaghetti, four packages	21c
Cake Flour	Swans Down Regular package	31c
CORN	Fancy whole grain, just like fresh, 2 cans	34c
SOAP	Lux toilet three bars	21c
ALMONDS	Fancy new crop Per lb	24c
CANDY	One lb packages, pure sugar stick	19c
PIMIENTOS	2 oz glass Three for	25c

**Bakers Cash Grocery**  
 MONT E. BAKER.

### WINNERS CLASS REMEMBER ORPHANS

### MOTHER'S CLUB OBSERVES HOME SCIENCE DAY

Home Science day was observed by the Mother's club Tuesday afternoon in the home of Mrs. Rex Tynes, with Miss Emma Gunter, county home agent, as demonstrator. Works of home science and art were exhibited by Miss Gunter, showing various articles which the ladies might make with needle and handcraft.

The next lesson of the club will be held November 11 on the Grand Canyon.

The Winners Sunday school class of the Methodist church, composed of high school girls, held its quadri-annual all-day meeting last Sunday, with Mrs. J. F. Ward a teacher. A lovely dinner was prepared at Mrs. Ward's home, each of the girls contributing to the meal.

They began their good work of clothing an orphan in the Methodist orphanage at Waco. Most of the articles given were new, and Christmas gifts and other remembrances were donated by members.

## PARRISH Grocery and Market

We Have Not Raised Our Meat Prices like has been reported, but are away down!

STEAKS	15c and 20c
BEEF ROAST	13c
BEEF RIBS	11c
PURE PORK SAUSAGE	20c
PORK CHOPS	20c
LAMB CHOPS	20c

Groceries Just As Cheap.

Come On—Let's Start! Every Day In the Week, Not Specials.

## PIGGLY WIGGLY

ALL OVER THE WORLD

### SPECIALS FRIDAY and SATURDAY

GRAPE FRUIT—	24c
Marsh, seedless, five for	
FLOUR—	\$1.28
Gardenia, made and guaranteed by Great West Mill, 48 lbs	
COFFEE—	84c
Schillings' two-pound can	
CORN—	29c
Pioneer, three cans for	
SALMON—	27c
Pink, two cans for	
PEACHES—	54c
Gallon size	
POTTED MEATS—	24c
Six cans for	
SUGAR—	59c
Ten-pound sack for	
POST TOASTIES—	25c
Two for	
BEANS—	42c
Pintos, six pounds for	

For a  
**Hard Winter**  
 Of Real Service



Made of Calf, in black, plain or stitched toe. One of our many shoe values ..... **\$4.00**

Men's Dress Hose. An opportunity for still another tremendous saving. In a variety of patterns and colors, three pair ..... **\$1.00**



Boys, we have those spats you are looking for. You'll find colors to harmonize with your ensemble.

**Sprohls-Cronin  
 & Company**



### Summerfield

BY MRS. L. JOHNSON

and Mrs. J. M. Knowles spent Friday night with sister, Mrs. Vernon Harmon, Sunday her parents, Mr. and J. W. McGinn of Tulla, visit in their home.

M. B. met last Wednesday noon at the church. The program was in charge of Mrs. Kyrence, the subject being on a mission. They meet again Monday of this week with Mrs. L. Huntley and assisted Mrs. Ott making Christmas presents Mexican children.

Messrs. and Misses. Frank Zin-Helsohn, John Helsohn and children, Vega; Anton Rieder, Miss Marjorie Caldwell of Hereford, were Sunday guests in Louie Huckert home.

Mrs. Lenore Blessing, Muskogee, spent last week in the L. mean home, enroute to Calif.

Mr. and Mrs. E. A. Baker and Mrs. Amarillo, spent Sunday with sister, Mrs. Lee Curry.

Mr. and Mrs. J. A. Noland and Thornton went to Lockney last week to visit relatives.

Mr. and Mrs. C. J. Paddock of Hereford were Sunday guests in L. L. Cannon home.

W. A. Blakemore and daughter returned from a month's stay Hot Springs, N. M.

W. A. Storey is recovering from attack of pneumonia at the hospital in Hereford.

Geo. Black and family spent last week in Roswell, N. M., with relatives.

Mrs. J. A. Noland is enjoying a visit from her mother, Mrs. Nance, in Lockney.

Frank Lookingbill, Guy and D. Walser, Jim and Elliott Clark,

Misses Lena Johnson, Leatrus Walser, Glen Curry and Mildred and Dorothy Fullwood went to Plainview Sunday to visit Mr. and Mrs. Bob Stak.

Rev. Fuller and family of Hereford spent Sunday in the Lee Curry home.

Dennis Long was a Clovis visitor Sunday.

Margaret Fuller, Hereford, was a week-end visitor of Mary Lee Curry.

Miss Ruby Redin, teacher in Hereford schools, spent the weekend with Mrs. W. L. Huntley.

Mr. and Mrs. Lee Kendall entertained their children at dinner last Sunday.

Several from here are attending services at the Baptist church in Hereford this week.

Mr. and Mrs. A. A. Smith and of Dimmitt visited Mrs. W. L. Huntley last Sunday.

Mr. and Mrs. J. B. Davis and son visited the O'Conaughy home at Easter, Sunday.

Messrs. and Misses, B. A. Atchley, Walter Hawkins, Ted Stata, Bill Knox, Hereford; Sister Suttle and children, Misses Theima Humphries and Joyce Davis; Oscar and Irvin Schmitt, Vega, visited in the Denison Hill home here last Sunday, celebrating Mrs. Hill's birthday.

### Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Adrian, October 23.—Adrian played Friona in a game of football Friday afternoon, resulting in a score of 36 to 6 in favor of Friona.

A. D. Phillips happened to a painful accident Saturday afternoon when he jumped from his horse onto a porch, falling in a way to double his arm back and

### NINETY DISASTERS CALL OUT RED CROSS

Vice Chairman Fieser Cites \$1,200,000 Spent in Relief—3,500 Chapters Aid in Work.

Readiness to act in an emergency, should a disaster strike, has become part of the Red Cross Chapter program in thousands of communities. The need for this training of local committees was revealed last year, when more than ninety communities required disaster relief work by the Red Cross.

As in former years, tornadoes brought the greatest damage. Twenty-four serious tornadoes occurred. Fire also took toll of life and property in twenty-four communities. Seven forest fires did great damage; eighteen areas were affected by floods, and nine storms caused heavy losses. Other disasters were cloudbursts, cyclones, epidemics, mine explosions and shipwrecks. In the insular possessions of the United States the Red Cross gave relief in twelve disasters, chiefly from hurricanes. In foreign countries relief was given by the American Red Cross in six instances of earthquake, floods and to refugees.

The disaster relief work of the Red Cross cost \$1,200,151 last year. Statistics showed an approximate death rate of 790 persons in these disasters; buildings destroyed or damaged, 19,578; persons injured, 1,487, and persons assisted by the Red Cross, 96,872.

Through disaster preparedness of Red Cross Chapters, undoubtedly great numbers of lives were saved, and much distress and grief following the calamities was prevented, according to James L. Fieser, vice chairman in charge of domestic operations of the Red Cross.

"This type of work is supported by the memberships of citizens of the United States, their volunteer contributions, and their devoted work," Mr. Fieser said.

"Every man and woman is urged to join as a member of the local Red Cross Chapter, not only to be a partner in supporting the work through his membership, but also to serve should an emergency occur."

### Life Savers Numerous

More than a quarter of a million persons are entitled to wear the American Red Cross insignia, denoting they have been taught the expert life saving methods of the organization. The number enrolled to date is 275,202.

The adult membership in the American Red Cross for the year 1929-1930 was 4,130,946. Membership in the American Junior Red Cross, through public and private schools of the nation, was 6,930,848.

break it below the elbow. Attending physicians set the broken arm and the boy is reported doing nicely.

Marshal Long spent Sunday in the Ray Chapman home.

Clay Phillips and family went to Amarillo Sunday.

The small son of Mr. and Mrs. Treadwell was badly burned last Sunday morning at their home. He had spilled gasoline from a can on his clothing and with a match

he struck, set his clothing on fire. He was hurried to town for medical aid and is reported resting well.

Mr. and Mrs. J. M. Chapman were in Hereford Friday afternoon.

Stela brothers were in Adrian Saturday.

Mr. Williams of Amarillo was at his ranch Saturday.

Glenn-Ellison was a guest of William and Jim Ney McCaskey Sunday night.

Mrs. J. M. Chapman and children visited Mmes. Cook and Iman Tuesday afternoon.

The Community club will meet Thursday afternoon with Mrs. Howard Blasingame as hostess.

Mr. Treadwell went to Hereford Friday.

Mmes. Cook and Iman were in Adrian shopping Friday afternoon.

Kenneth and Elmer Cook and Luke Lewellen were Hereford visitors Wednesday afternoon.

Adrian, October 27.—People are busy sowing wheat and harvesting row crops.

The box supper at Sims school house Friday evening was well attended. The program arranged by Miss Alma Foxall was given and music furnished by Messrs. Hubbard, Dean and Chapman was enjoyed throughout the evening. The proceeds will be used for school equipment.

Miss Nell Hall, county health nurse will be at Sims school on November 4, when she will be glad to have all parents desiring their children immunized from diphtheria to be present. Charges will be \$1.00 for two doses and will be given three weeks apart.

### DR. LESTER J. VICK

Specializing in  
RECTAL DISEASES AND  
VARICOSE VEINS  
Non confining Methods  
406-7-8 Oliver Eakle Bldg.  
AMARILLO TEXAS

Sims community club met last Thursday with Mrs. Howard Blasingame. The ladies quilted a quilt. Refreshments of sandwiches, muffins and hot coffee were served. Our next meeting will be with Mrs. J. M. Chapman November 6. Clay Phillips and family returned home from Amarillo Thursday. Ed McCaskey was in Adrian last Wednesday.

C. S. Perrin went to Vega Saturday.

Mozelle Phillips spent Sunday night with Virginia Chapman.

### Flagg News

Rev. Peters filled the pulpit here Saturday evening and Rev. Robinette Sunday morning.

A program was rendered Friday night at the regular P-T A meeting by the third, fourth and fifth grades, at which time a large crowd attended.

Mr. and Mrs. McGowen of Cleo were dinner guests of Mr. and Mrs. Floyd Sunday.

Mrs. Joe Tarpley had relatives from Whitharrel visiting her last Sunday.

### Shoes Dyed

Black, Tan, Brown, Oxblood Green or Blue  
Any color you want. Work positively guaranteed.  
Men's and Ladies' Boots Oiled—a special oil that will shine after applied.

### Charlie Sowell

At Beene & Whitehead Barber Shop—Phone 100.

Rev. Robinette was a dinner guest of Mr. and Mrs. Floyd last Sunday.

A. M. Bowen and daughter, Miss Grace Bowen of Palo Pinto were guests of Mrs. Joe Smyers last week.

Miss Cornelia Knox of Lockney who has been visiting her sister, Mrs. Sheffy, returned home last week.

By MRS. W. T. SUMMER

## Buy Light Globes—

At Reduced Prices

The last day of the month the special rate of 10 per cent discount on Mazda globes when purchased by the carton of six or more, closes. You will be needing more globes as the winter approaches and earlier darkness makes the use of artificial lights more necessary. It undoubtedly is the part of wisdom to have the extra globes on hand for an emergency.

### Remember—

MAZDA LIGHTS ARE NOTED FOR—

Highest Quality	Reduced Glare
More Light	Easily Cleaned
Longer Life	Strength
Variety of Colors	

## Texas Utilities Co.



**GET THEM READY**

**For THANKSGIVING MARKET!**

It is well to have your turkeys in good condition for the Thanksgiving market. A little attention to feeding and care of them will bring you better returns. Begin feeding now to have them in prime shape. Watch for our announcement of the opening of the market.

### West Texas Feed & Seed Company

PHONE 265

## Touchdown!



"... BOY, WATCH HIM GO! Five Yards, ten, twenty, thirty, forty-five... he's over! Touchdown! In football or in saving, it's all in a good start in the right direction. In football or in saving you must reel off that first five yards or five dollars before you attain your goal.

## First State Bank

## DIRECTORY—Business and Professional

### Dr. B. M. Wiltshire, Dentist

Over Sprowls-Cronin & Company  
Buckner-Lambert Building

ROOM 3

PHONE 470

### CHIROPRACTOR

CORRECT ANALYSIS AND DIET  
X-RAY AND PATHO-NEUROMETER TECHNIC  
CABINET BATH AND DEEP THERAPY RAYS  
FOR APPOINTMENTS PHONE 207, RESIDENCE 464  
LADY ATTENDANT

### W. A. Robinson, D. C. Ph. C.

### DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST  
626 Polk Street, Amarillo, Texas  
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.  
OFFICE RAY'S JEWELRY STORE.  
Telephone 188 for Appointment.

### FREE EXAMINATION

### Perkins & Perkins, D. M.

609 West Third Street.

Phone 475

### WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor

"Well Pressed Is Well Dressed"

Clothes called for and delivered—Phone 385

### A FEDERAL FARM LOAN

Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
  2. Liberal pre-payment privileges.
  3. Easy to get large tracts segregated into smaller loans.
  4. Easy to obtain a release of part of the security.
  5. Reasonable loan values approved.
- A. O. THOMPSON, Secretary-Treasurer.  
Our Abstracts Correctly Reflect the Records.

