

The Hereford Brand

SAMPLE COPY

Published Every Thursday

Our Slogan—“More People—More Farms”

32nd Year—Number 34.

The Hereford Brand, Hereford, Texas, Thursday, September 1, 1932.

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YOUTH IS KILLED BY ACCIDENT

Knocked from the running board of his automobile by another car, Edward W. Sweet, 22, of Wildorado, was fatally injured about 2 o'clock Saturday afternoon east of Wildorado as his car was entering the driveway of his home. He died shortly after he was taken to an Amarillo hospital.

The accident occurred when the automobile driven by a member of the Sweet family made a left turn into the driveway at the farmhouse. With Sweet on the running board and his car crosswise with the highway, another car coming from the rear plunged into the Sweet machine, catapulting the victim over his own car. The impact knocked the Sweet motor from the roadway and the injured man, prostrate on the pavement, was run over by the other car, according to witnesses.

J. T. King of Tucumcari, N. M., was the driver of the automobile which struck the Sweet car.

A member of the Sweet family went to Wildorado, one and one-half miles west of the farmhouse for help, and H. H. Elam of Wildorado brought Sweet to Amarillo.

Young Sweet has been working on a tractor at Wildorado and his family had gone to drive him home. His clothes were dirty and he did not wish to get into the automobile.

The Sweet family has lived near Wildorado for the past 15 years.

He was a member of the Sacred Heart Cathedral. His survivors include the parents, Mr. and Mrs. E. E. Sweet, a brother, Leo Sweet, and a sister, Dorothy Joan Sweet.

Funeral services were conducted Monday morning at Sacred Heart Cathedral, and burial made in Memorial Park.

Election Races In County Set Voting Record

Deaf Smith county made history for itself last Saturday when it went to the polls in the second primary and passed the 2000 mark in the number of votes cast. The greatest number of ballots were counted was in the race for county judge, with 2019. The races were so close their outcome was in doubt till the last.

On the face of official returns, two new county officials were chosen, C. W. Humble defeating Judge Earl W. Wilson by 191 votes, and J. P. (Jack) Rose eliminating Commissioner C. J. Paddock by the narrow margin of 10 votes in precinct No. 1. In precinct No. 2 Commissioner W. B. Phillips held his office against W. D. Kelleher by two votes, the count being set at 519. County clerk L. H. Foster kept his office by 49 votes over W. Frank Ball, from a total of 2017 ballots cast. Foster carried but one precinct of the 10 in which he ran, but his majority was enough there to offset all gains Ball made in the other nine.

Sheriff John R. Miller was kept in office by a majority of 112 votes out of 2018, by developing added strength from the rural boxes since the first primary in July. In precinct No. 3 Commissioner J. T. Guinn easily defeated W. D. Nafzger 125 to 84.

State Races. Almost as much county-wide interest was manifest in the state races as there was in the county, with the chief concern being expressed over the governor's race. While the county gave Governor Sterling a lead of almost two to one, the last state returns show Mrs. Miriam Ferguson with about 2000 majority out of 350,000 votes cast, by far the most evenly contested governor's race Texas has ever seen.

In a statement today, Governor Sterling says he is confident he will be declared elected by the Democratic convention that meets in Lubbock September 12 and 13, contending that enough illegal votes will be discovered to more than set Mrs. Ferguson's lead.

Miss Lona Beth Weaver of Canyon has been the guest of Mr. and Mrs. N. C. Vogel since Sunday.

HOW THE FRIOS DRAW SWEEPS THROUGH THE TOWN OF FRIONA AT FLOOD TIDE



The above scenes illustrate the volume and fury of the torrential waters of Frio Draw, when swollen by heavy rains it sweeps through the lower section of the town of Friona. The pictures were made two years ago when a similar tremendous rain brought the waters of the otherwise dry watercourse up to dangerous and destructive levels. There were no casualties of life when the Frio went on a rampage 2 years ago, but it rose much higher in its flood of Monday and Tuesday. Four persons lost their lives in a similar flood at Bovina, some 14 miles west of Friona early Monday morning.

Chamber of Commerce Sets Monday To Elect Officers

At a called meeting of the directors of the Hereford Chamber of Commerce in the office of its president, W. E. Cameron, last Saturday afternoon, much important work looking toward the mutual interests of the city and its surrounding territory, was accomplished.

Luncheon Next Monday.

It was decided to resume the regular monthly luncheons held on each first Monday, as was intended when the custom was discontinued for the past few summer months.

The next luncheon will be held in the basement of the First Methodist church next Monday, Labor Day, and members and citizens of the county are cordially invited to attend and take part in affairs pertaining to the community's welfare.

Appointed Nominating Committee.

As the time approaches for the annual reorganization of the chamber of commerce work, the directors last Saturday appointed a committee to nominate candidates for the directorship for the coming fiscal year. Those who will serve on this committee are Judge John P. Slaton, chairman; C. C. Acker, L. W. Carlyle, Jesse Stanford and E. S. Ireland. This committee will present at the luncheon next Monday the names of ten members from whom the members present will select by vote at that time seven to serve as directors of the chamber of commerce next year.

It is especially desired that a full membership be present Monday to voice their choice of directors.

Will Sponsor Poultry Show.

The directors at Saturday's meeting voted enthusiastically to again sponsor the holding of a poultry show in Hereford the first week in December, pledging sufficient financial support to the Tri-County Poultry Association to assure a successful exhibition as was held last year.

The chamber of commerce directors also voted to give financial assistance to enable the exhibition of a Deaf Smith county booth at the Tri-State Fair in Amarillo the week ending September 24. R. O. Dunkle, county agent, has been put in charge of the activities in preparation of the booth, he having selected and saved specimens of various breeds during the year, looking forward to the need of the time.

Plans Finished

On Highway 66 East of Town

The committee in charge announces this week that work on the development of Highway 66 east of Hereford to the Randall county line has reached the stage where exact specifications of all details of the road have been fully prepared by the highway engineers in charge and have been sent to the State Highway Department at Austin for approval.

From there the signs will go to the federal highway department for affirmation, after which they will be advertised for bids from the several construction companies building roads in the state. It is hoped the bids will be made in time for the awarding of the contracts for grading and drainage structures at the October session of the state highway department.

Deaf Smith county officials have announced their intention of bidding for the work, and if the county is successful in making the winning bid, it will mean some twenty or thirty thousand dollars will be spent for local labor during the winter months.

NEW CHRISTIAN PASTOR



REV. E. R. MCWILLIAMS

The first sermon of Rev. E. R. McWilliams, newly called pastor of the First Christian church here, will be given next Sunday. Rev. McWilliams and family moved to Hereford this week and are at home in the church parsonage.

He is a former teacher in Texas Christian University, and numbers among his students Mr. and Mrs. Marvin Alston and Miss Gladys Siegler.

Tri-County Poultry Show

Dates Set December 1-2-3

MEN'S BIBLE CLASS ENTERTAIN FAMILIES

The sales pavilion was the scene of a sappy occasion Tuesday evening when the Men's Bible Class entertained their families with a chicken fry. They had first planned to go to the creek, but the weather forced them to abandon their plans. About 300 people were present to enjoy the singing and talking and friend chicken and other good things to eat.

Besides the members of the class there were several out-of-town guests present.

BAYLOR BELTON PRESIDENT GIVES ADDRESS SUNDAY IN BAPTIST CHURCH HERE

Dr. J. C. Hardy, president of Baylor Belton College, will be in Hereford Sunday, and has promised to make an address at the First Baptist church that evening at 8:30. He has announced his theme as being that of Christian education, and the general public is given a most cordial invitation to be present and hear him.

Directors of the Tri-County Poultry Show Association met Tuesday evening to formulate plans for the holding of its regular annual exhibition. The date for this year's show was set for December 1-2-3. The Hereford chamber of commerce sponsored the conducting of the show this year, as it has done for the past several years.

That complete working plans more satisfactory to a greater number of exhibitors and interested citizens may be arrived at, the directors decided to call a special meeting for that purpose to be held at 8:00 o'clock Tuesday night of next week, September 6, in the county court room.

At that time it is expected to work out many important details and everyone interested in the holding of the poultry show is urgently requested to be present. At that time officers for the coming year will be elected and plans perfected for a Deaf Smith county poultry exhibit to be held in Amarillo at the Tri-State Fair.

Deaf Smith county won the award last year for the best county representation, and the local association is looking forward to and preparing to make an excellent showing there again.

Jack Wright of the West Texas Feed and Seed Company, was made chairman of the committee in charge of the Tri-State Fair exhibition plans.

At the coming poultry show to be held in Hereford, cash and special merchandise prizes will be offered as was done last year, when a number of business firms donated items of their stock as special inducements to bring more and better birds into the show. B. H. Hopkins, vocational agriculture teacher of the high school, was put in charge of this part of the program.

The work of conducting the show will come under the supervision of Mr. Hopkins and his class of vocational agriculture boys, who have demonstrated their efficiency and dependability in performing that important work.