### THOMPSON & IRELAND

ABSTRACTERS

Hereford

Texas

### GREAT WEST NURSERY

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

### De LUXE BARBER SHOP

Now Open, North Side of Building with Jack Hager Shoe Shop  
Prices, Hair Cut 35c  
Shave 20c

### DR. G. W. HEARD

Dentist  
Over Corner Drug Store  
Office Phone 234  
Residence Phone 276

### REAL ESTATE

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

### GENERAL BLACKSMITHING

Disc Rolling, Welding, On Miles Avenue In My New Building.  
JNO. JACOBS  
PHONE 321-J

### SHOE SHOP

Repair anything in leather Shoes, Harness, Saddles, Canvas on Coats  
Jack's Shoe Shop  
North Main Street

### Nunn Transfer

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

### LANHAM'S FILLING STATION

Phillips Gas and Oils. Phone 206 when you run out of gas or have a punctured tire on the road.

### OLLIE FOX

DECORATOR-PAINTER  
PAPER HANGER  
Phone 428-J

### PHILLIPS "66"

and Ethyl gas, Moblioll, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble  
W. J. SMITH, Phillips Station No. 1, on East Third

### MATTRESS RENOVATING

Furniture Repair Work, Saw Sharpening, Crating and Packing, Car or Furniture Upholstery.  
RUSSELL DANIEL  
Phone 266

### L. A. RAY

PLUMBING  
Phone 142-J

### Fix-It Shop

All kinds of Furniture Re-paired  
J. J. BUCKNER

### Hair as a Lubricant

Hair on the wrists and legs serves as a lubricant between adjoining skin areas. Without the hair present to act as a buffer, skin surfaces that rubbed together would blister and render movement painful.

### INSURANCE

Loans--Bonds

HEREFORD INSURANCE AGENCY  
JOHN McLEAN, Manager

### 6 1/2 PER CENT MONEY ON

Farm Loans

No Commission to Pay  
FRANK BARBER  
Representing the South-western Life Insurance Company

### DEAF SMITH COUNTY ABSTRACT CO., Inc.

Office in the Court House  
C. F. McCOLLOUGH, Manager  
ABSTRACTS LOANS



# WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim copies of Obituaries, Legal Publications of all kinds, Announcements, Etc., as well as Reading Locals scattered about thru-

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

Cards of Thanks cost 25 cents each in the usual form, when of more than ordinary length the cost is the same as for reading locals. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising. Word ads intelligently do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

## Lost and Found

**LOST:** A pair of glasses on Main street Saturday. Phone 238 or 105. Mrs. Rex Tynes. 42-1c

**LOST:** A shell pink cameo brooch in gold mounting, with ring in top for chain, very clear cut, probably lost October 12. Reward. Mrs. Jesse Buckner, phone 313. 42-1c

**LOST:** Brown leather purse, somewhere on Main street, Friday afternoon. Phone 43. 42-1p

## For Sale or Trade

**FOR RENT:** South side of duplex, four rooms, modern, unfurnished, extra nice, near the high school. Phone 161. J. S. ORR. 40-1c

**FOR RENT:** Two rooms furnished for housekeeping. Phone 150. Dr. Florence Miller. 40-1f

**FOR SALE:** Registered milking Shorthorn bulls at farmer prices, and weaning pigs. Have fine red boar would trade for meat hogs. Dr. C. T. Kibbe. 41-1fc

**FOR SALE:** A few pedigreed Chinchilla rabbits. S. L. EASLEY, Junior. 41-2c

**FOR SALE:** A fresh Jersey milk cow, priced right. CLARENCE SMITH, South Hereford, Telephone 154. 40-4p

**FOR SALE:** \$7,900 for improved 140 acres only 3 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1fc

**FOR SALE:** New windmill parts and supplies for 10, 12, 16-foot Eclipse mills. Phone 9. J. E. Turner. 40-3p

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

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

**FOR SALE:** Coal burning hot-air pipeless furnace in good condition, at a bargain. S. P. ROSSON. 39-1fc

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

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

## Wanted

**WILL BEGIN** shorthand and typing classes the first part of November. Rates reasonable. See or call me at county clerk's office. Mrs. Ruth Sherman. 42-1p

**WANTED:** Ladies' coats relined, \$2.50 and up. See Mrs. R. J. Naylor, South Hereford. 41-2p

**PEOPLE** with small means can now own a home and get into it on two weeks notice under my plan. See L. Baskin, phone 138. 41-1fc

## For Rent

**FOR RENT:** Furnished apartment of three rooms, Kitchennette, private bath. Mrs. W. B. Damer, on phone 100. 43-1fc

**FOR RENT:** Low priced light house keeping rooms, close in on pavement. Phone 146. 41-1c

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

**FOR RENT:** Apartment, furnished or unfurnished, F. H. Oberthier. 42-1fc

**FOR RENT:** Three room furnished apartment, available first of month; close in. Mrs. Grace Higgins, phone 418-W. 42-1

**FOR RENT:** In Cummins Apartments, one unfurnished 5-room apartment; modern; on East Third and McKinley. Phone 323. Mrs. J. C. Cummins. 41-1fc

**FOR RENT:** Unfurnished four-room modern apartment, with garage. Phone 418-W. Mrs. Grace Hughes. 44-1p

**FOR RENT:** Furnished bedroom. Mrs. J. M. Boone, Phone 424-J. 42-1c

**FOR RENT:** Nice five room house with large basement. Can give permanent renter a very reasonable rate. See Claud Higgins. 42-2p

**FOR RENT:** Choice duplex, close in, available October 15. Address P. O. Box 473 or phone 360-W. 38-1fc

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

## Activities of

(Continued from Page One)

general elections in Texas are usually perfunctory affairs, with about 30 per cent of the voters casting their ballots. He felt that the citizens as a whole favored the amendments, but unless more than the customary turnout was registered the Ferguson inducement would bring about their defeat.

"The supreme court needs to sit in session 12 months in the year," Mr. Warwick said, "for it is now five years behind with some of its work. One of the amendments would help relieve the congestion.

"Another amendment in two parts would raise the salary of legislators to a point where their expenses could be met, at least, and would reduce the mileage basis. Length of sessions would be increased to 120 days and a revision in the plan for passing or killing bills would be inaugurated.

"It is proposed that University of Texas lands, now tax free, be taxed as those privately owned, in justice to those counties that contain such acreage in big amounts.

"The University of Texas is now limited in investing its permanent building funds, which from oil royalty totals \$17,000,000. An amendment would permit the university regents to invest this huge sum, which may reach 100 millions within the next few years, in Texas securities such as municipal and school bonds where the interest would not be lower than 5 per cent. A bill will come before the next legislature wherein A. & M. College and the University of Texas may reach agreement on division of the mounting funds coming from oil lands.

Other visitors at the luncheon were Rev. and Mrs. C. Y. Dossey, J. C. Cohen, Mr. and Mrs. Rex Tynes, Mrs. Clyde Warwick and Miss Edwards, dramatic director. Mrs. Tynes representing the Mother's club and introduced Miss Edwards, who is directing the club's musical comedy, "Here Comes Arabella", which will be staged Tuesday evening, November 4, at the high school auditorium.

Ralph Smith, band director, and his orchestra furnished music during the luncheon.

## Miss Parker Is At Oxford for History Course

An English nobleman reads the Brand from cover to cover and Lady Knowles, wife of Sir Francis, wants a recipe for those good old Texas waffles, write Miss Anne Fitzhugh Parker, from 8 Bradmore Road, Oxford, England, to her parents in Hereford, Mr. and Mrs. G. A. F. Parker.

Miss Parker arrived at Oxford on the fifth where she is specializing in history at the great and historic university. With several other students, she is staying in the home of Sir Francis Knowles. The house is a typical Oxford dwelling. Miss Parker stated that she would share her study with two other girls, Phoebe Flather, English, and Elizabeth McDermit, Scotch.

"Sir Francis and Lady Knowles are very pleasant people," continues Miss Parker's letter. "Sir Francis is an anthropologist, and has made particular study of the Indian in North America. He lived in Canada for six years while engaged in government researches.

"He was perfectly delighted when he heard I came from Texas—has asked me a thousand questions, and made me realize how little I do know of the history, literature, plants, animals, geology and general peculiarities of that section.

"He would enjoy Dad's stories greatly, and has said Dad should write all he knows about the country, that such first hand knowledge would make most excellent records.

"Sir Francis reads the Brand from cover to cover. I told him about the special supplement and said I'd try to get another copy. Can you send one? I also told him of the Panhandle Historical Society and said I would ask you to have a copy of the quarterly sent.

"Lady Knowles would like to have a recipe for waffles. Can you send it, mother?"

"The English, I find, are very attractive and very cordial."

## Machine Guns Beat Boom of 'Big Berthas'

From a speech by C. W. Johnson, Oakland, Nebraska, Merchant

I have been in business 27 years and seldom miss an issue of the local paper with an ad of some kind.

I believe that the constant spitting of a machine gun does more execution than the occasional boom of a big Bertha. Its spat-spat shot gets results. So it is with advertising; the small ad run every week is better for results than the large ad run hit or miss. Consecutive advertising gets the business.

We are told that American business now has hit the bottom, and that things will be better. Now is the time to advertise our wares and get the public to start buying.

There are all kinds of advertising schemes, and I have dabbled in them all, but the advertising in the local newspaper is best and gives largest results for money spent.

Put more time in writing your ads, and less in waiting for the printer. It pays in the long run to spend this extra time.

Create a desire to possess, in your ad, and it will get the business.

If you had a whole bushel of chain links it would not pull a load. Put them together in a continuous chain and you have a strong and powerful thing, with which to pull a load. So it is with advertising. Link your ads together, run them in a continuous string, and you will have a power that will produce results.

## Lodge Directory

**HEREFORD LODGE**  
No. 478, I. O. O. F.  
Meets Monday 8:00 p. m.  
Visiting Brothers welcome  
HERMAN STEWART, N. G.  
L. E. Foster, Secretary.

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

## Notice

NOTICE: Radio repairing: S. L. EASLEY, Jr., call 344. 41-2c

## Westway Items

**MRS. PINK GILLILAND**

Westway community club met with Mrs. Pink Gilliland Friday.

Ten members answered roll call with What I need most in my living room, followed by discussion of floor finishes and coverings. Mrs. Turrentine gave a report of the federated club meeting October 21 at Hereford. Some time was spent working on braided rug. The Gilliland Friday afternoon, November 14. All urged to come.

Mr. Strickland, father of Mrs. Jim Hendrix, has gone to Wichita Falls for the winter.

J. H. Landers and family spent the week end in the Otto home near Messenger.

Miss Ruth Hanna spent the week end with Canyon friends.

A. M. Jones is visiting his daughter, Mrs. S. B. Campbell, and half brother, R. M. Gunn.

Mrs. Carl Jennings and children of Hereford, Mr. and Mrs. Bill Denny were dinner guests in the Curtis Caraway home Sunday.

Miss Bessie Gunn spent the week end with Hereford friends.

Mr. and Mrs. C. Franklin, Tulsa, spent the week end with his parents, Mr. and Mrs. J. B. Franklin.

Mrs. Ellis Wilson, children her parents, Mr. and Mrs. P. spent Wednesday afternoon Mrs. G. C. Hartman.

J. W., son of Mr. and Mrs. Schultz, is ill and unable to attend school.

A. L. Manjeot and family Sunday dinner guests in the Gilliland home.

Mrs. S. J. Lovell has been but is reported better.

The P. T. A. entertained a Halloween party at the school house Friday night, when amusement was furnished. Rooms were decorated in Halloween decorations, and the evening was spent in fortune telling, riddles through weird caves games. At the close puzzling pictures were passed to serve password to get pumpkin pie coffee at the improvised cafe.

Entertainment for next P. T. A. meeting Friday night, November 7, will be a four-act play, "Daughter of the Desert." Will begin planning to come and someone with you and enjoy and a half hours of entertainment.

**FOR JOE WORK, TRY THE BRAND**



## Dossey

(Continued from Page One)

reject God are children of the Devil.

"The devil favors Sunday baseball, dancing, bridge playing. Too many people try to remain in good standing with both the devil and God; too many church members are the devil's children.

"There are two fine things about Satan: he is always on the job, and he goes to church, too. He is not so low down as you stay at home during church hours and turn on the radio.

"If I were the Devil in Hereford I would get the people first of all to doubt the Bible, just as he did Eve in the Garden of Eden on the forbidden fruit, I would disguise sin and myself, be subtle on my temptations, and conceal the results of sin. I would promise something I could not give.

"I would split up the churches, get the she-gossipers started, these buzzards that flap right down into the middle of all that is putrid and rotten and scatter it all over the community. And I would put the he-gossipers to prowling about to put their noses into other folks' business. Mr. Busybody and Sister Tattler are the causes of all churches being split, and these people are extremely plous.

"I would get the influence of you church people, get you to go to dances, join the bridge clubs, for that would be fine publicity for me. Then I would become your master. I wouldn't go to extremes; I would have you go to church a few times, drink some but not become drunk, gamble but not become a gambler, but become an infidel;

## Luncheon

then finally I would give you Hell."