Considerable interest is already being manifested by poultry growers in the coming show, and it is thought that the 1932 exhibition will exceed that of last year, when the shows of all other Panhandle points were far outdistanced in number and quality of birds shown.

There were 647 birds on exhibition by 43 exhibitors, the show being a fully accredited American Poultry Association presentation and judged by H. B. Lansden of Lubbock himself an A. P. A. director. No entry fee will be charged this year, as before.

Special commendation is due N. C. Vogel, president, and B. H. Hopkins, secretary-treasurer of the local association, for the satisfactory way the show was handled last year and the early interest being shown, which bodes well for a better exhibition for this year.

A party of young people, including Misses Theda Lou Wilson, Jimmie Clark and Messrs. Don Alfred and Orland Wilson, with their chaperone, Mrs. J. J. Clark, returned Sunday evening from a week's outing in New Mexico. While away they visited Roswell, Carlsbad, Cloudcroft, Ruidoso and other places of interest.

E. R. Trapnell of Weston, West Virginia, left for his home Monday morning after visiting with J. C. Gilliland two weeks. Mr. Trapnell and Mr. Gilliland were room mates at the Virginia Military Institute during the past four years.

Miss Ethel Rice has left for Pampa to be in readiness for the opening of the school term next Monday.

Misses Bess Westbrook of Commerce, Fern Carlisle of Dallas, and Irene Crawford of Weatherford, drove in Tuesday afternoon after having spent their vacations at their respective homes. They are teachers in Hereford schools.

J. T. Reese of Bellview was in Hereford on business Friday.

4 DROWN IN FLOOD WATERS

Flood waters of Sunday night's rains that made raging torrents of ordinarily dry water courses, were responsible for the death of four people by drowning early Monday morning when the wife and two daughters of C. S. Waddell, of Friona, were swept from their automobile caught in the flood, and Richard Caldwell of Bovina, near which place the tragedy occurred, lost his life while trying to find their bodies.

Mr. and Mrs. Waddell and their three children were returning to their home in Friona about 2:00 o'clock Monday morning, following one of the heaviest precipitations of rain that region, some 25 to 40 miles southwest of Hereford, has ever witnessed, reaching in some communities an amount of seven inches in several hours.

As they followed the highway from Bovina to Friona they encountered flood waters that looked too dangerous to cross, and they went back to the highway junction that leads to Dimmitt, thinking to follow it until south of Friona and go home by that route. A short distance east they found flood waters in the same draw, and in attempting to cross them, their car slipped from the highway in the barrow pit and turned over on its side.

Getting his family out through one of the car windows, Mr. Waddell left his wife and two older daughters, Grace Virginia, 6, and Hazel Vivian, 4, with their mother on top of the car while he took their two-year-old baby to nearby ground. When he started back for them, the baby is said to have attempted to follow him and he turned back to again place it on safe ground.

While doing this, a new and larger flood of waters struck the car and swept the wife and two daughters away in the darkness. Help that was summoned was not able to search the raging waters, although repeated attempts were made.

Monday morning Richard Caldwell, 21, while trying to swim a horse across the flood that a rope could be stretched to drag the waters, lost his balance and was himself swept away to drown.

The body of Mrs. Waddell was recovered late Monday afternoon about 13 miles downstream from the point where she lost her life. Her body had been swept from the car, down where the accident occurred into Running Water draw, a larger valley to the southeast. The bodies of the two little girls were recovered Tuesday forenoon, one of them about six miles down the valley, and the other about 11 miles down.

Funeral services for the three were held yesterday afternoon at Friona.

The body of young Caldwell was recovered about 2:00 o'clock Tuesday afternoon. It having drifted one-half mile from the scene of the tragedy.

Stories of miraculous escapes keep coming in from the affected area, much livestock and farm property is reported destroyed, but no further fatalities to people have been learned. Fences have been swept away and areas of valley crops ruined.

The flood is a repetition of a similar one two years ago that swept the same region, but did not reach the dimensions of the one this week.

Hereford folks, as a rule, contented themselves with going to the Tierra Blanca, just south of town, or to the Frio a few miles farther south, to witness the flood waters and marvel at their depth in this acknowledged dry country.

Mr. and Mrs. L. E. McBride and children of Dallas spent a few days last week with Mrs. McBride's mother, Mrs. E. J. Williams, enroute to Dallas after a month's vacation on the Williams ranch in New Mexico.

Misses Bess Westbrook of Commerce, Fern Carlisle of Dallas, and Irene Crawford of Weatherford, drove in Tuesday afternoon after having spent their vacations at their respective homes. They are teachers in Hereford schools.

J. T. Reese of Bellview was in Hereford on business Friday.

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HEREFORD, DEAF SMITH
COUNTY, TEXAS

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Editor and Manager



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NOTICE TO THE PUBLIC
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected. Special dues notices of names and addresses to the editor personally at the office on North Main Street.

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SUBSCRIPTION PRICES:
Zones 1 and 2, per year \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.50
Outside Zone 2, six months \$1.50
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



With the opening of the public schools of the Nation during the next few weeks, the American people will experience a unity of purpose that will serve to stabilize their activities and put them on a more even plane of living than has been known for several months and perhaps more than a year.

Things seem to get back in their place again when school opens and the youth of the land set forth in quest of learning. With the decided upturn of business conditions as reported for the past several weeks, with human existence getting into its customary routine for this season of the year, it is to be hoped that the sadly shattered morale of the people will be strengthened and a firmer determination of purpose be given their life.

When all is said and done, the schools are the greatest thing we have and deserve the most sincere consideration and appreciation. They look beyond the present day conception of everyday living and build for a future that visualizes the higher plane of friendship and understanding between people that has been the ideal of civilization since the beginning of time.

Youth is taught to use its own resources and be able to make its own way against the world. Sometimes parents, and less often teachers, are inclined to make the course of learning less difficult by removing obstacles and hindrances from individual students' paths, under the delusion they are benefitting the student. In the realm of education, where the ideal is to lead out and develop that which is naturally within the student, an irreparable wrong may be done by creating an impression of protective influence that is sure to be lacking in adult life.

First we forget, however, that the seemingly trivial things that distract our boys and girls, are just as important to them as their present lives as are what we consider our heavier responsibilities of the workaday world. And in the reverse sense, may it not be true that just as we regard many of our boys' and girls' problems as not of serious portent, do not many of our own troubles finally dissolve into mere figments of our imagination?

First Husband: Do you believe a rabbit's foot ever brought luck?
Second Hubby: Yes, I do. My wife felt in my pocket once and thought it was a mouse.



For lazy liver, stomach and kidneys, biliousness, indigestion, constipation, headache, colds and fever.
10¢ and 35¢ at dealers.

A LONG TIME AGO IN HEREFORD

(From Files of Hereford
Reporter, September 13, 1901.)

G. R. Jowell, G. A. Sachse and C. G. Witherspoon had appeared before the commissioners court as a committee representing the Deaf Smith county people and presented a petition bearing 200 names, 93 of whom were voters, praying the court to call a local option election. This petition was the outcome of a meeting held previously for the purpose. The court granted the petition, and set October 5, 1901, as the date of the election.

The Reporter carried a story to the effect that President William McKinley had been shot by an anarchist at the Pan-American Exposition, Chicago, the Friday before. He died at 5:45 o'clock p.m., September 13, 1901.

George L. Muse had a carbuncle on his hand, and was enjoying all the delightfully delightful sensations occasioned thereby.

Good rains were falling, lakes full to overflowing, crops in the finest condition, and cattle were going into the winter in prime shape, and prosperity was expected to make permanent camp over the Plains region—even with the Republican party in power.

One of the Sunday school teachers had asked her class who it was that led the Children of Israel out of Egypt. A young, red-headed scholar in the front row replied: "You can't prove it by me, ma'am; my folks moved in from Castro county last week."

Locals

Ezra Norton transacted business in Amarillo Saturday.

Mrs. C. Green spent Saturday in Dimmitt visiting her daughter.

Joe Evans was in Vega Monday attending to business.

Mr. and Mrs. Alton Fraser were in Amarillo on business Monday.

Artis Russell is in Austin on business this week.

Johnnie McDonald, of Amarillo, attended court here Thursday.

J. W. Kirby and son, Burrow, of Adrian, were here Wednesday.

Matt Gilliland was in Friona on business Wednesday.

Mrs. J. E. Golden spent Saturday in Amarillo visiting friends and relatives.

Mrs. Oscar Easley and son, Jimmy, were in Amarillo last Saturday visiting friends.

Miss Dorothy McDonald of Amarillo spent Friday in Hereford with Miss Maurnie Spradley.

R. E. Gill of Canyon was in Hereford Monday attending to business.

Mr. and Mrs. A. C. Thompson spent the week end on the Chas. Williams ranch near Bellview.

Mrs. John Estes and daughter, Miss Johnnie, were in Dimmitt Saturday visiting Percy Estes.

Miss Gladys Siegler spent the week end in Amarillo visiting with relatives and friends.

Carl Gilliland was in Amarillo Friday and Saturday visiting and attending to business.

Wes Anthony and family of Flagg were in Hereford Monday visiting relatives.

Colby Conkwright returned last Thursday from a short trip down-state.

Miss Elizabeth Tolk of Amarillo was in Hereford Tuesday visiting Miss Gladys Siegler.

Mrs. L. H. Spratt left Thursday for Sturgon, Missouri, to visit her parents, Mr. and Mrs. Littrell.

Many, Many Thanks, Folks—

Although I failed to win by only 49 votes, I sure do thank those of you who so loyally supported me in my race for County and District Clerk. For those of you who did not see fit to vote for me, I have only the kindest feeling. I congratulate Mr. Foster, and am indebted to him for the clean, fair way he opposed me in our close race.

To those of you who worked so untiringly in my behalf, I surely do appreciate your efforts—I'm just as grateful as though I'd won.

Thanks again, everybody.

Sincerely yours,

W. FRANK BALL

Card of Thanks.

Mrs. Elmer Patterson returned from Canyon Tuesday where she visited her parents.

Mr. and Mrs. Jack Miller of Dimmitt visited in the F. H. Oberthier home last Thursday.

J. D. Hamlin of Farwell transacted business in Hereford Wednesday.

Mrs. Effa Rutherford has as a guest this week her sister, Mrs. L. H. Davidson, of Amarillo.

Mrs. C. C. Slaughter of Canyon was in town Wednesday transacting business.

Miss Frankie Barnes of Memphis is visiting Miss Emma Jackson this week.

Mr. and Mrs. James Rutherford of Mississippi are here this week visiting his mother, Mrs. J. T. Rutherford and other relatives.

Mrs. L. B. Broadus left Saturday for Momma where she plans to spend a short time visiting relatives and friends.

Mrs. M. Y. Galloway and daughter of Plainview were in Hereford Wednesday of last week visiting Miss Eva Skelton and other friends.

Mr. and Mrs. Duke Kimbrough of Dallas arrived Sunday to visit her sisters, Mrs. T. J. Carter and Jowell Murchison.

To the Voters of Deaf Smith County---

I appreciate very much the honor you have conferred upon me. I wish to extend my sincere thanks to those who worked untiringly in my behalf and to the voters who saw fit to support my candidacy at the polls Saturday. My highest ambition, now, will be to give my best service to the people of this county.

C. W. Humble

In Appreciation of My Friends.

By this method I want to truly and most sincerely express my thanks and appreciation to my friends who so loyally supported me with your votes and otherwise on last Saturday. Again I say, thank you. Yours very respectfully, Ic W. B. PHILLIPS.

Mrs. O. R. Majors was called to Wichita, Kansas, on business. She has been visiting her mother, Mrs. E. D. Little.

C. W. Post had exploded 3,000 pounds of dynamite near Post City in an effort to bring rain. The explosive was set off at 2:50 p.m. and at 3:30 the same afternoon there was a shower. Another shot was fired at 5:30 and rain fell at midnight, and was still falling at 8:20 the following morning. The barometer fell six points, and the thermometer went down five degrees, and wind velocity increased following the explosions.

Mrs. R. A. Tynes and daughter, Thelma, had spent the previous week in Plainview and Lubbock with relatives.

A large number of citizens had "rushed" to a fire in the Cummins residence near the college, using autos, buggies and dray wagons in which to make the "rush".

Some prices: Corn, bushel, 90¢; oats, 50¢; wheat \$1.10; millet 75¢; corn chaff cwt, \$1.70; bran \$1.50; coal from \$5.50 to \$11.00 per ton.

Hereford Independent School District had a total valuation of \$2,050,980, with a tax rate of 40 cents on the \$100 valuation, giving an income of \$8,227.92. This, with the county and state appropriations of \$7.00 per capita will make ample funds for the school.

Mr. and Mrs. Jeff Gilbreath left Friday for a few days visit with relatives and friends in Dalhart and Dumas.

Mr. and Mrs. Fred Bailey visited relatives in Amarillo and Dumas last week.

Mr. and Mrs. J. M. McEntire and son, Ray, of Dimmitt were in Hereford Tuesday visiting their son, Hubert McEntire, and wife.

Ted Clancy of Cleburne plans to spend the winter with his sister, Mrs. H. G. Behrens, and attend the Hereford school.

Alton Corkern and family have been over from Clovis visiting in the home of Roy Gough at their Sulphur Park ranch. Mrs. Corkern and Mrs. Gough were girlhood friends.

Miss Frankie Barnes of Memphis is visiting Miss Emma Jackson this week.

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P. J. [Jack] Rose



Quit Speculation Have Money

THE "sure thing man" who says, "Don't listen to your banker," has his reasons. Don't "bite" at some get-rich-quick scheme... this is speculating.

Your banker will help you make sound investments. Consult with us.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business



Miss Ella Joe Lindsey left Sunday for her home in Marion, Virginia, after having spent the past two months with her sister, Mrs. R. E. Williams, 114 Lake Street.

Mrs. Grace Bryson and son, Johnny, have been visiting in the F. H. Oberthier home. Mrs. Bryson was formerly Miss Grace Smith, Mrs. Estes and Mrs. Morris are sisters.

Several Hereford people attended the district association meeting of the Baptist church at Dismmitt Wednesday, among whom were Rev. and Mrs. V. M. Cloyd, Mr. and Mrs. A. O. Thompson, Miss Wilda Wilson, Mines, Matt Gilliland, and Elmer Curtsinger, H. G. Conwright, Frank Lambert, W. H. Alexander, and J. N. Messenger.

Mr. and Mrs. Raymond Cone plan to attend school in Austin this winter. Mrs. Cone left Sunday and Mr. Cone expects to leave within a few days.

Mr. and Mrs. Claude Morris and little daughter of Vega spent the week end with Mr. and Mrs. Cliff Estes. Mrs. Estes and Mrs. Morris are sisters.

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THELMA McMENN
TEACHER OF PIANO

Announces opening of Fall Term, Monday, September 5. Both private and class lessons.

Studio, 204 Avenue F.

SAVE with SAFETY



When Ford and Chevrolet Owners can buy Goodrich Silvertowns... the Safest Tires Ever Built... for as little as

\$7.85 for 4.40-4.50/21
less old tire allowance

It is no longer necessary to risk life and limb on unsafe tires.

4.75-19	Ford 1930-31 Chevrolet 1930-31	\$8.55
5.00-19	DeSoto 1929-31 Dodge 1928 & 1931 Pontiac 1929-31 Willys-Knight 1928-31	9.15
5.25-18	Buick M. 1931 Chevrolet 1932 Oldsmobile 1928-31	10.30
5.75-18	Studebaker 1929-30	12.00
	Less Allowance for Old Tires	



W. J. (BILL) SMITH
SERVICE STATION

Corner First and Main

Eleven-Mile

Miss Eunice Williams, Reporter.

Rev. Lansdown of Friona preached at Messenger August 21.

Mrs. G. L. Living of Friona called at the home of her daughter, Mrs. G. C. Messenger, Sunday.

Those calling at the Z. T. Stein home Sunday were Mr. and Mrs. G. W. Wells, Mr. and Mrs. Jones and daughter, Einer.

Mr. and Mrs. Jim A. Williams and daughter, Katherine Faye, of Wheatland, New Mexico, who had spent two weeks in the home of his parents, Mr. and Mrs. L. M. Williams, returned home Tuesday.

Mr. and Mrs. Ed Lee and children motored to Panhandle first of the week on business.

Mr. and Mrs. Ed Mackie and son called on his mother at Pampa Tuesday.

Bill Norziger was here Thursday and Saturday.

Mrs. L. M. Turner and children visited the W. A. Whitson home Thursday.

There was a good crowd at Sunday school Sunday.

Rev. O. B. Annis of Friona will fill his regular attendance at Messenger September 4. Come and enjoy the preaching and help in the Sunday school.

The Sunday school party given in the R. Fannings home Saturday night was well attended. At a late hour cake and ice cream were served to all present.

Mr. and Mrs. Dick Myers and sons went to Oklahoma last week. Hippus played ball here Sunday, losing 5 to 8.

Mr. and Mrs. G. W. Wells and Miss Eunice Williams spent Monday and Tuesday in Amarillo.

The party given at the M. Reeve home Saturday night was well attended.

R. Shipp of Petrolia called at the G. W. Wells home Saturday.

Mr. and Mrs. E. C. Mackie of Summerfield spent the week end in the home of her parents, Mr. and Mrs. G. W. Wells.

Charley Hoover and Marion Morrison were in Hereford the first of the week.

Mr. Stokes called at the W. A. Whiteson home one day last week.

Mrs. Grace Stoddard of Amarillo called at the G. W. Wells home Tuesday and Wednesday, and in the Fortenberry home Thursday, returning home Friday.

Mrs. L. M. Williams, daughter and son, Estelle and Hobby, were in Hereford Tuesday.