At this point the speaker challenged any unrighteous man to come to the services for five consecutive sessions without accepting Christ. He said a man could not hold out any longer than five meetings.

The revival will continue for two weeks from last Sunday with weekly morning services from 10 to 11 o'clock and evening services opening at 7:30.

(Concluded from Page 1)

more consumers into Amarillo's trade belt, and this growth would be of material benefit to the business line in the Panhandle metropolis.

"Our strongest opponent in the hearing before the I. C. C. will be the Santa Fe railroad, and we have got to fight its influence from Big Spring north," states Judge Slaton in his letter to the press along the line, asking that full publicity be given the luncheon meeting Friday and emphasizing necessity of hundreds being present.

"Some of the Amarillo people seem to believe yet that the Santa Fe is covering this territory and that the people along the proposed line are not greatly interested in building of the new road," he continued. "The burden rests upon us to convince them that we are all in favor of and need this new line and that the new line will not only benefit us who live on the route, but that it will be a great benefit to Amarillo and its future success.

"The object of the luncheon is to convince all the different busi-

## Chick-Hagood Prepares To Move Up Main

E. F. Chick, manager of Chick-Hagood Variety, is full of enthusiasm this week over the announcement of the opening of his store in its new location some time between the 15th and last of November. It will be in the new Norton building at 320 Main, which is being constructed to the specifications Mr. Chick has asked.

When finished the building will be of face brick with tile and plate glass front—just as modern as any in West Texas. There will be three plate glass display windows separated by two entrances fitted with double-acting swinging doors.

The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good prices paid.

# CHRISTMAS CARDS



Perhaps you haven't thought of Christmas cards yet, but Christmas is just around the corner and you are going to order some between now and Christmas, so why not have it over with!

**ORDER NOW!**

Our stock is clean and fresh, beautiful new designs—etchings, parchments, novelties—all with fancy envelopes to match.

We have a special department to serve you.

We Will Deliver In December

A telephone call will bring our representative to your home with samples and suggestions that will make it easy for you to make a selection.

Get this much of your Christmas shopping out of the way before the holiday rush.

You May Have Your Name In Regular Type Printing or Raised Lettering.

**The Hereford Brand**

PHONE 30



# Mother's Club Announces Hit of Season In Musical-Comedy, "Here Comes Arabella", Nov. 4

The Mother's club has launched an effort to assist in some outstanding project each year, and has selected the school cafeteria as one of the most worthy of its support.

The club is sponsoring the musical comedy, "Here Comes Arabella," which will be given in the high school auditorium Tuesday evening, November 4. The two leading parts of the comedy will be played by Gladys Seigler as the Winsome Arabella and Ted Houston in the role of the struggling young artist. Miss Seigler has had wide experience in entertaining with her dramatic talent, and will captivate her audience with her delightful personality. Mr. Houston is a new singer in Hereford and has won a place for himself with his charming manner.

The story of the play is built around the romance between Arabella, the little girl who lived with Gypsies and the handsome young artist whose life has been made miserable by lavish attentions of the pretty girls from a Personality School.

Adoption of the little Gypsy by an irascible bachelor to the dismay of his old maid sisters provides a setting for the greater humor of the play. The songs are catchy, and dancing numbers will be given by choruses of both big and little girls. The character parts are well taken and provide high spots of the comedy. The costumes are very attractive and the chorus, featuring the eight little robins, is one of special appeal. Altogether the play is one that offers romance, pathos, humor and beauty, and the club is hoping the auditorium will be filled to capacity next Tuesday evening at 8:15 o'clock.

There will be no extra charge for reserved seats which will be on sale Monday and Tuesday at the Corner Drug store. All seats are 50 cents for adults and 25 cents for children.

A part cast of characters follows: Sidney Hopewell, a playwright, and Jack and Billie, college chums. The parts are taken by Marvin Alston, Clifford Kester and Ed Johnson. The roles of Henrietta, Imogene and Crystabell, three flappers from the Personality School are taken by Ruby Fay Bennett, Imogene Wilson and La Juanna Hanna.

Aunt Prudence and Aunt Debby, two old maids with mid-Victorian ideas as well as costumes, are played by Mrs. J. H. Whitson and Frances Oberthier who furnish many laughs. H. P. Stutz as Uncle Josh, a peg-legged gentleman, never fails to convulse his audience. It is said he keeps his neighbors awake at nights trying to balance his equilibrium so as to move about the stage gracefully on a peg leg.

The village gossips, one of the big hits, are done by Mrs. Paul Certain, Mrs. T. E. McCollum, and Mrs. Urline Stree. Roger Corbett, as Levinski, a Jewish producer, is up to his usual standard of characterization. Lucille Hicks, the talented and willing accompanist, does much toward the success of the play. Sixteen chorus girls, attractively costumed, sing and dance throughout the play.

There will be a parade in costume Saturday afternoon at 3:30 o'clock.

## Novel Bridge Given by Miss Ruth Elliston

Miss Ruth Elliston entertained with six tables of bridge Tuesday evening at the school cafeteria. The tables were decorated with favors and decorations carrying out the main idea. It was unique in that Hoyie's rule-book was discarded and the playing was done from directions in sealed envelopes.

Some had to play with canvas gloves; losers, C. W. Humble, David McCurdy, Eddie Smith and Joe Elliston, had to do the serving, and through manipulation of the final scoring the happy intermediates were placed at the top. They were Mrs. Hubert McEntire and H. K. Blythe.

A delicious salad course and coffee were served to Misses Ina Hastings, Ona Hammer, Viola Carpenter, Freda Helbert, Misses Lula Lewis, Nona LeGrand, Mesars. C. W. Humble, Ted Houston, Frank Mosley, Joe Elliston; Messars. and Meses. H. K. Blythe, Edbert Bradley, John Patton, T. M. Peery, Ed die Smith, Wallace Cox and Hubert McEntire.

### STUDENTS CELEBRATE

Students of the Hereford public schools held a big pep rally and bonfire downtown last Thursday night in preparation for the Canyon game. Following the bonfire several hundred young folks crashed the ticket doors of the Star theatre and helped themselves to a free show.

nesday evening at 7:00 o'clock. H. Earl Smith, the minister, will have a lesson all should hear. Everyone is cordially invited to attend all these services.

Subject for the Young People's meeting at 6:30 o'clock Sunday evening is Faith in the Plan of Redemption. This meeting has recently been organized and a cordial invitation is extended to all young people to come and study a lesson worth while.

Teacher: Sally, make a sentence containing the word "sanctuary". Sally: Sanctuary much for the pencil.

## Babe Russell Shows Strong On Texas Squad

Babe Russell proved to be one of the best ball carriers for the University of Texas freshmen when they decisively defeated San Antonio Junior College last Thursday, according to the Daily Texan. The score was 37 to 6. In the beginning of the second quarter, Fagin and Russell started a march down the field which resulted in Russell carrying the ball over for the third touchdown. Babe was one of the stars on Hereford's undefeated football eleven last year, and was state champion on the track in the 100- and 220-yard dashes in the interscholastic meet. He is a student this year in Austin and has been coming out for track exclusively until recently when the coach got permission to have him in the freshman squad. The game against San Antonio was his first football game, and he will remain with the squad for the rest of the season.

HASTINGS FAMILY HAS OCTOBER GREEN BEANS. The Henry Hastings family have enjoyed the distinction this week of eating green beans from their own garden in Hereford, a feat not ordinarily performed late in October.

METHODIST YEAR ENDS. Conference year for the Methodist church ends Saturday, and finances for the closing year are being put in shape by the board in preparation for the annual conference which meets next month to allocate pastors for another 12-month term. The dimmest lights have the most scandal power.



For Sale by The Hereford Brand

# SAMPLE BALLOT

DEMOCRATIC PARTY	REPUBLICAN PARTY	SOCIALIST PARTY	COMMUNIST PARTY
For United States Senator: MORRIS SHEPPARD	For United States Senator: DORAN JOHN HAESLY	For United States Senator: GUY L. SMITH	For United States Senator: W. A. BEBRY
For Chief Justice Supreme Court: C. M. OURETON	For Chief Justice Supreme Court: C. K. McDOWELL	For Chief Justice Supreme Court: D. W. KING	For Chief Justice Supreme Court: J. STEDHAM
For Governor: ROSS STERLENG	For Governor: WILLIAM E. TALBOT	For Governor: L. L. RHODES	For Governor: J. L. SWAN
For Lieutenant Governor: EDGAR E. WITT	For Lieutenant Governor: H. B. TANNER	For Lieutenant Governor: A. F. VON BLON	For Lieutenant Governor: J. L. SWAN
For Attorney General: JAMES V. ALBRED	For Attorney General: WAYLAND H. SANFORD	For Attorney General: GEO. CLIFTON EDWARDS	For Attorney General: J. L. SWAN
For Comptroller: GEORGE H. SHEPPARD	For Comptroller: MRS. HELEN M. RAYNOLDS	For Comptroller: W. J. BELL	For Comptroller: J. L. SWAN
For State Treasurer: CHARLEY LOCKHART	For State Treasurer: C. W. JOHNSON, JR.	For State Treasurer: OLIVER WILLIAMS	For State Treasurer: J. L. SWAN
For State Superintendent of Public Instruction: S. M. N. MARRS	For State Superintendent of Public Instruction: MRS. B. L. COONER	For State Superintendent of Public Instruction: T. C. BYNUM	For State Superintendent of Public Instruction: J. L. SWAN
For Commissioner of Agriculture: J. E. McDONALD	For Commissioner of Agriculture: A. F. BROOK	For Commissioner of Agriculture: W. B. STARR	For Commissioner of Agriculture: J. L. SWAN
For Railroad Commissioner: PAT M. NEFF	For Railroad Commissioner: J. E. JAY, JR.	For Railroad Commissioner: A. E. GAY	For Railroad Commissioner: J. L. SWAN
For Commissioner General Land Office: J. H. WALKER	For Commissioner General Land Office: F. C. BEARD	For Commissioner General Land Office: B. F. BELL	For Commissioner General Land Office: J. L. SWAN
For Judge Court of Criminal Appeals: O. S. LATTIMORE	For Judge Court of Criminal Appeals: W. D. GIRARD	For Judge Court of Criminal Appeals: J. L. SCROGGINS	For Judge Court of Criminal Appeals: J. L. SWAN
For Congress, 18th District: MARVIN JONES	For Congress, 18th District: S. E. FISH	For Congress, 18th District: J. L. SCROGGINS	For Congress, 18th District: J. L. SWAN
For Chief Justice of the Court of Civil Appeals, 7th Sup. Jud. District: R. W. HALL	For Chief Justice of the Court of Civil Appeals, 7th Sup. Jud. District: S. E. FISH	For Chief Justice of the Court of Civil Appeals, 7th Sup. Jud. District: J. L. SCROGGINS	For Chief Justice of the Court of Civil Appeals, 7th Sup. Jud. District: J. L. SWAN
For State Representative, 123rd Dist.: C. W. WARWICK	For State Representative, 123rd Dist.: S. E. FISH	For State Representative, 123rd Dist.: J. L. SCROGGINS	For State Representative, 123rd Dist.: J. L. SWAN
For District Judge, 69th Judicial District: REESE TATUM	For District Judge, 69th Judicial District: S. E. FISH	For District Judge, 69th Judicial District: J. L. SCROGGINS	For District Judge, 69th Judicial District: J. L. SWAN
For District Attorney, 69th Judicial District: B. N. RICHARDS	For District Attorney, 69th Judicial District: S. E. FISH	For District Attorney, 69th Judicial District: J. L. SCROGGINS	For District Attorney, 69th Judicial District: J. L. SWAN
For County Judge: EARL W. WILSON	For County Judge: S. E. FISH	For County Judge: J. L. SCROGGINS	For County Judge: J. L. SWAN
For County Attorney: JOHN A. COFFEE	For County Attorney: S. E. FISH	For County Attorney: J. L. SCROGGINS	For County Attorney: J. L. SWAN
For District and County Clerk: L. H. POSTER	For District and County Clerk: S. E. FISH	For District and County Clerk: J. L. SCROGGINS	For District and County Clerk: J. L. SWAN
For Sheriff and Tax Collector: JOHN B. MILLER	For Sheriff and Tax Collector: S. E. FISH	For Sheriff and Tax Collector: J. L. SCROGGINS	For Sheriff and Tax Collector: J. L. SWAN
For Tax Assessor: H. M. BEACH	For Tax Assessor: S. E. FISH	For Tax Assessor: J. L. SCROGGINS	For Tax Assessor: J. L. SWAN
For County Treasurer: MRS. BESSIE L. SMITH	For County Treasurer: S. E. FISH	For County Treasurer: J. L. SCROGGINS	For County Treasurer: J. L. SWAN
For County Surveyor: A. O. THOMPSON	For County Surveyor: S. E. FISH	For County Surveyor: J. L. SCROGGINS	For County Surveyor: J. L. SWAN
For County Commissioner, Precinct No. 1: C. J. PADDOCK	For County Commissioner, Precinct No. 1: S. E. FISH	For County Commissioner, Precinct No. 1: J. L. SCROGGINS	For County Commissioner, Precinct No. 1: J. L. SWAN
For County Commissioner, Precinct No. 2: W. B. PHILLIPS	For County Commissioner, Precinct No. 2: S. E. FISH	For County Commissioner, Precinct No. 2: J. L. SCROGGINS	For County Commissioner, Precinct No. 2: J. L. SWAN
For County Commissioner, Precinct No. 3: J. T. GUINN	For County Commissioner, Precinct No. 3: S. E. FISH	For County Commissioner, Precinct No. 3: J. L. SCROGGINS	For County Commissioner, Precinct No. 3: J. L. SWAN
For County Commissioner, Precinct No. 4: W. M. STEWART	For County Commissioner, Precinct No. 4: S. E. FISH	For County Commissioner, Precinct No. 4: J. L. SCROGGINS	For County Commissioner, Precinct No. 4: J. L. SWAN
For Justice of the Peace, Precinct No. 1: J. H. WILSON	For Justice of the Peace, Precinct No. 1: S. E. FISH	For Justice of the Peace, Precinct No. 1: J. L. SCROGGINS	For Justice of the Peace, Precinct No. 1: J. L. SWAN
For Contable, Precinct No. 1: J. C. CARROLL	For Contable, Precinct No. 1: S. E. FISH	For Contable, Precinct No. 1: J. L. SCROGGINS	For Contable, Precinct No. 1: J. L. SWAN