Bert Doyle left last week for Oklahoma where he will spend a few weeks.

G. W. Wells was in Hereford on business Monday.

C. T. Guseman called at the L. M. Turner home one day this week.

Mr. and Mrs. R. A. Wells and daughter, who spent the past few days in Oklahoma with her mother, Mrs. Sue, returned home last Thursday.

The ice cream supper given at the W. A. Whiteson home Thursday night was enjoyed by all.

Daniel News

BY MRS. JOE THURMOND

There will be an all day club meeting at the home of Mrs. W. R. Moore Wednesday. The ladies will can vegetables.

Mr. and Mrs. Willie Chappell visited in the Bishop home Sunday evening.

Joe Moore went to Amarillo Sunday.

Mr. and Mrs. O. L. Shugart and daughter, Elma, visited in the Thurmond home Sunday.

Mrs. Ernest Goettch spent three days with home folks at Happy last week.

W. T. Bishop and Will Moore were in Hereford Saturday.

Mrs. F. Tomlinson had as her guests last week Miss Gladys Tomlinson, Mrs. Albert Polk and little daughter, Betty Jo, of Cisco.

James, Mary Lee and Ollie Belle Ware returned to their home in Oklahoma last Thursday after a few days visit with their sister, Mrs. C. McBroom.

Albert Frye of Dawn is working for W. R. Moore this week.

W. R. Moore and W. T. Bishop took a truck load of cattle to Amarillo Wednesday.

Mr. Elmer Womble and Mrs. Smith called in the W. R. Moore home Tuesday evening of last week.

Mrs. F. and Gladys Tomlinson, Mrs. Polk and Tom Gorden were Amarillo visitors Saturday.

W. T. Bishop and family, Mr. Stocker and family attended the picnic at Umberger last Monday and reported a nice time.

Mr. and Mrs. Joe Thurmond had as guests last week his mother, Mrs. J. E. Thurmond of Rhome; his brother and niece, M. F. Thurmond and Ruth of Bryan, his sister, Miss Mary Thurmond of Amarillo, and his niece, Miss Lois Thurmond, of Denton.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

The Community Club met with Mrs. W. M. Moore Wednesday and canned 40 containers of vegetables and chicken, with Miss Martin directing the work. The club presented this canned stuff to Rev. J. M. Jones and wife of Amarillo, Rev. Jones being pastor at Palo Duro.

The church held a baptismal service in the San Jacinto Baptist church at Amarillo, when four candidates from this church were baptized.

Mrs. Gerald Thomas and children of Big Spring are guests in the B. W. Womble home.

Mr. and Mrs. W. O. Comingoer

visited the E. B. Mitchell home in Amarillo last week and also visited relatives and friends at Claude and Panhandle.

Mr. and Mrs. O. J. Grable, Mrs. Seima Grable and little Ollie have returned from a ten day visit with relatives and friends at Denton.

Mr. and Mrs. Tom McClain and Mr. and Mrs. Sam Griggs enjoyed a fishing trip last week.

The community was saddened to hear of the death of Edward Sweet in a car accident Saturday afternoon on the Amarillo highway. Edward was riding on the fender of the family car, when they started to turn off the highway and a car coming behind, unaware of their turning, struck the Sweet car, knocking him off and passing over his body after it was thrown from the car. The driver of the car which struck the Sweet car was exonerated of any blame in the accident.

Mr. and Mrs. Homer Boling of Amarillo visited in the John Boling home Friday.

Summerfield

MISS GLENN CURRY

About four to five inches of rain fell here Sunday night. All lakes are almost full and the draw was higher than it was two years ago.

Mrs. Bertha Kirk of Ruidoso, N. M., was a guest of Mr. and Mrs. B. C. Roberson the past week end.

Rev. Coe, who is conducting a meeting at Frio, visited here one day last week.

Clyde Trodd of New Mexico visited Woodrow Welty last week.

Miss Lena Johnson of Black spent Sunday with Mr. and Mrs. L. B. Lookingbill.

L. A. Rickett Jr. of Dimmitt spent Thursday and Friday in the Lee Curry home.

Roger McAuley of Dimmitt was a guest of H. A. Atchley Thursday.

Cleo Meharg Jr. of Amarillo spent the week end here with relatives and friends.

Miss Dorothy Fullwood of Hereford visited her sister, Mrs. D. C. Walser and Maude Noland during the week end.

Mrs. Oscar Jay who has been ill is reported to be improving.

Mrs. McMahon and Miss Ellen who have been visiting their daughter and sister, Mrs. Obe Roberson, have gone to Los Angeles to spend the winter with relatives.

Miss Jessie Cross of Friona and Wilson Vines were guests in the J. R. Oglesby home Sunday.

Mrs. W. C. Meharg and Mrs. Sam Ratcliff of Amarillo were guests of relatives here last week.

Mary Louise Meharg returned home with Mrs. Sam Ratcliff while Mrs. Meharg remained to be with Mrs. Bob Lance who is serious ill.

B. A. Atchley and family were in the Walter Hawking home in Hereford Thursday.

Miss Mary Lee Curry and D. J. Nell and Guy Walser motored to Clarendon Sunday. Glenn Curry returned with them after a visit with relatives there.

Henry Kendall and family spent the week end in Clovis with relatives and friends.

Section men were called to Friona Monday morning to help fix the railway line where it had been washed out.

Mrs. Wilburn Eddlemon and Van are visiting her sister, Mrs. Pass, at Hale Center.

Mrs. W. C. Denigh of Ft. Worth and Mrs. Carl Donovan and Nan of Amarillo visited Mrs. Walter Huntley, who was an old school mate, Friday.

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School Supplies at Special Prices

NOW IS THE TIME TO BUY

—Times are going to get better, and prices on all merchandise are bound to go up quickly—
BUY NOW at our special prices and stock up.
—SAVE—

—All Masterpiece supplies are increased in Quantity and Quality.
Use Masterpiece tablets, note books, fillers, etc

AND SAVE THE SEALS

—Masterpiece supplies are better, and just as cheap—ask your teacher.

200 Page Filler **9¢** 100 Page Filler **5¢**
240 Page Theme Filler **23¢**

SCHOOL OPENING SPECIAL

Beginning Saturday and Good All Next Week

2 ICE CREAM CONES FOR 5c

CLOSE DRUG STORE

Free Picture Show

AT

STAR THEATRE

HEREFORD

Thursday Afternoon

2:00 P. M., SEPTEMBER 8th

—A two-reel farm educational picture that takes you on a trip through the plants of the Keystone Steel and Wire Company, of Peoria, Illinois.

—See how a nail is made, how fencing is made, and be able to know the difference between a well-made product and that of average construction. See how the manufacturing is done, the complete process from the raw material to the finished product.

IN ADDITION THERE WILL BE

FREE PRIZES

AND A GOOD ENTERTAINING COMEDY

Streu Hardware Co.

Correct That Fault

Now that you are back from your vacation or visiting trip, you should have corrected that little fault you found in your ear, before you forget it or it becomes more aggravated and results in a much more expensive repair job. Small faults of adjustment never fail to become expensive if they are neglected. Bring your ear in and let us put it in first class shape for you.

We have the most complete equipment and skilful mechanics; you are assured of the highest grade of workmanship and at economical prices.

Our wash rack and greasing equipment is second to none in the city—a trial will convince you—and you can get the same reliable DUCO paint job here to put your car in spic and span, new-looking condition.

Brumley Chevrolet Garage



Nothing Special

It Rains—the Sun Shines
Crops Grow

School Starts—Kids Fuss.

We Still Handle the

Best Lumber In Hereford

Come and See Us.

R. H. Kemp Lumber Co.



Get Your

Hereford
Brand

FREE!

By Trading With
MERCHANTS
Who Advertise
In The Brand.

Hereford Business Firms Will
Appropriate for the Occasion
FRIDAY SEPT. 2nd SPECIAL
THESE MERCHANTS EARNESTLY STRIKE

CARLYLE'S
Watch Our Windows
Or Phone

SCHOOL OPENS

A Special Message to

School Students
and
Their Parents

—We are better prepared to save you money on your school supplies this year than ever before. You will enjoy looking over our complete line. Come in and see us before you buy.

City Drug Store

"Everything In School Supplies"

 Start Them Out
Clean and Dainty

No home laundrying equipment can sterilize and clean the clothes of little tots with the efficiency, dispatch and thoroughness of our modern plant.

We bring the children's soiled garments back to you clean and fresh at a less expense than you can do the work.

SPECIAL WEDNESDAY WORK

—Every Wednesday we call for and deliver 16 pounds of semi-dry (all flat work ironed and all wearing apparel dry) for only

75¢

—Our cleaning and pressing service is the best that can be had—in quality, fast work and general satisfaction to you.

—PHONE 298—

HEREFORD LAUNDRY
and Dry Cleaning Co.

Again
the children this year . . .



Feature SPECIAL PRICES
EVENING OF SCHOOL
SATURDAY **SEPT. 3rd**
WE TO MERIT YOUR PATRONAGE—

GROCERY
is For Our Specials
one 164

DID IT
LEAK?

—The THREE MEANEST THINGS
in the world are a car that won't run,
a balky horse and a LEAKY ROOF.

—You fix the first two to suit yourself,
and we will fix the last to suit you with
our good shingles.



**School
Specials**
from
Rice's

Don't Start The Youngsters to School

With Poor Tires.

30 x 3 1-2 Tires	\$3.45	Tube \$.90
4.50 x 21 Tires	\$3.80	Tube \$.95
4.75 x 19 Tires	\$4.45	Tube \$1.05

Tube Repairs Always Steam Vulcanized,
35c, by

**Rice's Instant
Tire Service**

**Fox Mercantile
Company**



SCHOOL
SUPPLIES

All the needed accessories,
such as pencils, tablets, glue,
theme paper, scissors, compasses,
ink, pens, rulers, etc.
will be found here at the
RIGHT PRICES

**WEIR'S
VARIETY STORE**

High School Kids ATTENTION!

With each order of School Supplies amounting to **\$1.00** or more, we will give you FREE one Maroon and White Whiteface Pennant and Cane.

We have a full stock of the best material and our prices will stand the test when compared with the rest.

Don't forget we still sell Sheaffer Fountain Pens and Pencils, Skrip and other Inks, Loose Leaf Covers and Paper, Book Straps, Pencil Leads, Rulers, Erasers, Glues, Compasses, Map Colors, and any other thing you may need to begin school with.

Corner Drug Store

HEADQUARTERS FOR

School Supplies

See Our Large Poster Quoting

Special Prices

On All Lines of School Requirements and School
Room Necessities.

Harman's Store

Bargains In All New Fall Merchandise.

**School Opening
FURNITURE SALE**

—The time has arrived for our schools to open for work. All families moving in from the country to school, we welcome you and invite you to our store for any articles of House Furnishings you may need. —We handle Gas and Oil Cook Stoves, and are offering them right at the time they are needed, at extremely low prices. —Every item of household furnishings is being sold by us at lower prices than you ever knew before.

Let Us Serve You

E. B. BLACK CO.

**School Ahead!
SPECIALS**

Boys' and Young Men's Dress Pants—Wide, three-inch extended waistband, back or side buckles, 22-inch cuff bottoms. Made of the newest patterns, in all sizes. An extra value for the school boy **\$1.95 to \$4.95**

Young Men's New Dress Hats—These hats are the newest styles and colors **\$2.45**

One Lot of Boys' School Caps—Assorted patterns, at, each **50¢**

Boys' and Girls' Tennis Shoes—Sizes 8 to 13½, pair **48¢**

Sprouls-Cronin & Co.

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in advance to pay 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 through

For Sale or Trade

HAVE A PONTIAC coupe in good condition, and good tires, to trade for a good Model A two door, prefer '31 model. Might pay difference. Jewell Murchison. 1c

FOR SALE: One ten-acre tract just outside of city limits. One eight-room house joining high school. Will go at bargain if sold at once. Inquire of J. J. Lindsey. 33-2p

FOR SALE: Choice milk cows, good for winter production. Also a few good bred sows and gilts. See Otto Massie or Frank Barber. 34-2p

TYPEWRITERS, New and second-hand. Jewell Murchison, Court House. 37-4fe

FOR SALE: Two lots in North Hereford, with windmill, stucco garage and hen house, outside of city limits. Phone 236-J. 1p

FOR SALE OR TRADE: One row binder, one McCormick header, with binder attachment. T. E. Baker, Box 503, Hereford, Tex. 34-3p

FOR SALE OR TRADE: Dodge coupe with pick-up bed, in good condition; five good tires. Will trade for good horse weighing 1600 pounds or more. Must be gentle and not too old. Or will sell for very reasonable price. R. E. Satterwhite, City Marshal, Hereford, Texas. 27-tf.

For Rent

FOR RENT: Light housekeeping rooms, furnished, bills paid. \$15.00 month. Mrs. D. P. Vaughn. 1p

FOR RENT: Furnished bedroom in modern home, midway between Central school and high school. Mrs. F. W. Lambert, telephone 85-J, 701 Miles Avenue. 33-2c

FOR RENT: Three room unfurnished apartment. Fred Millard. 30-tfc

personal mention column.

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 3-4 cent per word for each continuous 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 60 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 intentionally do not try to save few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

FOR RENT: Two room furnished apartment, or will rent the whole house unfurnished. Mrs. W. I. Valentine, phone 35-J. 1p

FOR RENT: Three rooms, modern apartment, either furnished or unfurnished. Phone 198. 3p

FOR RENT: Two room apartment, furnished for couple without children, 507 Lee Avenue. J. C. Womble. 33-1p

FOR RENT: Modern apartment, all bills paid. Phone 564-J. J. P. McMahon. 1c

FOR RENT: Two rooms, furnished for housekeeping. Phone 450-J. J. Florence Miller. 30-tfc

FOR RENT: Eight room house, partly furnished, two blocks north of court house. See W. A. Gentry, 196 E Sixth Street. 1p

FOR RENT: South side of modern four-room duplex, about September 1; near high school. J. S. Orr, phone 570. 33-2p

FOR RENT: Furnished apartment, 400 Lawton Avenue. Mrs. W. M. Megeert. 1c

Wanted

WANTED: Washing at 6¢ a lb., and any kind of house work. 202 West Tenth Street. 1p

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

LISTINGS WANTED

Have parties wanting wheat land for summer fallowing on either cash or crop share lease. Give legal description and terms desired. Have income, residence hotel, filling station, tourist camp and acreage properties to trade for farms. Write A. K. Webster, Realtor, 403 Sunset, Phone 5695, Amarillo, Texas. 22-tfc

FOR RENT: Three room unfurnished apartment. Fred Millard. 30-tfc

Notice

STOCKMEN: For 28 years I have worked for you, and when others sold you vaccine at 25¢ and 18¢, I sold at 10¢, during hard times I sold at 7½¢ per dose, both kinds in 100-dose lots. I need the money to tide over sickness and hard times; while I am patient, do you appreciate it enough to help? Dr. F. E. Bowe. 33-3p

Again I Say.

THANK YOU!

L. H. FOSTER

Bakers Cash Grocery

MONT E. BAKER

SPECIALS FOR FRIDAY and SATURDAY:

SUGAR 10-pound cloth bag	49c
SPUDS Fancy, No. 1 Red, 10 lbs	19c
SALT PORK Not Fat, Squares, pound	10½c
BACON Sunray, Sliced	21c
POST TOASTIES Large Package	10c
MARSHMALLOWS Large Package	17c
WHITE KING Large size, 1 bar hand soap FREE	38c
CABBAGE Nice Firm Heads, pound	2½c
SOUP Tomato, three cans	20c
COFFEE Bliss, 1-lb vacuum can	22c
MILK Carnation, small size, 5 cans	19c
FLOUR Flax, 48 pounds	69c

Society

ACE HIGH SUPPER CLUB

Misses Failton and Short have returned to their homes and teaching duties at Estelle. Miss Short has been visiting her sister, Mrs. Edwards, the last month.

North Hereford Demonstration club will entertain the Ward club with a picnic Tuesday afternoon.

Mr. and Mrs. Albert Higgins of Progressive visited Mr. and Mrs. Higgin Sunday afternoon.

Ward Demonstration club meets with Mrs. Fred Saltzman September 4.

Westway Items

BY WILMA NELL SIKES

Mrs. L. N. Lipscomb and son, Lloyd, of Amarillo spent Wednesday in Westway visiting her sister, Mrs. O. Wilder and family.

Mr. and Mrs. D. R. Grimes and daughter took supper in Hereford Saturday night with Mr. Grimes brother and family.

Pat Roe and Pauline Wilson surprised their many friends last Saturday by going to Clovis and being married. Guy Lawrence and Besse Gums accompanied them. We wish this young couple much success and happiness.

Mrs. O. Wilder and Mildred spent Monday with Mrs. Will Carroll in Hereford.

Westway farmers are in much better spirits because of the 3½ inch rain that fell here Sunday night. Much of the row crop will be benefited, but some of it was too far gone to be helped. The wheat land is now in much better shape to be plowed and planted.

Wilma Nell Sikes accompanied relatives to Clovis Tuesday of last week to spend a few weeks with them.

The ladies club had their last meeting with Mrs. Pink Gilliland.

Late in the afternoon sandwiches, punch and cake were served to the members. The ladies that entered the home beautification contest all were awarded some prize.

Mrs. R. M. Gunn and Mrs. Joe Landers won first. Mrs. John P. Slaton second; Mrs. G. C. Hartman, third; Mrs. Bob Denney, fourth.

The club will meet from now on with Mrs. Pink Gilliland.

Irene Grimes spent the week end in Hereford with her uncle and aunt, Mr. and Mrs. Art Grimes.

Most of the Westway people were in Hereford Saturday for the purpose of voting.