### Amendments:

- FOR The Amendment to Article V, adding Section 2a, providing that the Supreme Court may sit at any time during the year.
- AGAINST The Amendment to Article V, adding Section 2a, providing that the Supreme Court may sit at any time during the year.
- FOR The Amendment to the Constitution of the State of Texas, subjecting the Lands of the University of Texas to Taxation for County Purposes, and Providing for the Payment of said Taxes to the Proper Authorities of the Counties where said Lands are Located.
- AGAINST The Amendment to the Constitution of the State of Texas, subjecting the Lands of the University of Texas to Taxation for County Purposes, and Providing for the Payment of said Taxes to the Proper Authorities of the Counties where said Lands are Located.
- FOR The Amendment of Section 5 of Article 3 of the Constitution of Texas fixing the terms for convening the Legislature of the State of Texas.
- AGAINST The Amendment of Section 5 of Article 3 of the Constitution of Texas fixing the terms for convening the Legislature of the State of Texas.
- FOR The Amendment of Section 24 of Article 3 of the Constitution of Texas providing for an increase in the maximum per diem of members of the Legislature to \$10.00 per day for the first 120 days and thereafter not exceeding \$5.00 per day and decreasing the mileage traveled by each member in going to and returning from the Legislature from \$5.00 for each 25 miles to \$2.50 for each 25 miles.
- AGAINST The Amendment of Section 24 of Article 3 of the Constitution of Texas providing for an increase in the maximum per diem of members of the Legislature to \$10.00 per day for the first 120 days and thereafter not exceeding \$5.00 per day and decreasing the mileage traveled by each member in going to and returning from the Legislature from \$5.00 for each 25 miles to \$2.50 for each 25 miles.
- FOR The Amendment to the State Constitution providing that the permanent University fund shall be invested in bonds of the United States, the State of Texas, or counties of said State, or in school bonds of municipalities, or in bonds of any city of this State, or in obligations and pledges issued by the Board of Regents of the University of Texas, or secured by such obligations and pledges, for the construction of dormitories and other buildings for the use of the University of Texas, or in bonds issued under and by virtue of the Federal Farm Loan Act approved by the President of the United States, July 17, 1916, and amendments thereto.
- AGAINST The Amendment to the State Constitution providing that the permanent University fund shall be invested in bonds of the United States, the State of Texas, or counties of said State, or in school bonds of municipalities, or in bonds of any city of this State, or in obligations and pledges issued by the Board of Regents of the University of Texas, or secured by such obligations and pledges, for the construction of dormitories and other buildings for the use of the University of Texas, or in bonds issued under and by virtue of the Federal Farm Loan Act approved by the President of the United States, July 17, 1916, and amendments thereto.



# International Sunday School

## Lesson

BY DR. J. E. NUNN

NOVEMBER 2, 1930.

### SIMON-PETER

Scripture Lesson: Mark 8:27-29, Luke 22:31-34; John 18:25-27; 21:15-17

Golden Text: Now when they beheld the boldness of Peter and John, and had perceived that they were unlearned and ignorant men, they marvelled; and they took knowledge of them, that they had been with Jesus.—Acts 4:13.

#### Introduction.

"Among all the followers of Christ of whom the New Testament tells us, none are more interesting than Simon Peter. None comes closer to the heart of the average Christian. Peter is so human that he draws us to himself. Paul towers so far above in the greatness of his intellectual power, in the sublimity of his faith, and in the completeness of his consecration, that we stand awestruck in his presence. But Peter is a man of like passions with ourselves. His very weaknesses constitute a bond of fellowship between us and him. When we see what God made out of the rugged, impetuous and self-confident Galilean fisherman, we are encouraged to believe that he can make something out of us."

#### Simon Peter a Leader.

He was the chief of the apostles, constantly with our Lord from the beginning. His ministry to the end; his name is mentioned first in every list of the Twelve; and he is one of the three intimates—Jesus' little inner circle. His record of Jesus, through an "interpreter" or amanuensis, John Mark, is looked upon as the kernel Gospel. His prominence continued long after the events of the crucifixion, throughout the early formative period of church history—he is thus the central figure of the first half of the Book of Acts—and the extra-Biblical traditions that cluster about his latter years are more reliable than almost any other of the apostolic church.

#### Christ's Two Questions.

It was a crucial hour in the experience of Jesus and his disciples when he asked them the question, "Who say ye that I am?" He first inquired, "Who do men say that I am?" Three opinions were current. Some, like Herod Antipas, thought he was John the Baptist risen from the dead, "a superstitious notion growing out of guilty fear on the part of the murderer, and finding some currency among his followers." Others thought he was Elijah, whose return had been predicted by the prophet Malachi. Still others thought of him as merely one of the prophets. All these views were inadequate. Jesus was already aware of the failure of the people to appreciate him, and apparently the purpose of his question was to prepare his disciples for the much more important one, "Who say ye that I am?"

#### Peter's Confession of Faith.

It was the impulsive Peter who

responded for the apostles: "Thou art the Christ, the Son of the living God," as Matthew tells us. At first the disciples had accepted Jesus as the Messiah on the authority of John's testimony. But when his conduct proved so different from that which they had expected of the Messiah, doubt arose in the mind of John, and probably also in the minds of the disciples. By degrees, however, the conviction grew upon them that Jesus was in a special sense the Son of God. They had confessed this in their amazement over the stilling of the storm; and now some time later in the quiet seclusion of Caesarea Philippi, they repeated that confession. Nothing that Peter had ever said moved the heart of Jesus so profoundly as the utterances of this conviction. The light of heaven was shining in Peter's soul that day.

#### Tempted, But Prayed For.

"But I have prayed for thee, that thy faith fail not." Jesus has in mind Judas' impending shameful defection and betrayal. But, he says to Simon Peter, Satan has you all in his thrashing; and you (thee) especially he would make his victim (the first "you" is plural, the second singular). I'm praying hard that he may not get you and cast you with his winnowing-fan, chaff, to damnation; that you may settle, like the corn-kernels, on the ground of steadfast faith. But, look, out!"

#### It is a fine, courageous, if over-

confident, word with which the apostle declares Jesus' fears to be groundless so far as he is concerned. May we not suppose that it pleased the Master? Still he must regretfully prophecy base, repeated denial, and so soon to follow the boast: "Let him that thinketh he standeth take heed lest he fall." 1 Cor. 10:12.

#### In the hour of trial,

Jesus, plead for me!—Lest by base denial I depart from thee."

#### Peter's Great Sin.

"The fall of Peter is a mirror of human infirmity, and a memorable example of God's goodness and compassion. Peter acted inconsiderately in entering the high priest's court. It was proper to follow the Master, but he had been warned of his possible defection and should have avoided the occasion. Conscious weakness should not hinder us from going whithersoever God calls us, but it ought to restrain rashness and stimulate to prayer."—John Calvin.

The twice-repeated out-and-out denial by this intimate friend of Jesus, who had been plainly forewarned, is hard to understand, explain or excuse. The deliberateness of it fairly shocks us. Was it fear that overcame him? Or just a momentary lack of faith in his Lord. The Christian church has ever stood aghast in the face of the shame of it. His cursing and swearing (Mark 14:71) makes matters worse.

#### Peter's Repentance.

"And Peter went out and wept bitterly." Satan did not get Peter after all. The repentance of his bitter weeping restored him to

a faithful discipleship; and in the sequel he did indeed strengthen his brethren (Luke 22:31). Bernhard Weiss' comments: "Seeing that Peter was forgiven and became so useful, let him that knows he has fallen rise up in earnest repentance." And Doctor Crannell: "Those bitter tears were a healing flood, sweeping much selfishness and sin out of his soul, and helping to prepare him to receive the healing balm of Christ's entire forgiveness." We remember, too, Martin Luther's well-known remark: "If I could paint a portrait of Peter, I would write on every hair of his head, 'Forgiveness of sins!'"

#### Peter and the Risen Lord.

This last and significant meeting of Peter and his Lord, now the risen Lord, takes place not in Jerusalem, the city that had cast him out and murdered Him, but in the homeland, Galilee, where they had spent so many happy hours together. The Eleven must have returned northward full of hope and expectations, even though uncertain as to the full meaning of what had happened.

Peter is here, as elsewhere, the representative apostle. Jesus' word to him is intended, generally speaking, for them all, and for us. The work of shepherding, of feeding with the word of life, of guiding and caring for Christ's flock, the men and women and little children whose Saviour-Shepherd he would be, was now deputized to his disciples. The supreme qualification for this service is love. This is why Christ keeps repeating to Peter that inquiry, "Lovest thou me?" The added "more than these others (do)" may have reference to the fact that he was to be a leader among them, and at the same time, perhaps, harks back to his denial.

#### Special Lessons.

1. Jesus saw in Simon two men: Simon the son of John, and Peter a son of God. Simon Peter is the Jacob of the New Testament.
2. "If someone should fall from this pier into the water, would he be drowned?" an old boatman was asked. With a quizzical smile he answered: "Nope, it's not falling into the water that drowns a man." "What is it, then?" "Staying there."
3. Peter's redeeming virtue was

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his invariable rebound from faithlessness. Whenever he fell down he straightway got up on his feet again. You need never despair of the man who, when sinking, has the good sense to cry out to Jesus, "Lord, save me!"

## Jumbo News

By EDNA HALL

Rev. Brewer preached Sunday morning and evening. Mr. and Mrs. Dee Woolsey and children of Clovis, New Mexico, visited her father, Mrs. King, Saturday night and Sunday.

Miss Louise Jacobson visited home folks at Hereford over the week-end.

Rev. and Mrs. Brewer and Mr. and Mrs. C. D. Spencer visited in the C. Andrews home Sunday.

Miss King of Frio visited Mr. and Mrs. Freeman Sunday.

Mrs. Ovid Pinckert visited Mrs. Noel Andrews of Hereford Saturday.

Mrs. Jesse Lindsey of Wyche was a Jumbo visitor Sunday. Mrs. Horace Baird and Mrs. M. L. Stinson attended church at Dimmitt Sunday morning. Mr. and Mrs. Noel Andrews and children and Mr. and Mrs. Ovid Pinckert and children visited Mr. and Mrs. F. L. Pinckert Sunday. Mrs. W. L. Hall visited Mrs. E. S. Ireland Saturday afternoon. Mr. King left Sunday afternoon for Oklahoma to visit his brother, who is ill.

Mrs. L. E. Beck is on the sick list this week.

Brother Brewer will preach for us again the fourth Sunday in November.

How does the price of writing paper run? It don't run—it's stationary.

### SIX CHILDREN SURVIVE MRS. THOMAS, PIONEER

Mrs. Vastine Thomas, whose funeral services were held here

at the Methodist church, October 22, was born in Georgia, June 2, 1853, near Atlanta. She came to Hereford with her husband in 1901. The husband died here in July, 1928.

Surviving her are three daughters, Mrs. J. T. McClain and Mrs. Jim LeGrand, Hereford; Mrs. T. M. McBroom, Canyon; three sons, A. L. and Luther, Hereford, and J. E., Ende, New Mexico.

## Winter Coats---

AT ROCK-BOTTOM PRICES

Come and make your purchase of COATS

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One rack of Dresses, \$15.00 Values, now two for

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Sale On Hose

Best by every test.

## FASHION DRESS SHOPPE

PHONE 201



Raised Everyone... of a Litter of FIFTEEN..

CORA MAE BRIGGS, Seward, Nebraska. Member of 4-H Club, Big Elm Pig Club, Blue River Baby Beef Club, Wild Rose Clothing Club. August 24, 1929. Nutrena Feed Mills Inc., Kansas City, Kansas. Dear Sir: In 1927 I raised 7 pigs from 8 farrowed; in 1928 11 pigs from 11 farrowed, and in 1929, 15 from 15 farrowed. I fed them on Nutrena Pig Starter. This is my third year in 4-H Club work. I won 1st prize, 11 seconds, 5 thirds, 4 champions and 2 grand champions on my herd at the Seward County Fair this year. My premium check was \$10.00. My litters have shown excellent results on Nutrena and I certainly expect to continue feeding it. Yours sincerely, CORA MAE BRIGGS.