School begins Monday morning at Westway.

O. Wilder did jury service in Hereford last week.

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International Sunday School

Lesson

BY DR. J. E. NUNN

September 4.

Quarterly Temperance Lesson

EVILS OF INTERPERANCE

Isaiah 5:11-16, 22, 23

11. Woe unto them that rise up early in the morning, that they may follow strong drink; that tar late into the night, till wine inflame them!

12. And the harp and the lute, the tabret and the pipe, and wine, are in their feasts; but they regard not the work of Jehovah, neither have they considered the operation of his hands.

13. Therefore my people are gone into captivity for lack of knowledge; and their honorable men are famished, and their multitude are parched with thirst.

14. Therefore Sheol hath enlarged its desire, and opened its mouth without measure; and their fury, and their multitude, and their pomp, and he that rejoiceth among them, descend into it.

15. And the mean man is bowed down, and the great man is humble, and the eyes of the lofty are dimmed:

16. But Jehovah of hosts is exalted in justice, and God the Holy One is sanctified in righteousness.

22. Woe unto them that are mighty to drink wine, and men of strength to mingle strong drink;

23. That justify the wicked for bribe, and take away the righteousness of the righteous from him!

Golden Text: Drink no wine nor strong drink—Lev. 10:9.

Time: Isaiah's early prophecies (Beecher) were about B. C. 706. He died about B. C. 679.

Place: Isaiah's home was Jerusalem.

Introduction.

We turn aside from our studies of the experiences of Israel in the wilderness to hear the message of Isaiah as he faces frankly and boldly the moral corruption of the Israel of a later day, and points out the inevitable consequences. It is a message of mingled tenderness and severity; one feels, indeed, that if Isaiah had loved Israel less and had been less conscious of God's love for it, he would have been less severe.

Isaiah was a patriot who prized character, justice, righteousness in times of peace, and gave himself to the noble task of banishing those social evils—monopoly, greed, unkindness, political and judicial corruptions, luxury—that must lead to national disaster. And that is the kind of patriot sorely needed in America today, men and women who do not believe that a corrupt, greedy, unprincipled and lawless citizenship can maintain a strong and secure nation.

Isaiah and His Book.
Isaiah is quite generally regarded as the greatest of the Old Testament prophets. He was the son of Amos (not Amos the prophet), was influential in the court, and was the intimate friend and counselor of kings, especially of the great King Hezekiah. He was the most "messianic" of the prophets, seeing more clearly than any others the coming of the Son of God, and the nature of his person and work. His prose was as noble and elevated as has ever been written, rising to the most sublime

heights, and combining all elements of literary skill. The verses chosen for our lesson are from the earliest group of his prophecies, and are mainly descriptive of the vices and sins of the upper classes in which Isaiah moved, the leaders of state in his day.

A Favored Nation.

The first seven verses of our chapter (Isaiah 5) contain a skillfully drawn picture of Israel as the vineyard of Jehovah. There is the story of one who with great anticipation planted a vineyard on a fertile hill; he built a fence about it, took all hindering stones out of it, planted the choicest of vines, and built a protective tower in the midst, and also a winepress. Such was the preparation, but alas! when harvest time came the vineyard brought forth wild or ill-smelling grapes, and there was nothing to be done but to destroy it! That, said Isaiah, is Israel and the men of Judah. God had blessed them beyond measure, and yet he looked for justice, but behold oppression; for righteousness, but behold a cry". Such a failure is a failure for righteously, but to rise to the responsibilities of such blessing could be followed only by a strong arraignment and severest judgment.

Wild Grapes.

The rest of this great chapter (verses 8-30) describes a number of the sins of the nation and their consequences in national calamity. Among these wild grapes were (1) greed expressing itself in the monopolization of land which was a great source of wealth; (2) drunkenness with its accompanying revelry and waste. Commenting upon these evils, George Adam Smith says: "It is with remarkable persistence that in every civilization the two main passions of the human heart, love of wealth and love of pleasure, the instinct to gather and the instinct to squander, have sought precisely these two forms denounced by Isaiah in which to work their social havoc—appropriation of the soil and indulgence in strong drink. Every civilized community develops sooner or later its land question and its liquor question." We are concerned particularly in this lesson with the liquor evil and its fruits.

The Evil of Drunkenness.
The prophet viewed with greatest alarm the wide-spread evil of drunkenness with its waste and debauchery. How it led men in fetters he set forth vividly in the picture of men rising up early in the morning to follow strong drink, and tarrying late at night until they are inflamed by wine-drinking, drinking, enlivening their revelry with ribald music. It was a scene of conscienceless self-indulgence, of waste of time, money and manhood, of indulgence and pleasures that stirred the baser passions, and undermined the very foundations of the nation. The crusade against drink is not the novel thing that many imagine who have seen its late revival among ourselves. In ancient times there was scarcely a state in which prohibitory legislation of the most stringent kind was not attempted, and generally carried out with a thoroughness more possible under despots than where, as with us, the slow consent of public opinion is necessary."—George Adam Smith.

Sheol.
Therefore Sheol hath enlarged its desire, and opened its mouth without measure." Sheol is He

brew and is the same as the Greek Hades, the unseen world, the place of the dead. Isaiah pictures it as a ravening monster, its maw open, eager to swallow up the infatuated, godless people. In God's way is life, but the wages of sin is always and everywhere death. If the drunkard could only realize the black emptiness in which all his orgies are sure to end! If he would only learn from the many experiences of others! If he only would be warned in time! "But Jehovah of hosts," v. 16. Jehovah Sabaoth, the God of the armies of heaven, forever undefeated. "Is exalted in justice." His unworthy people will be debased because of their disobedience, but that very punishment will exalt his righteous judgments, of which they had been warned, and which would have saved them if they had given heed.

A Picture of Divine Wrath.

"The remainder of this powerful chapter is a terrifying picture of the wrath of God against the ungodly. Isaiah compares that anger to a devouring fire, to a decay at the root, to a blasting of the blossoms, to a blow from a mighty fist, to an earthquake shaking the mountains, to an awful force filling the streets with dead bodies. Then there is an awe-inspiring picture of the coming of the Assyrians to drag the people off to exile, their swift rush from the ends of the earth, their vigor and violence, their sharp arrows, their bent bows, their dashing horses, their whirling chariot wheels, their roaring like the roarings of lions or like the fierce waves of the sea, and the darkening of the sky as they approach like a tempest."

"If the enemies of good government were making and selling a concoction that would poison our pigs and coots and calves and chickens for money, the militant manhood and womanhood of America would stop it. And when we begin to love our boys and girls as well as we love our domestic animals and our selfish appetites, then we will consecrate ourselves anew to their protection and set for them a safe example in refraining from the illicit use of intoxicants anywhere and everywhere." —Hon. William D. Upshaw.

National Prohibition.

"The Eighteenth Amendment to our National Constitution was not the first experiment with the liquor problem in America. Free manufacture and sale; regulation by license; local option; state prohibition, were in turn expressions of the growing conviction of the

corrupting influences of the liquor traffic in national life. The 18th Amendment came after a century of agitation; after 33 states had adopted statewide prohibition; after 85 per cent of the counties, 90 per cent of the townships, 75 per cent of the villages were "dry". Of the population, 68.3 per cent, and of the land area of the United States, 95.4 per cent were already under prohibition." It was adopted after full and free public discussion, in the face of determined and powerful opposition by larger majorities and greater unanimity in Congress and in the 46 states which ratified it than any other amendment" (Encycl. Brit. 14th edition). It was not "put over."

Seen On the Screen at the Star

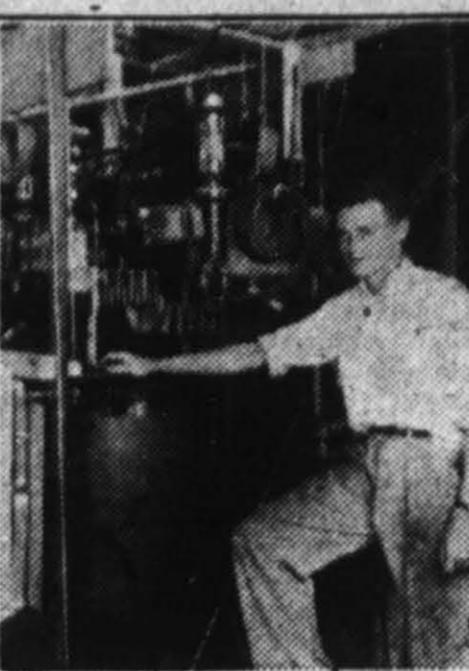
One of the finest pictures of the fall season is playing for the last time tonight at the Star, with Tom Brown taking the leading part of "Brown of Culver," a Collegiate story with the attendant football atmosphere to make the showing timely. An interesting part of the program is that the picture is a weekly one-cent feature, wherein two persons are admitted for one cent more than the price for one.