Look what Cora Mae Briggs did! Could you do as well? You can if you use Nutrena—the feed that reduces losses by producing big, thrifty, kinky-tailed pigs that you'll admire and make money on.

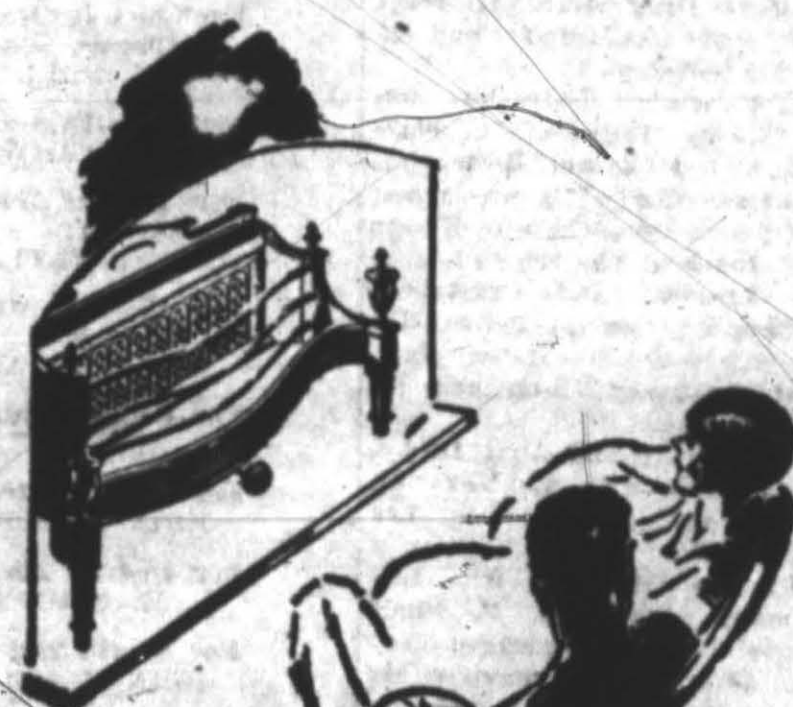
Nutrena Feed Mills Inc. New Station, Kansas City, Kans.



SOLD BY

Farmers Elevator Company

PHONE 468



# Keep the chill away

Keen winter winds often mean chilly rooms on one side of the house or the other. And even the best regulated basement heating plant sometimes fails.

Those are the times to start up the Radiantire and keep the chill away. Humphrey Radiantires give economical, flexible gas heat... healthful heat, by glowing, direct radiation. And they come in many pleasing designs.

Let us demonstrate for you... economy and comfort combined with artistic beauty.

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## West Texas Gas Company

## D. K. ROBISON, M. D.

RESIDENT PHONE 500

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First: Germ-Processed oil is thoroughly de-waxed and does not congeal at low temperatures. Second: Germ-Processed oil does not drain away during periods of motor idleness.

The initial "turning-over" process is made easier by the protective lubricating film which is on duty before you touch the starter. The usual 40% to 60% of motor wear occurring during the starting period is greatly reduced. Conoco Germ-Processed Motor Oil gives you

safe starting—and quick starting, even at zero temperatures. Change now to this new oil. Use it all winter for motor safety and economy. You always will find Germ-Processed Motor Oil at stations bearing the Conoco Red Triangle.

## CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL



## High School Accredited Since 1926 by Southern Association; Must Have Librarian by 1932

By C. H. DILLIHAJ, Superintendent

The new rule of the Southern Association of Colleges and Secondary Schools providing that high schools of more than 200 enrollment be required to make a complete report only once in three years was a boon to Hereford school authorities. The schools are so grouped that one third of them makes a report each year. Once Hereford was lucky and a complete report will not have to be made until 1932, provided the final report shows that the school meets the standards. A few of the standards and the manner in which the Hereford high school meets them might be of interest to the community.

Standard "A" reads: "No school shall be accredited which does not insure for graduation the completion of a four-year high school course of study embracing sixteen units." The local high school has offered seventeen units for graduation for several years.

Another standard requires that the minimum scholastic attainment of the faculty of any second school on the Southern list be not less than 75 per cent of the total number of teachers in academic subjects should hold bachelor's degrees from a college proved by the association. Ninety per cent of the teachers in Hereford high school hold such degrees.

Another requirement is that the minimum teaching load of any teacher should be 750 pupil-periods a week with not more than six daily recitations. The statement made that the Commission will utilize with extreme care any school in which instructors teach many as six daily recitations. Hereford high school teacher as many as six daily recitations, though one teacher had 700 pupil-periods per week at the time report was made. This will probably adjust itself through with- draws, change in schedules, etc. However, this teacher does not have study hall and no trouble is anticipated over the excess teaching.

It is also required that library laboratory facilities be adequate for the needs of instruction in the courses taught. This requirement has been met until this year when additional library provisions have been added. High schools with rollments of 200 to 600 must have 1000-2500 books, 15-30 magazines, and at least one daily newspaper. There are 1500 books in the library, one daily paper, and 16 magazines subscribed for. A school is also required to provide one dollar per student for the library each year and a full time librarian with training of a teacher plus certain library training. Other requirements as to organization, library instruction for freshmen, and physical equipment are made. Practically all of the requirements are now being met with the exception of a full-time librarian. Schools are required until 1932 to meet this requirement. They will be warned two years and if the conditions are not met the third year they will be dropped from the list of

school accredited by the Association. Buildings and other equipment are well in keeping with the standards required. Only schools shall be considered which rank well in efficiency of instruction, acquired habits of thought and speech, and the general intellectual and moral tone of the school, as these are considered paramount factors. The report of college freshman grades is also considered and where failures are excessive, the school might lose its standard. The last report gave Hereford graduates 9.9 per cent failures, while the average for the State was 16.5 per cent. Not more than 15 per cent of the students should be taking more than four subjects. Only 12 1/2 per cent were taking five subjects the first six weeks, all of whom had a "B" average last year or were repeating one or more subjects. Some of these have been asked to drop the fifth subject since the first six weeks ended if the reports showed unsatisfactory work. No student in the Hereford high school is allowed to take more than five regular subjects.

Before any school is considered for membership in the Southern Association, it must be in the highest class of schools as officially listed by the proper authorities of the state (State department of education in Texas). The Hereford school has been so ranked by the state department of education for several years and has been accredited by the Southern Association since the fall of 1926. The employment of a full-time librarian is the only serious problem now facing the school in meeting the standards, and doubtless a way will be found to meet that requirement when the time comes. At present the size of the school and the number of books in the library may not justify the employment of the full-time librarian but probably will do so in another year or two.

### Easter News

By Miss Emerald Smith

Mr. and Mrs. Simons called on Mr. and Mrs. Frye Sunday. Annie Mae Smith, Lois and Floyce Link, Mozelle Whitfield and Louise Ann Frye spent Sunday with Mr. and Mrs. Fred Walton. Mr. and Mrs. Saxon spent Sunday with Mr. and Mrs. Frye. Mr. and Mrs. George Chambers spent Sunday in the Frye home. Evelyn Reynolds spent Sunday with Cala Ray Frye.

## FOOTBALL

(Continued from Page One)

ently outplayed the Whitefaces until late in the game. Canyon deserved to win for the fine fighting spirit the team put up, and Hereford fans who knew the Whitefaces were capable of playing a much better brand of ball than they gave out Friday, are ruefully acknowledging the Eagles' performance.

The first half was fought out in midfield, neither team showing unusual strength, although Canyon furnished a brilliant offense that gained them a good lead in first downs. The Eagles were penalized to their 20 yard line and Hereford was forced back to their 27 yard line as near as either came to striking distance.

Canyon's score, a touchdown, came in the third quarter when a Hereford halfback, dropping back to circle wide around left end, was milled on his own 10 yard line for a 12 yard loss. Returning a punt from the 30 yard line to the 22, the Eagles started a march that gave them their counter, and furnished all the discussion pro and con since then and probably for several years to come.

With the ball on Hereford's 1 yard line, fourth down and goal to go, the Eagles made a line buck, fumbled the ball and Hereford recovered it behind their own line. To all appearances the play was a touchback, but the umpire ruled that Canyon had the ball over the line before fumbling, and the referee pronounced it a touchdown, which was plenty to win the game.

The Whiteface band and pep squad furnished a considerable bit of color and gaiety to the game. The band played almost continuously and the pep squad made themselves heard whenever the yelling spectators gave them a chance.

At the intermission between halves both the Canyon and Hereford pep squads gave pretty drills on the field, each paying tribute to the other's team in graceful letter formations and with appropriate yells for both their own and their opponents' schools. It was the first appearance of the Hereford girls in their new red and white pep squad suits, and their home town folks were surely proud of their showing.

### First Quarter.

Canyon kicked off, Hereford defending the north goal, and returned the kickoff from the 30 to 40 yard line. Gaining 7 yards in three plays, the Whitefaces pun-

Eddie Lee Allen, Va Allen and Aubrey Bruton spent Sunday with Emerald Smith. Paul Medley is visiting with Mr. and Mrs. Medley.

ed to Canyon's 20 yard line and it was brought back 25 before being downed. The first play gave Canyon a first down. After making 7 yards on the first play, Hereford's fumble of Canyon's punt was recovered by Canyon who marched for another first down to put the ball on Hereford's 28. Two penalties in a row set Canyon back to the 40 yard line but a pass on the fourth down again put the ball on Hereford's 27 yard line.

Jack Russell went 8 on the first play, but was hindered no gain on the next, and Stone plowed through for 5 and Hereford's first down. Russell hit them for 4 more, the Whitefaces got 5 yards backset for offense and then got to the receiver of their 33 yard punt to nail him in his tracks on his own 30 yard line. After making 7 yards in three plays, the Eagles drew a 15 yard penalty, but not in the least daunted they made it back and enough for a first down on their own 42 yard line.

Russell took their punt on his 35, signalling for a fair catch and Hereford kicked off to Canyon's 10 yard line. Canyon brought it back to their 35 on the play, and Hereford recovered their fumble as the quarter ended.

### Second Quarter.

On the first play Hereford took the ball from Canyon's 48 yard line to their 27 only to draw two penalties of 5 yards each, and a pass though successful put the ball on Canyon's 25 marker. An attempted pass on the fourth down gave the Eagles the ball.

They made a first down and then punted, the ball being downed on the Whiteface 40 yard mark. Making 4 yards in the plays, Hereford punted to Canyon's 13 yard line only to have it brought back by their safety to their 43. Again making a first down, but just afterwards drawing a penalty, Canyon's punt to Hereford's 10 yard line was brought back to the 25.

Punting on the fourth down with but 6 yards gained Hereford threw the receiver on his own 35 yard line. Gaining 8 yards by line plays, a beautiful pass on the fourth down shot the ball from Canyon's 43 yard line to Hereford's 30. Making 2 more yards at the line, a pass to the 12 yard line was intercepted and carried in the reverse gear to Canyon's 47 yard line. A pass on the first play put the ball to the 37 marker for a first down, and a second pass failed as the half ended.

### Third Quarter.

Canyon returned the kickoff to their own 35 yard line. One Rogers Orr, who, by the way, played one of the best games Friday he has ever played for the whitefaces, broke through and set the Eagle ball totter back for a 5 yard loss. After making a 4 yard gain Canyon punted out of bounds, 7 yards from line of scrimmage. Hereford getting the ball on the 41 yard

line. A two yard gain was offset by a 10 yard penalty, although J. Russell came right back a 15-yard slashing gain. A punt out of bounds gave Canyon the ball on their 20.

They made two yards and punted after G. T. Higgins broke thru and gave them a back-set, but Hereford fumbled and Canyon recovered on the 50 yard line. Canyon broke loose for 20 yards. Rogers Orr again went through and set them back, but they made another first down before losing the ball to Hereford on the latter's 22 yard line.

On the first play Hereford was thrown for a 12 yard loss on their 10 yard line, they punted to the 50 only to have it brought back

to their 22 before it was downed. Canyon staged a march to the goal line in successive line plunges that took 8 plays to make it in two first downs. A trick play at the line for the extra point was smashed flat.

Canyon kicked off, Hereford being downed on their 35. After making a first down Hereford punted and the ball was downed on Canyon's ten yard line. Canyon drew a 5 yard penalty and had the ball on their own 5 yard line as the quarter ended.

### Fourth Quarter.

Canyon punted to their 30, a pass on the first play failed. Stone went through for 4 and Russell went through, around and over for 20 to lay the ball on the 6

yard line. An attempted end run ended disastrously with the ball carrier being pushed through for a 9 yard loss on the 15 yard line. It was brought back 5 yards on the next play, but two passes in succession failed and it was Canyon's ball on their own 20.

The punt was downed on Hereford's 40 yard line and a steady march in successive downs to Canyon's 15 yard line where it went over on downs. The Eagles again punted, the ball was downed again on Hereford's 40 yard line, and again a steady march in successive gains carried the ball to Canyon's 13 yard line, where it went over on downs. Their punt was downed on their own 25 yard line as the final whistle blew.

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One lot ladies' new fall hats, regular \$1.95, choice	<b>\$1.19</b>	Children's taped union suits very special, each	<b>59c</b>
Ladies' fancy trim non-run bloomers, 2 pair for	<b>\$1.00</b>	Men's overalls, regular price \$1.49, each	<b>\$1.19</b>
Ladies' fall wash frocks regular \$1.95, each	<b>\$1.69</b>	Beaters and Green Bowls, while they last, each	<b>39c</b>
Men's heavy union suits very special, each	<b>98c</b>	Genuine Tungsten electric light globes, each	<b>15c</b>
Boys' heavy union suits, very special, each	<b>69c</b>	Children's fancy lunch boxes, each	<b>25c</b>

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### The Goblins Will Get You If You Don't Look Out!

This is the Hallowe'en season and the "spooks" are out. It's ALWAYS a good idea to watch out for "Goblins" in the form of smooth talk by "Foreign" Owned Stores. They try to "bait" you; then you'll regret it. Trade with your HOME-OWNED Helpy-Self; SAVE MONEY on every purchase!

### Prices For Friday and Saturday

Pork and Beans three cans	<b>25c</b>	FLOUR, Amarillis 48 lbs \$1.58, 24 lbs	<b>84c</b>
SOAP, Toilet Cocos Three bars	<b>21c</b>	SUGAR Ten pound sack	<b>58c</b>
COMPOUND Eight-pound pail	<b>\$1.09</b>	SPUDS Ten pounds	<b>28c</b>
OXYDOL Large	<b>22c</b>	CHEESE, Long Horn, pound	<b>28c</b>
COFFEE, Schillings, two lbs 83¢, one lb	<b>43c</b>	MATCHES Diamond, six boxes	<b>21c</b>
TOMATOES No. 2 cans	<b>10c</b>	APPLE BUTTER Cardinal, quart	<b>22c</b>
BROWN'S Graham Crackers, 2 lb box	<b>25c</b>	BACON Fancy, smoked, lb	<b>28c</b>



# Fox Mercantile Co's. Fall Sale Continues

Finishing its second and beginning its third week, Fox's great price-slashing campaign goes merrily on, reducing the cost of wearing apparel to the lowest levels reached in many, many years. We are endeavoring to bring

the price of merchandise down to an even footing with the price of crops, and in many instances the cost of the goods has been absolutely ignored. The prices we are giving during this great Fall Sale just can't last long.

GET ALL YOUR WINTER WEARING APPAREL DURING THIS TIME OF SAVING!

<b>Work Shirts</b> Uncle Fuller, coat style, extra special for the Fall Sale— <b>69c</b> <b>Children's Hose</b> Children's Cadet Hose, double knee, reinforced heel and toe, color black and brown, regular 50c quality. These are discontinued numbers, choice, a pair— <b>15c</b>	<b>Ready-Made Curtains</b> Rose, gold and blue, 2½ yards long, choice, pair <b>48c</b> <b>Children's Unions</b> Children's waist Union Suits, long sleeve, ankle length, 9 to 12— <b>45c</b>	<b>Prints</b> 36-inch English Prints, new fall patterns, yard <b>12½</b> <b>MEN'S LUMBERJACKS</b> Men's Cotton Jerseys and Lumberjacks, special for the Fall Sale— <b>\$1.95</b> <b>Pillow Tubing</b> 36-inch pillow tubing— <b>19c</b>	<b>Table Damask</b> 58-inch Table Damask, colored borders, yard <b>45c</b> <b>Boys' Union Suits</b> Heavy ribbed, winter weight, Sizes 6 to 16 <b>69c</b> <b>Men's Union</b> Extra value, heavy ribbed, bleached, sizes 36 to 46 <b>89c</b>	<b>Curtain Scrims</b> Curtain Scrims, colored borders, yard <b>10c</b> <b>Men's Socks</b> Black, brown and blue, priced special for our Fall Sale, pair <b>10c</b> <b>Work Gloves</b> Men's Canvas work gloves, special for Fall Sale, pair— <b>10c</b>	<b>House Dresses</b> One rack fast color House Dresses, short or long sleeves, your choice— <b>79c</b> <b>Blankets</b> Blankets, gray only, size 66 x 80, weight 3 pounds, wool finish, pair <b>\$1.45</b>
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## Here and There

BY MRS. C. E. TICE

There was a large crowd at the Sunday school and preaching services Sunday morning.

Misses Elsie and Mattie Andrews, Elmer Jones and Owen Andrews spent Sunday with Jodie and Leatrice Benson.

Miss Helen King spent Saturday night and Sunday with friends at Jumbo.

Mr. and Mrs. R. Behrends of Kress, Mr. and Mrs. Otto Behrends and Mr. and Mrs. Henry Behrends of Summerfield spent last Sunday at the parental Behrends home.

Mrs. Mobley and Mrs. Harlin spent Monday canning at the home of Mrs. Allman.

Mr. and Mrs. Emmett Dixon of near Dimmitt attended church at Frio Sunday and spent the remainder of the day at the W. S. Dixon home.

Mr. and Mrs. H. M. Mobley and children were Sunday guests at the Sparkman home.

Mr. and Mrs. L. E. Williams and Mrs. Allman of Floydada spent the week end in the Allman and Williams homes.

Last Thursday the club met with Mrs. C. E. Tice in an all day meeting. Officers were elected but do not begin service until January 1. Mrs. J. W. Berry will be president, Mrs. Paul Williams, vice-president; Mrs. Earl Springer, secretary-treasurer; Mrs. C. E. Tice, parliamentary and reporter. The club quilt was nearly completed and the date it will be given away will be announced soon.

Mrs. W. L. Tice, Mrs. Holland were assistant hostesses, Mrs. Hunter being ill and unable to attend.

Rev. Fields spent Sunday at the J. E. Andrews home.

Mr. and Mrs. Roy Boyd and baby spent Sunday in Hereford.

Miss Oneda Jordan was absent from school Monday because of illness.

Intermediates had charge of the chapel exercises Friday afternoon and if the seniors expect to beat they they will have to step lively. Several patrons were present and enjoyed the program.

Mrs. J. E. Andrews spent Monday afternoon with Mrs. C. E. Tice.

Messrs. and Meses. Henry Allman, Erks Williams, Paul Williams, Leon Williams, L. E. Williams and son, Meses. Allman spent Sunday at the Jim Bagwell home near Bethel.

Mmes. Jack Roberson and Malcolm Cassels spent Friday with Mrs. Guy Ham.

Mrs. Guy Ham spent Tuesday with Mrs. Fisher in Hereford.

Mr. and Mrs. W. R. Dixon spent Tuesday in the Leo William home.

Mr. and Mrs. W. L. Tice visited Sunday in the Goad home at Dawn.

Most of the farmers are nearly through cutting feed.

Mr. and Mrs. Albert Beauford are driving a new car.

### Frio Public School Items.

Monday, Weldon Lindsey caught a snake. Mr. King preserved it in formaldehyde in a glass jar.

Pupils of Frio are to take typewriting. The typewriter has been ordered and will be here soon and they are anxious to get started.

High school classes have ordered classics to study in English.

About 30 volumes have been ordered for the library and will arrive soon.

Thursday Mr. Avery, county superintendent, visited school and inspected Frio for standardization.

In order to be a standard school at least 800 points must be made out of a possible 1000. Frio scored 900. We expect to score higher when the state inspector checks up according to Mr. King, principal.

Judge Avery says the school is progressing fine and it is the best Frio has ever had and he was well pleased with conditions here.

Friday intermediate classes got

on chapel program with scripture reading, Jack Barber; reading, Gus Barton; song, class; reading, G. A. Springer; reading, Ruth Jones, and a yell by the class.

Ruth Jones, president, presided over the program, read by Jack Barber, president. There were several visitors.

Monthly examinations will be October 29 and 30.

### REPORTER.

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## Courthouse News

### Warranty Deeds.

Hiram Jones to John Henschel, 200 by 375 feet out of NW corner block 20, Evants addition; \$10.

W. B. Dameron to G. B. McElroy, part of lot 9, block 3, 50 by 150 feet, Womble addition; \$475.

J. G. Weir to C. P. McCollough, 20 acres out of north part section 111, M-7; \$5000.

Maymie L. Oliver to E. G. Wiseman, W½ section 41, block 7; \$12,800.

Wilbur F. Goodspeed to Edith J. Buehrig, N½ section 14-6N-2E, \$1 and mutual partition.

Edith J. Buehrig to Wilbur F. Goodspeed, S½ section 14-6N-2E; 1½ and mutual partition.

August Koch to J. E. Hill, N¼ section 79, K-5; \$10,310.

Easter Smith to Guy Smith, part of lot 6, block 7 Womble addition; \$125.

J. L. Woodford to H. G. Conkright, N½ section 21, K-4, \$10 etc.

Mrs. Nannie E. Ross to Lee Lambert, lots 13 to 18 and west 70 feet of lots 19 to 24, block 39; \$2,000.

Claud Higgins to T. F. Major, S½ of S½ section 64, K-4; \$5000.

A. M. Jones to Ross Fuller, NW¼ section 10-4N-3E; \$4000.

B. O. Bertrand to Ross Fuller, N½ section 24-4N-3E; \$9440.

J. B. Maxey to Ross Fuller, NE¼ section 1-3-3; \$3000.

A. D. Worley to E. J. Grady, lots 1 and 2 and part of lot 3, Lambert subd., block 6 Womble addition; \$800.

Alvin C. Thompson to A. M. Gillespie, 75 by 139 feet of NE corner block 9, Evants addition; \$400.

Arch D. Collins to Mrs. Josephine Collins, E½ section 11; \$1.

W. B. Farmer to C. F. Kerr, 119 by 160 feet of SW corner blk.

2, Evants addition; \$1500.

Thomas Van Bibber to Troy Womble, SW¼ section 21-4N-2E; \$2000.

W. T. Carruthers of Florida to R. L. Jackson, block 46, Evants addition; \$725.

George W. Hare to Eugenia Mable Hare, undivided ½ of E½ section 53, K-6; \$1800.

L. Baskin to J. A. Daniel, lot 1, block 2, Durant subd. of block 20, Mabry addition; \$150.

H. V. Williamson to W. I. Kucker, lots 15-16, block 31½ Renfro & Price subd., block 31, Evants addition; \$500.

Otto L. Culwell to A. U. Livingston, W½ lot 18, block 4, Womble addition; \$310 etc.

Gus Laquey to W. E. Archer of Pampa, section 16, B-5; \$22,703.

J. M. Stokes to H. M. Stokes, W½ section 26-2N-1E; \$8000.

L. L. Taylor to E. W. Miller, NW¼ section 13-4N-1E; \$2000.

Alvin C. Thompson to James R. Robinson, lot 4, block 14; \$3500.

Gladys Zion Berry to Mrs. Hatfield F. Hammond, 50 by 150 feet of north part of block 9, Evants addition; \$900.

A. C. Barnhart to J. G. Weir, 20 acres of north part of section 11, M-7; \$1000 etc.

Letters of Patent.  
Governor Dan Moody to S. F. Williams, sections 4, 5 and 6, block C.

Station Lease.  
H. M. Campbell to Magnolia Petroleum Company, station in NW corner section 31, 38 miles west of Hereford, for one year, consideration one cent a gallon on gasoline sold.

## Bufs to Meet Tech Matadors This Week-End

Canyon, October 29.—November 1 will be "Home Coming" at the West Texas State Teachers College, and on this date thousands of former West Texas students are expected to pay a visit to their Alma Mater.

As a feature attraction of the day, Coach Reed's stampeding Buffaloes will meet the Texas Tech Matadors in a game of football; the game will start promptly at three o'clock.

These teams have met annually for the past five years and the fans have always got their money's worth. In past meetings the Matadors have won three and the Buffs won two games. The Buffs won in 1927 and 1929.

It is expected that the Tech fans will bring a special train and some 500 cheering Matador supporters. A section of the Buffa stadium will be reserved for the West Texas Exes, and it is hoped that all who come will secure seats in this section.

A former yell leader will be on hand to lead the Exes in their yells, cheering the Buffs on to battle against the scarlet-clad warriors from the Hub city.

Walter, this pork chop has a piece of steel in it.

Yes, sir, it came from a razor-back hog.

## HOT WATER

all year 'round

for a FEW CENTS a day!

THINK of the comfort of a steaming bath, think of having hot water plenty for every purpose at any time of night and day! The most modern water heater manufactured by the American Radiator Company is on display here and we'll be glad to explain it to you—how it works, how economical it is, and best of all how you can pay for it while it serves you. It is called the Hotcoil.

Hereford Plumbing Co.

Phone 47

H. H. MARSHALL, Proprietor



## Announcing

THE NEW

## General Motors Radio

To Hear and to See Is to Believe

The new GENERAL MOTORS RADIOS are on display in our show room.

We invite you to come in and see and hear something entirely new in the radio world.

## BLYTHE BROS.

PHONE 176.

406 MAIN STREET

### GIFTS FROM 7 PEOPLE ARE ACKNOWLEDGED BY LIBRARY

The following persons have given

books and magazines to the library since the last announcement: Robert Green, Lois Jane McKee, Mrs. B. R. Dixon, Mrs. C.