Friday and Saturday brings the stellar performance of George Bancroft playing in "Lady and Gent." Radio fans will be delighted to know that the crooning master, Bing Crosby, also appears in a super-comedy on these days and a cartoon fable feature is thrown in for good measure to make a full program of entertainment.

Sunday, Monday and Tuesday offers one of the biggest attractions of the talking pictures, presenting Walter Huston in "American Madness," a story of frenzied finance depicting the rush and scramble of modern times for wealth; with youth, beauty, wisdom, greed, vice, culture—the whole gamut of human thoughts turned into a money-mad race. The picture is reported as startling in its revelations and the fearless way it deals with modern financial life.

And talking of football: two coming attractions at the Star show Wheeler and Woolsey at the autumn sport in "Hold 'em, Jail," and

Million Volt X-Ray Tube Is Developed.



Berkley, California.—D. H. Sloan, young teaching fellow of the University of California, has developed a step-up process, whereby he has been able to take 15,000

the four Marx brothers contribute a decided college atmosphere in their "Horsefeathers" that comes the three days of September 11-12-13. "The Lost Battalion" will be here Saturday, September 10.

FOR JOB WORK, TRY THE BRAIN

volts of electric energy and step it up to 1,000,000. This simple looking device, in appearance of the boiler of a donkey engine, rests below the X-Ray apparatus and in this boiler there is placed a heavy coil of copper wire. By this process X-Rays have been registered through the 14-inch steel jacket of the boiler.

Isn't It a Lot of

Satisfaction

TO KNOW

That your gas appliances are all connected and waiting for the first cold snap?

West Texas Gas Company



The Solution of Puzzling Business Affairs

It is often difficult for a man to detach himself from his immediate pressing problems sufficiently to view them as a whole.

This impersonal point of view is exactly what we are able to provide. For with our appreciation and understanding of the varying complexities of modern business we are often able to point a clear solution for your difficulties.

Commercial Accounts Invited

THE FIRST STATE BANK

Business School to Open September 12

The primary election is over, we have had a wonderful rain, all farm products are advancing in price—surely the wheels of prosperity are beginning to revolve again. Still, the most important question of fathers and mothers is yet unanswered. What about that grown son or daughter of yours—how will they stand in their community? How will they, if not trained, compete with the trained boy and girl in the business world? What can I do to help them along the road to success and happiness? Of course there is only one answer: Train them today for the position of tomorrow.

Let the Hereford School of business help solve this grave problem.

THE MEMPHIS BUSINESS COLLEGE, through the supervision of Mrs. T. N. Belew, who has had six years experience in teaching commercial work, the past four years the principal of the Memphis Business College, and who has trained and placed hundreds of boys and girls in good positions, who are now making good in the business world, is going to throw the door of opportunity wide open to every boy and girl in Hereford and vicinity, will open a commercial class over the Fox Mercantile Store September 12, to be known as the Hereford School of Business. Our motto is: A POSITION FOR EVERY STUDENT AND A STUDENT FOR EVERY POSITION.

Our equipment is up-to-date, and we teach all revised texts. We concentrate on business subjects only. No unnecessary subjects are included and nothing essential is left out. We do not undertake to make them high-salaried executives over night, no school can do that, but we do know that every young man and woman who enrolls here and who will apply themselves intelligently, can look forward, in normal times, to a well paid starting position, and to a future of great possibilities for advancement.

Big reductions to all those who enroll before the opening date.

This is your town, your school and your opportunity.

For Particulars, Address

T. N. BELEW, Mgr., Hereford School of Business
HEREFORD, TEXAS

NOT YOUR LIGHT BILL
BUT YOUR
ELECTRIC SERVICE BILL

If we itemized your electric bill you would then see that lighting is really only a small part. So accustomed have we become to the other electric services that we sometimes forget how many times a day electricity serves us. It makes our toast in the morning. It sweeps the rugs. It washes the clothes. It cooks the food. It cools the room. It keeps our foods in electric refrigerators.

And almost everyone of the many services Electricity performs in the home cost only a cent or so—many cost less. In fact, if you paid for Electricity as you use it, you could really let your pennies pay your Electric bill. Considering the time and labor it saves you, what other money you spend brings greater return in comfort and convenience?

Once it was a "light bill".

Now it is a laundry, cleaning, cooking, refrigeration, amusement (radio), and general service bill.

Texas Utilities Company

BUSINESS AND PROFESSIONAL DIRECTORY

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Residence and
Office Phone 462

DR. G. F. LEGRAND
Office, Upstairs
Buckner-Lambert Bldg.
First Door South Star Theatre
Office Phone 678
Residence 244

DR. E. B. THOMASSON
SURGERY
General Practice
Office Over Corner Drug
Store.
PHONES
Residence 224 Office 37

DR. R. E. PERKINS
Phone 475
Office located in the
Mrs. Chas. Jowell House
Across the Street
South of High School
John McLean, Manager

BILL SMITH
SERVICE STATION
Corner First and Main
PHONE 168
PHILLIPS' PRODUCTS
Car washing and greasing,
and road service.

Our Abstracts correctly
reveal the title.
A. O. THOMPSON
ABSTRACT CO.
5½ per cent Federal Farm
Loans.

S. O. WILSON
DAIRY
Grade "A" Milk, 10¢ quart.
Phone 9027

DR. B. M. WILTSHIRE
DENTIST
Over Sprouts-Cronin
Phones
Day, 470 Night 474

INSURANCE
BONDS
HEREFORD INSURANCE
AGENCY
John McLean, Manager

INSURANCE
JNO. H. PATTON
PHONE 50

Charles White, departmental teacher of Hereford, arrived in town today for school duties and left immediately for Canyon to attend institute.

T. E. McCollum, mathematics teacher and athletic coach, has returned with his family to Hereford from Winters and Estelline, ready for the coming term.



Last Time Tonight THURSDAY, SEPTEMBER 1

"Brown of Culver"

A hand good stage and football picture, played as a regular one-cent special. Don't miss seeing it—we recommend it for good entertainment.

Friday - Saturday SEPTEMBER 2 AND 3

Matinee Saturday Afternoon



The story of a hard-boiled lady and a hard-boiled gent who are the grandest folks you ever met on the screen!

Also a super-comedy showing radio artist, Bing Crosby, and another of those good cartoon fables.

Sunday Matinees and Monday and Tuesday SEPTEMBER 4-5-6



Greater Than A Motion Picture

AMERICAN MADNESS with WALTER HUSTON
Pat O'Brien Kay Johnson
Constance Cummings Gavin Gordon
A FRANK CAPRA Production
A Columbia Picture

FOR JOB WORK TRY THE BRAND

BELEWS OPEN COMMERCIAL SCHOOL HERE

COMING:
"DOOMED BATTALION" on Saturday, September 10, the four Marx brothers in "HORSEFEATHERS" September 11-12-13, and Wheeler and Woolsey in "HOLD 'EM JAIL"

H. Y. Overstreet, banker, of Farwell was a visitor in Hereford last Thursday.

Heavy Rains Increase Wheat Possibilities

The long-awaited rain descended upon Deaf Smith county in an abundant downpour Sunday afternoon and night, with intermittent showers since the first of the week, until amounts varying from three to six or more inches have fallen to give the ground the best soaking it has had this year.

Preparations for wheat sowing will go steadily forward from now until too late for further planting. By far the least amount of land has been prepared, for wheat that the county has experienced for many years. In most instances it was because of lack of capital to plow under the stubble, and a number of farmers had given up in despair of sufficient rainfall to plant the coming crop.

Land that has been plowed will soon be green with a volunteer crop, which will in turn be plowed under, to be followed by the sowing of the 1933 crop. Undoubtedly the smallest acreage the county has seen for a long time will be put in this fall. Since the coming of the rain, there will probably be quite a bit of land that has been let stand with its this year's crop on it, turned under and new seed sown. As is usual there will be some farmers who will depend for next year upon the crop that will grow from volunteer growth, despite the danger of loss from poorly prepared land and other evils that go with slack farming methods. Finances this year will prevent thorough soil preparation and wheat fields next year will present returns in comparison with what their owner had to work with.

The heavier rainfall in this county occurred in the western part, where six inches and more are reported. Around Hereford the precipitation was about three inches. The two principal creeks, Tierra Blanca and Frio, carried more water than was ever known by anyone living here. The city of Friona, 24 miles southwest, with part of its business district in the valley of the Frio, was again inundated, as it was two years ago, this time to a greater depth than before. A complete story from a local viewpoint is carried elsewhere in the Brand, as written by John White, editor of the Friona Star.

School Opens Next Monday

At the close of Tuesday, August 30, the high school had enrolled a total of 290 students, as compared with 260 at the same time last year. These were divided as follows, the first figure representing the number this year, the other that of last year: Seniors, 62-47; Juniors, 65-72; Sophomores, 60-70; Freshmen, 103-65. The large 8th grade class is due to the fact that the regular seventh grade sections and one high seventh were promoted to high school last May. The large senior class follows an even larger junior class of last year.