R. Smith, Mrs. Lee Curry, Mrs. Bonnis Ellison and Mrs. E. C. Eubanks.

# ALAMO

Lump and Washed Nut

# Coal

From the Walsenburg District

Clean to Handle—Long-Burning, with a minimum of ash and soot. Put in your winter's supply of this good coal and enjoy warmth and comfort thru all the cold weather ahead.

Phone 265

West Texas Feed & Seed Company

## E. B. Black Company

(Our Specialty)

## Home Furnishers

We are especially prepared to furnish your home in every particular, and at much lower figures than a year ago—or even six months ago.

FOR THE LIVING ROOM—A beautiful new piano, also a lovely living room suite to harmonize.

FOR THE DINING ROOM—A splendid eight or nine piece walnut dining suite, or a small junior suite in walnut or other colors that please.

FOR BEDROOM—The Colonial pattern bed with Hollywood vanity with chest, in walnut or colors as you like.

FOR KITCHEN and BREAKFAST NOOK—We can please you better than ever before, and at a smaller cost.

FOR YOUR MUSIC—We can supply you with Philco or Victor radio that gives you service. These are sold on terms and at much lower cost than before.

GAS EQUIPMENT—For every room. If you will let us figure out your wants you will truly have satisfactory service, both with a range and heater.

ODD PIECES—All departments of our big store are quite complete today—with such as cedar chests in walnut, occasional chairs and rockers, room size and small rugs, parlor and kitchen mirrors, odd dressers and beds, good mattresses and springs, also White sewing machines.

We will take old furniture as trade-ins for new. We have some good values to offer in used furniture.

Yours for Greater and Better Service

# E. B. BLACK Co.

The Big Store With The Little Price



### Dawn Items

BY MISS LOVIE MAYFIELD

**SCHOOL NOTES**  
Because of car trouble, Westway has failed to play off the tie between Dawn and Westway senior 7s.  
Black boys beat our boys Friday 5 to 8.  
Our senior girls challenge any team for a game. We will try to win but are good losers.  
We plan to attend the educational picture at the Star Theatre in Hereford Friday, given by the management for benefit of the rural schools.  
Chapel by high school pupils consisted of songs and talks.  
The monthly Friday night program was well attended. Lora McGowen, Hereford, sang for us, her sister Juanita and brother J. A., also sang. Miss Inez Brown helped the Mayfield family in a quartet and Jewel McGowen, Amarillo, gave a reading. These added to numbers by local folk gave us a good program.  
Mr. Walker, Summerfield, and Kelly Grey, trustee, visited our school Thursday morning.

### MY IDEAL TEACHER

By Lois Anderson  
My ideal teacher is someone who thoroughly understands her pupils, one who likes to explain, and can explain so that all of her pupils can understand what she is trying to teach, and my ideal teacher is interested in her pupils instead of teaching just to have a job. A real teacher does not keep her temper at just any little thing, but when the pupils fail to grasp just what she means, start over and try to explain it better; she has a sweet and good disposition.

My ideal teacher is interested in all kinds of sports, such as basketball, football, baseball and tennis, and tries to get everyone interested in them. She is as interested in her pupils in play time as in class, and goes out on the play ground with them and takes active part in the games as the pupils themselves. A good teacher never has any pets, but treats them all alike and tries to amuse them sometimes.

Would any pupil try to go to school and not miss a day just to be with someone who is never interested in anything but her own welfare? Would we enjoy doing the same things every day at school—recite lessons the same way and go out on the play grounds and play the same games every day with a teacher who never cares what we do just so we get out lessons and do not bother her any more than necessary? No, I do not think we would. We like for our teacher to be right with us in everything we do.

My ideal teacher uses good manners before her pupils and tries to show them the right side of everything, and when we feel discouraged that we feel like giving up, and saying we just can't learn it, she tells us there isn't any such word as can't, and tells us to keep on trying until we learn it, that we can learn anything if we try hard enough. Such a teacher makes us feel more like trying than one who says, "Well, if you just can't learn it, I suppose you can't," and assigns us another lesson.

Last but not least, my ideal teacher has time for individual in-

struction, even if it takes after school hours, for she does not make the mistake of thinking that her day begins at nine and ends at four.

### Arney News Items

BY MRS. F. W. FORTNER

Frank and Boyce Harper have returned from South Dakota to visit friends here.  
Mr. and Mrs. Lee Edmondson, Amarillo, spent Sunday in the Chas. Cox home.  
Misses Edna and Rachel Burks, Canyon students, spent the week-end at home here.  
Bernie Fortner hurt his knee playing football at school last week.  
There will be a Halloween program Thursday night at the school house.  
Miss Lottie Drennan, county home demonstrator, met Arney ladies Tuesday to organize a club.  
Several are attending court at Dimmitt this week.  
Mr. and Mrs. F. Fortner spent the week-end in the S. J. Taylor home at Loveland.  
Wheat sowing is being rushed and row crop harvest is about over.  
There will be a Halloween party at the W. Graham home Saturday night.  
Mr. Pitman lost his car by fire Thursday.

### Fairview-Palo Duro Items

By MRS. JOHN BOLING

Alfred Higgins is at home with his father until he can find employment. He is the son of Dan Higgins.  
W. T. Womble and sons made a big shipment of registered White-face heifers to Magdalena, New Mexico, last week.  
Mrs. Ollie Grabbe called on Mrs. C. C. Kellogg of Wildorado Saturday evening.  
Mrs. John Boling and son made a business trip to Hereford Saturday.  
Farmers of this community are sowing wheat during the fine weather. Some who did not wait for the rains have finished sowing.  
Mrs. W. O. Comingoer made a trip to Conway Saturday to visit her mother, Mrs. M. W. Stephens.  
Byron Campbell visited with Cecil and Burt Oglesby last Sunday.  
Rev. J. M. Jones, who recently moved from Bushland to Amarillo, filled his regular appointment Sunday. We had 76 for Sunday school

and approximately 100 for preaching services.  
Mr. and Mrs. Royce Satterwhite of Hereford attended church at Palo Duro Sunday.  
Misses E. W. and Lawrence Womble spent two days last week visiting relatives in Hereford.  
W. C. Julian visited his grandmother Thomas Sunday.  
Frances and Byron Campbell, who take music lessons in Amarillo, appeared in a recital there Saturday of last week.  
Misses Frances Campbell and Leda Smith spent Sunday with Miss Leila Mae Oglesby.

### Wyche Items

MRS. L. P. PERKINS

Mrs. Perkins called on Miss Gunter Saturday and got a num-

ber of apron patterns for Christmas aprons and any club member wishing one of these patterns can get them from Mrs. Perkins.  
Mr. and Mrs. L. P. Perkins and family visited in the C. C. Cook home Sunday.  
Noah Euton has finished his garage and house on his farm and installed a new radio.  
In spite of rainy weather the feed is almost all cut.  
C. V. Burgess and family visited relatives at Summerfield last Sunday.  
P. G. Perkins, Jr., is cutting feed west of town this week.  
Martha Nell Euton is at home suffering from chicken pox.  
November 10 is the day Miss Hall and one of the doctor's will be at Wyche to administer diphtheria toxoid.  
Mrs. E. W. Edwards and son visited in the Perkins home Sunday.  
Mrs. Jack Baker is able to be about after a month's illness.  
Dr. and Mrs. Bowe visited Mrs. Baker at her mother's home, Mrs. Edwards, Wednesday.  
Jack Grady and family visited in the Young-home Sunday.  
Mrs. Perkins called in the W. G. Franklin home at Westway Friday.  
R. W. Elliston visited the school Monday morning for a few minutes.  
Mrs. Perkins called on Mrs. Euton Monday.  
Mrs. Ed Curtisinger visited Mrs. Euton one day last week.  
The Barton children started to school Monday morning.  
Mattie Priddy and Ruth Smith called in the Burgess home Sunday.

### Daniel News

BY MRS. JOE THURMOND

Most of the feed has been cut and shocked.  
Mr. and Mrs. S. D. Blackwell and daughters spent Sunday with Mr. and Mrs. Joe Thurmond.  
Mrs. W. R. Moore and children spent Saturday with Mrs. Floyd Tomlinson and in the afternoon they went to Hereford.  
Sixteen votes were cast in the stock law election at Daniel Saturday.  
Daniel is grateful to Fairview for the invitation to their Halloween program, but since Daniel school is having a Halloween program too the same night we will be loyal to our own school and attend it. Everybody who does not go to Fairview come to Daniel.  
Daniel school had several visitors last week, among them being the county health nurse, county librarian, J. K. Gray and A. M. Walker. Mr. Gray is a member of the county school board and Mr. Walker is science teacher in the Summerfield school. The school invites them to come again.  
Hershel and Celdon Tomlinson and Marshall Lauder went to Cleco the past week.  
Mr. and Mrs. Joe Moore and children and Miss Angie Jacobs spent Sunday with Mr. and Mrs. Boyd Pepper.  
Mrs. Floyd Tomlinson called on Mrs. W. R. Moore Wednesday.  
Mr. and Mrs. Vernon Miller spent Saturday night and Sunday with Mr. and Mrs. Durwood Vernon.  
Mrs. Joe Moore spent Thursday with Mrs. W. R. Moore.  
Miss Etyle Jacobs was home from Canyon over the week-end.

HEREFORD PEOPLE WERE AT OPENING FINE CHURCH  
In attendance of the opening of

**The YELLOW PENCIL with the RED BAND**  
EAGLE PENCIL CO.  
**MIKADO**

Mrs. Perkins called on Miss Gunter Saturday and got a num-

the new \$100,000 building of the Church of Christ, Amarillo, Sunday, October 19, were several people from Hereford: Mr. and Mrs. Burl France and family, Mrs. L. E. Smith, Mrs. Patricia Allen and Mrs. D. C. Williams. They spent the day in Amarillo and report that 1200 people attended the morning services in the new church edifice.

### SEED BREEDERS ACCOUNT FOR SORGHUM SUPREMACY

Texas' supremacy in grain sorghum production depends in no small degree on her seed breeders, particularly those who multiply the pure line strains developed by experiment stations. In this connection, J. P. Roberson & Son, state licensed breeders, are mentioned. In the Brand of last week, the son included in the firm name was carried as Miles, when it should have been O. B., who lives on his farm west of Summerfield. Certified seeds developed by the father and son, O. B., are dwarf

yellow-milo, hegarl and Texas blackhull kafir.  
Another West Texan who got his inspiration to produce pedigreed seed at a state short course, is Alvis Dunn of Dawson county,

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### BUTTER NOURISHES BODY

—The Professor of Nutrition in a famous university said: "It is much simpler to promote proper growth in the young by correct feeding than to try to remedy the results of wrong feeding later in the child's life."  
—Butter helps nourish the young body, building strength and vigor.  
**Farmers Creamery Ass'n, Inc.**  
Hereford Phone 3.

**The Roof That Lasts a Lifetime**  
HERE, at last, is a roof for every type of farm building, that will outlast the structure it protects.  
Like all good steel roofing, Double-Drain is wind, hail, fire and lightning proof. But only Double-Drain gives you two-way drainage—seals the laps and makes farm buildings permanently leak-proof.  
Easily and quickly applied. One man with hammer and nails can apply as much as 25 square feet at one time. Heavily galvanized—every sheet guaranteed. Get all the facts... NOW!  
**Ceco-Steel DOUBLE-DRAIN**  
FLAT AND CORRUGATED ROOFING  
**R. H. Kemp Lumber Co.**

## PUBLIC FARM SALE

### WEDNESDAY, NOVEMBER 5

Having decided to retire from farming, I will sell at Public Auction my entire farming equipment and livestock, located at my farm three miles north of Joel Switch or nine miles northeast of Hereford, better known as the old Blassett farm, just across the road from the El Torro Farm.

**Free Lunch at Noon. Sale Starts At 1:30 P. M.**

**20—Head Dairy Cattle—20**  
The cattle consists of Jerseys, Holsteins and Durhams, ages two to seven years, good quality, extra good milkers. These cows are bred to an exceptionally good two-year-old Jersey bull which will be included in the sale. Also six head of coming yearling steers and heifers.

**10—Head Horses and Mules—10**  
1—Gray team, mare and horse, weight about 2300 pounds.  
1—Black and brown team, horse and mare, weight about 2000 pounds.  
1—Bay mare, weight about 1250 pounds.  
2—Coming 2-year-old mares.  
1—Coming 2-year-old horse colt.  
1—Brown mare with colt at side.

**HARNESS**  
3—Sets good harness with bridle, collars, etc.

**Farm Machinery**  
1—McCormick row binder, extra good.  
1—John Deere single-row lister.  
1—John Deere two-row go-devil.  
1—Single-disc harrow.  
1—Single-row cultivator.  
1—Double-disc John Deere plow.  
1—Emerson three-disc plow.  
1—Two-section drag harrow.  
2—Low-wheel wagons with bars & frame.  
1—Low-wheel bundle wagon.  
1—Walking breaking plow.  
1—Tandem-disc harrow.  
Several oil barrels and miscellaneous items too numerous to mention.

**GRAIN**  
150—Bushels threshed maize, extra good.

**One DeLaval Cream Separator.**

**7—HEAD DUREC HOGS—7**  
4—Gilts, weight about 180 pounds.  
3—Barrows, weight about 175 pounds.

**CHICKENS**  
1—Dozen Barred Rock hens.  
1—Dozen Rhode Island Red hens.

**30 acres hegarl and sorghum standing in field.**

TERMS CAN BE ARRANGED FOR AT SALE.

**H. E. Weathered, Owner**  
E. C. EUBANKS, Auctioneer. RAY BARBER, Hereford, Auctioneer

## FREE! Next Saturday

4:00 P. M., NOVEMBER 1

**Be At Our Store At That Time**

**INSTANT LIGHT Aladdin KEROSENE Mantle Lamp**

WE extend a most cordial invitation to everyone to visit our store and inspect this new 1931 line of Aladdin Lamps. Every home where oil is depended upon for lighting may now have all the pleasure and comfort of a perfectly lighted home. Aladdin light is a white light, near to sunlight in quality, is soft and mellow and just the right intensity. Aladdin light is economical too—burns one-half the kerosene and produces twice the light as the old way—actually pays for itself in a few months.

The Aladdin is simple—a child can run it. It burns without odor, smoke or noise. It is absolutely safe—no danger. No generating, pumping-up, or torch required; a match and a minute is all that is required. Over 7,000,000 people now use and enjoy it. Come in and let us demonstrate it to you—there's no obligation whatsoever.

We have arranged for a special demonstration of Aladdin Kerosene Mantle Lamps for that day, and we invite you to attend and learn of the practical value of the newest type (instant light) Aladdin. At the same time (4:00 p. m.) we are going to give away free to some one there the beautiful large Aladdin pictured above.

**This Beautiful Aladdin TO BE GIVEN AWAY FREE**

**Streu Hardware Co.**

**The New Way of Re-Roofing**  
The "RED CEDAR METHOD."  
The new Red Cedar Shingles are laid right over the old roof. Old roof does not show. Cuts down heat losses. Makes upstairs cozy and warm in coldest weather. Keeps the house cool in summer. Avoids cost of removing old roof and litter of old shingles.

**PARVALLER LUMBER CO.**





# Reddy to Serve Corner Drug Store

The Rexall Store

These Cold Mornings

Have you tried REDDY? It is a refreshing chocolate drink, served instantly, piping hot and chock full of delicious nourishment that warms you to the toes and gives you the pep these days require. Try REDDY once and you'll know what we mean.

Day Phone 105

Night Phone 238 or 473-J

"We Fill Any Doctor's Prescription."

The Best In Drug Store Goods—The Best In Drug Service

**CREDIT A BIG FACTOR**  
The man who lives by honest work. Who pays his debts and does not shirk. Who builds a credit in advance. Can take advantage of business chances. The man who works and plans and

schemes. But has no credit, only dreams. Of things he hopes to some day do. While he with credit puts them thru. The FIRST NATIONAL is ready to go. With honest men who ability show. (Copy, 1923) 42-1c

## Locals

H. G. Conkright has returned from Kansas City where he went with a shipment of market cattle.

We will start November 1 to making one delivery daily as this has been the custom in the past. Wilson Dairy. 41-1c

Mr. and Mrs. August Euler of near Summerfield, arrived home last week after several weeks visit at Hydro, Oklahoma, and the Dallas State Fair. They have a daughter at Hydro.

Those fresh radio B batteries have arrived at RICE'S. 1c

Mr. and Mrs. Frank Givan returned home Monday from Hannibal, Missouri, where they had been visiting for the past three months. They report conditions improved in Missouri, having grown better than half a crop of corn.

Joe L. Pope of Enid, Oklahoma, is visiting his half brother, J. W. Alexander, in Hereford. Mr. Pope was formerly editor of the Amarillo News, and he is at present connected with the Oklahoma chamber of commerce.

Judging by our twenty-two years in business in Hereford, do you believe we will make good our twenty thousand miles guarantee on Brunswick Super-Service tires? At RICE'S. 1c

Mrs. J. C. Cummins and son, Junior, were recent visitors with Mr. Cummins in Portales, where he is operating the motion picture theatre.

Mr. and Mrs. Sam Steele and little daughter, Ann, of Fort Sumner, New Mexico, were in from their ranch last week and visited their parents here. Mr. and Mrs. M. L. Steele and Mr. and Mrs. John L. Wilson.

Look for notice of change of deliveries. Prairie Dairy. 42-1c

Salesmen tell us we sell more jacks than any other dealer in town. The big reason for that is our large stock to choose from. At RICE'S. 1c

Mrs. H. E. Wratten left Tuesday to return to her home in Westfield, New York. She and her sister, Mrs. W. H. Jordan of Dallas had been guests of their brother, H. B. Webb.

Mr. and Mrs. W. N. Griswold of Dalhart have moved to Hereford to make their home here.

Mrs. W. F. Gillis has received a message from a friend that Mrs. Clay Coverly of Borger had died and was buried in Denton last Sunday. Mrs. Coverly had a number of friends here.

Mr. and Mrs. D. M. Rayzor and little daughter, Billie, and Mrs. Charles Newell left Saturday for Perryton where they visited for a few days Mr. Rayzor's mother, Mrs. W. H. Rayzor.

Brunswick tires with our twenty thousand miles insurance don't cost any more (usually less) than any other standard brands with their unsatisfactory "factory guarantee." RICE sells them. 1c

Mrs. W. H. Jordan has returned home to Dallas after a visit with her brother here, H. B. Webb.

How do you pronounce butter. The last syllable is always silent.

### Northwest News

By MRS. M. L. STRADER

H. O. Dorris spent Saturday night at the M. L. Strader home, returning to his home in Clovis Sunday.

Mrs. Blasingame entertained the club Thursday afternoon.

Mrs. Lige Ellison visited the Sims School Friday afternoon. Misses Velma and Reva Wright were visitors at the F. D. Ferguson home Saturday.

The pie supper at Sims school house Friday night was well attended, pies bringing a total of \$22, which is to be used for the benefit of the school.

Mrs. C. T. Reese, Mrs. E. Reese and Mrs. M. L. Strader were callers in the B. M. Wright home Wednesday.

Messrs. and Mmes. J. G. and Hugh Fortenberry were in New Mexico on business Wednesday.

Mr. and Mrs. H. C. Van Bibber are driving a new car.

There was a large crowd at our Sunday school Sunday.

Miss Margaret and Miss Catherine Steen were happy visitors Saturday.

Ladies of Northwest community are having a pie supper and social Saturday night, November 1. Everybody welcome.

### IMMUNIZATION CAMPAIGN STARTS MONDAY, NOV. 3

Arrangements are made and all plans are complete for the immunization campaign against diphtheria, beginning next Monday, November 3, according to Miss Nell Hall, in charge of the county health service.

Again, parents are urged to bring their children to the school house nearest them for immunization treatment at the times designated and do their part in preventing diphtheria in Deaf Smith county.

#### Schedule

- Monday, November 3.**  
Bippus, 1 p. m.  
Valentine, 2:30 p. m.  
Messenger, 3:15 p. m.  
**Tuesday, November 4:**  
Ford, 1:00 p. m.  
Sims, 2:30 p. m.  
Thomas, 3:30 p. m.  
Dean, 4:00 p. m.  
**Wednesday, November 5:**  
Fairview, 1:00 p. m.  
Daniel, 2:00 p. m.  
Dawn, 2:45 p. m.  
**Thursday, November 6:**  
Ward, 1:00 p. m.  
Higgins, 2:00 p. m.  
Progressive, 3:00 p. m.  
**Friday, November 7:**  
Walcott, 1:00 p. m.  
Westway, 2:00 p. m.  
**Monday, November 10:**  
Wyche, 1:00 p. m.  
Summerfield, 2:00 p. m.  
**Wednesday, November 12:**  
Hereford.

### ATTACKED ENEMY WITH FISTS WHEN GUN JAMMED

Attacking enemy gunners with his fists when his gun jammed, is one of many thrilling episodes in the story of Capt. George H. Mal-



### Local Chapter Prepares for Red Cross Call

Plans are nearing completion for the annual Roll Call of the Red Cross in Hereford when the membership drive will be made November 12-13, according to Rev. E. P. Gleaser, chairman of the lo-

cal chapter, and C. W. Humble, chairman of the enrollment committee. The county is to be divided into districts and captains appointed to interview the citizens. Hereford has a strong and effective chapter of the Red Cross, and it has always been liberally supported in the past, and continued support this year in the roll call is expected by the officials.

In time of disaster every American citizen places his dependence in the Red Cross, and it has always been liberally supported in the past, and continued support this year in the roll call is expected by the officials.

Another bunch of Deaf Smith county's fine registered Herefords went out to build up herds in New Mexico when W. T. Womble & Sons shipped last week from his breeding farm north of Hereford a number of head to Magdalena.

I think there is just one thing which keeps you from being a bare-faced liar. What's that? Your whiskers.

# STAR THEATRE

HEREFORD, TEXAS

Last Times Today THURSDAY, OCTOBER 30

Saturday Only NOVEMBER 1



Also an Octavvus Roy Cohen negro comedy, with all-colored cast.



also

An Educational Comedy

### "Match Play"

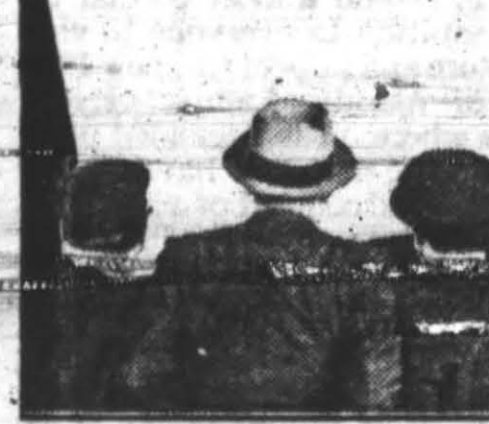
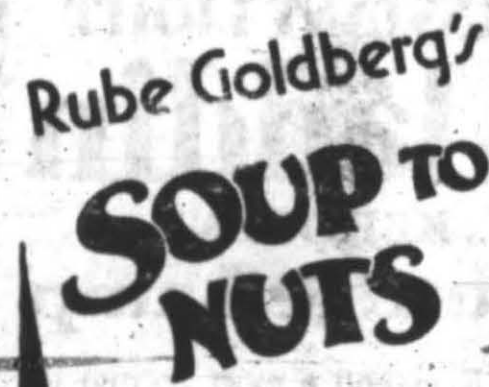
Golf champions, Walter Hagen and Leo Diegel, supported by the infamous comedians, Andy Clyde, Marjorie Beebe and Bud Jamison.



Friday

October 31st

A Laugh Riot!



Midnight Matinee FRIDAY, OCTOBER 31

Halloween Special  
Doors open at 11:30 p. m.,  
Featuring Mary Nolan in  
"Young Desire"  
Regular Admission

Coming In November:  
"The Spoilers"

"Cuckoos"

and Harold Loyd in  
"Feet First"

WATCH FOR THEM!

Monday

and

Tuesday

NOVEMBER 3 AND 4

Warner Baxter and Noah Beery



Wednesday and Thursday

NOVEMBER 5 AND 6

Ramon Navarro in

"Gay Madrid"



### A Dairy Cow Will Bring Farm Relief Quicker Than a Politician

Cream and poultry checks are mortgage-lifters.

The Western National encourages its rural customers to raise more and better milk cows, thoroughbred hogs and heavy laying strains of poultry.

A cream check a day keeps the sheriff away!

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

## GOOD USED CARS FOR SALE

Our Used Cars are not a lot of flea-bitten buggies setting out on a cold lot. When you look at, drive and ride in them you understand why we can sell more good, high class Used Cars than any other dealer in town.

Complete satisfaction goes with every car. Thus far this month we have sold 36 used cars, still our stock was never more complete. Here are a few:

2—1929 Ford Roadsters, finish like new and OK in every way. See these if you want a bargain, boys.

5—1929 Ford Tudors, a real selection to pick from. Fully equipped, good tires and first-class mechanically. Priced below the market.

1930 Ford Coupe, brand new tires, a car practically new, only 10,000 miles. ~~price for new~~ save \$200.00.

6—1928 Chevrolets in Coupes, Sedans and Coaches. These cars represent some of our best buys. The prices are right and the cars are right. See them.

1930 Chevrolet Coach, in very best of condition throughout, one of our outstanding values. See it.

1929 Chevrolet Coach, completely overhauled, finish good as new. This car was driven by a banker here in town.

2—1929 Chevrolet Coupes, in very best of condition in every way. Thousands of miles of care-free miles in these cars.

2—Model AA Ford Trucks, a chance to get a good truck at a bargain. In good condition through-

Winter is just around the corner. Has it ever occurred to you to let that repair bill, necessary for your old car to go through the winter, apply on the purchase price of one of our Used Cars that is already set for the winter? Avoid the necessity for repairs and take advantage of these real values.

We Wash Your Car for \$1.00. We Grease Your Car for \$1.00  
SATISFACTION IS GUARANTEED

Yours For Sales and Service

## Brumley Chevrolet Co.

Phone 216. "A Reliable Institution" Phone 216  
HEREFORD, TEXAS