It is becoming increasingly difficult to place a student in a class without over-crowding. Past experience has shown that a few of those who enroll do not attend school very long, if at all. There is a possibility that some of the 16 classes now showing 30 or more students enrolled may be relieved, however, they are more likely to be increased in size. One of the most serious situations is in first year English, with a total enrollment of 106 in three sections, or one more than an average of 35 to the sections. Other similar conditions exist, but nothing can be done to remedy them until the total number to be taken care of is more definitely known. Those responsible for masking any adjustments that may be possible to make are hoping that practically all of them have already shown up.

Advice from County Judge Earl W. Wilson this week states that the rural schools of Deaf Smith county will open for the 1932-33 term next Monday morning, September 5.

The teachers have not as yet reported their contracts to the office of the judge and complete announcement of their names and schools they will teach cannot be made this week.

A number of the schools will have the same teachers as last year, while new faces will appear at others. All Deaf Smith county and Hereford teachers are in Canyon today, Friday and Saturday attending the annual institute.

Mr. and Mrs. J. C. Crump, who spent the summer here with their parents, Mr. and Mrs. S. L. Walker, returned to Canyon Wednesday where Mr. Crump is an instructor in W. T. S. T. C.

Mrs. J. A. Mobley and son of Houston spent last Wednesday afternoon in Hereford visiting Miss Elyse Pitman and other friends. Mrs. Mobley came down from Amarillo where she is spending a short time visiting her parents, Mr. and Mrs. D. L. McDonald, formerly of this city.

Miss Ella Jo Lindsay, who has been visiting her sister, Mrs. E. Williams this summer, left Sunday to resume her duties as teacher in Marion, West Virginia.

H. Y. Overstreet, banker, of Farwell was a visitor in Hereford last Thursday.

STONE DEPARTMENT STORE CLOSES BUSINESS HERE; MOVES STOCK TO PADUCAH

The Stone Department Store Inc., closed its business in Hereford this week and has been making preparations to move its stock here to Paducah as a part of their store there. L. R. Cybert, manager here, has been transferred to the store at Clovis, New Mexico.

Local authorities took a hand in the removal arrangements of the company from Hereford, instituting legal proceedings against the stock here to attach it for failure to pay taxes. At present the stock and fixtures are reported locked up and the keys placed in escrow to await further developments in the case. State and county, city and local school taxes being paid, are given as the cause of the attachment being issued.

Odd Fellows Champions Of Twilight Ball

The Odd Fellows ball team demonstrated its ability to repeat its performance of the day before when it took the measure of the Bible Class team of the City Twilight League, 6-5, last Thursday afternoon to become champions.

The victory is probably due to the "iron man" stunt of Ted Young, who after pitching his team to a winning score on Wednesday, again took the box Thursday when the score was tied, and held the Bible Class until his team mates could drive in the winning score.

Odd Fellows

	AB	R	H	P	O	A	E
Sowell	4	2	1	6	0	1	
Wilson	4	0	1	5	1		
Foster	4	2	0	1	0	0	
Hussey	4	1	2	2	4	1	
Young	2	0	0	7	1	0	
Onstead	4	0	0	0	0	0	
Walker	4	1	0	8	0	1	
Patton	4	0	1	2	1	0	
Dean	4	0	1	0	1	0	
Total	32	6	6	27	12	4	
Bible Class.							
Billings	3	3	0	3	2	1	
Russell	4	0	1	3	5	1	
Singleterry	5	1	2	1	8	0	
Bennett	5	0	0	6	0	0	
Allison	5	0	1	2	3	0	
Mathis	2	0	1	0	1	1	
London	3	1	0	11	0	1	
Mosley	1	0	0	0	0	0	
Renfro	4	0	0	6	1	0	
Horner	2	0	0	0	1	0	
Total	35	5	5	10	27	4	

Three base hit, Hussey; struck out, by Allison 5; Dean 1; Young 2; hits, off Allison 5; Dean 4 in 7 innings, Young 1 in 2 innings; winning pitcher, Young; losing pitcher, Allison; base on balls, off Allison 3; Dean 4; Young 2.

To complicate the status of the Odd Fellows the lowly Lions club challenged the winners yesterday afternoon and sent them down in defeat with a 9 to 6 count.

PACKARD MILLING COMPANY AGAIN ENLARGES FACILITIES

The Packard Milling Company has just received and is ready to install a new Long System flour milling unit of 125 barrel daily capacity, which will increase their production materially during the coming winter. The new equipment is expected to be in operation in about two weeks.

A finer and better grade of flour will be possible of manufacture by the added unit, comparable with that of any other mills, according to the reports given, it being the desire of H. M. Packard and H. E. Danforth, owners and operators, when installing the equipment for added capacity to get at the same time milling machinery to make the best and very highest grade of product.

The Packard mill has been very

beneficial to the farmers and the wheat producers in this area during the financial depression, affording the growers of grain the opportunity to exchange their product for needed flour, bran, corn meal, shorts, etc., thus furnishing a ready market for local products at the same time as giving the producers more in return for their grain than would have been possible on a strictly sale basis.

The mill announces it will continue this policy through the coming winter, and have further added to their corn grinding and milling equipment to handle more of that material.

The expansion of the work of

the Packard Milling Company as it has grown during the past few years to its present capacity and service to the community, has made necessary the work of an accountant and bookkeeper to keep records of the operations and transactions of the mill, and within the past few days the services of Charles O'Dell have been secured for this work.

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FOR JOB WORK TRY THE BRAND

BELEWS OPEN COMMERCIAL SCHOOL HERE

Announcement is made this week of the opening of the Hereford School of business by T. N. Belew manager, in the rooms over the Fox Mercantile on Monday morning, September 12.

Mrs. T. N. Belew will be the instructor, the Belews having conducted a business school at Memphis for the past several years.

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Ralph Smith and family are visiting relatives in Slaton from today until the last of this week.

Opening of Schools Will Settle Many Problems

(By SUPT. C. H. DILLEHAD)

A great army of unemployed will return to work by the millions on Labor Day, September 5, or soon thereafter. Our greatest business, as President Hoover has called the schools, will swing into operation during September and possibly October. We read occasionally that hundreds or thousands have been put back to work in certain industrial centers, but in this case, some 25,000,000 boys and girls and nearly a million teachers will return to educational plants all over the country after three months of unemployment in most cases.

This army returning to school will doubtless leave some jobs in the business world that will have to be filled by others. To that extent, the unemployment situation in general will be relieved. In fact the National Committee on Unemployment last year urged school attendance for the good of the boys and girls and to leave jobs for older men and women. However, many high school students who usually find jobs during the summer have found work scarce during 1932.

There seems to be no depression in the number of boys and girls for whom educational facilities must be provided. When jobs are scarce, many older boys and girls return to school simply because they have nothing else to do profitably. Few if any of that class will regret the additional time spent in school, but it does place a greater strain on the schools at a time when they are faced with great reductions in income and must reduce expenditures accordingly. A similar condition would exist if some great factory were forced to handle a larger amount of raw material with a smaller force and a reduced budget for machinery, fuel and other supplies. The schools as a whole, therefore, find themselves between two forces, the one requiring retrenchment in cost, and the other demanding an expansion of service for an increasing number.

The pity of it is that many schools are faced with short terms or no terms. Boys and girls who usually return happily to school in September may find the doors closed. The majority of boys and girls, whether or not they admit it, are happy when school starts, in spite of the usual run of cartoons and other hints to the contrary, that are traditional and belong to another day when school buildings and equipment were poor, the curriculum was narrow and poorly adapted to the needs of the child, etc.

"Other sacrifices must be made, but they should not interfere with the payment of our full debt to the children and youth. Education is the debt eternal," said Dr. John Finley, editor of the New York Times. This debt, like some others, may be impossible to pay in some communities under present conditions, but it will be a sad time in Texas if this debt cannot be paid before it is too late. To use the words of Alfred E. Smith: "A state can afford to lose time on the construction of a road, a bridge, or a building, and by speeding up construction at a later time possibly catch up, but education must be continuous. Time lost in preparing our children to take their place in the world cannot be made up. There are only certain years in which the great majority of them can attend school and during that period it is the solemn duty of every state to provide full and complete education."

The Stren Hardware is sponsoring a free picture show and entertainment in the Star theatre at 2:30 Thursday afternoon of next week, September 8, to which everybody is cordially invited free of charge.

The picture includes a comedy, and special attendance prizes will be given during the show. The program is of an educational nature, taking its spectators through the various operations in the manufacture of Keystone steel and wire fencing, beginning with the assembling of the raw materials and going through the manufacturing process until the completed product is made.

Feeling that a knowledge of the materials and manufacturing processes of Keystone fences would be beneficial to its customers, the Stren Hardware Company has arranged for the free presentation of the picture and program, and extends a cordial invitation to farmers, ranchers and all interested citizens to be present and enjoy the occasion.

Miss Myrtle McGowen attended the Jameson Reunion in the Palo Duro canyons Saturday, after which she went to Amarillo to visit the home of C. E. Thompson.