

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 36.

The Hereford Brand, Hereford, Texas, Thursday, September 14, 1933.

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HIGHWAY CONSTRUCTION SCHEDULED FOR DEAF SMITH COUNTY SOON

ASK COUNTY AVERAGE IN ALLOTMENT

District Committees Get Applications; Name Pitman President

Organization of the county's board was completed Monday and community committees started taking applications of farmers yesterday.

Jonathan A. Pitman was chosen president of the county board at Monday's gathering. Pitman, Jim Lipscomb and J. W. Kirby were named on the allotment committee.

A school for all district committees was conducted Tuesday at the court house by Dewey Reed, special administrator, and taking of applications began Wednesday.

Every farmer is to obtain application blanks from his community group and file them with the same organization.

Schedule of days upon which the various community committees were to work this week was made as follows:

Hereford, Friday at court house. Messenger, Wednesday. Sims, Wednesday. Fairview, Thursday. Ford, Wednesday. Rippon, Thursday. Westway, Friday. Ward, Thursday.

No deadline for the allotment has been set, but it is hoped that all applications will be given community committees by the end of next week.

Mr. Reed has established offices in the basement of the court house in rooms formerly occupied by the county health department. A stenographer will be employed next week to take care of all clerical work, and Reed will devote his time to thrashing out problems of individual farmers and district groups.

It is planned to obtain an application on every piece of land planted in wheat during the past year, whether farmers are to make reduction contracts or not.

Information obtained will be used in the county's effort to have its allotment increased, since it

(Continued On Last Page)

Corbett Wins Hitting Crown In City Loop; Allison Head Man Among League Hurlers

BY HOMER FOX

Rodney Ruckett Corbett of the Fireman's team wound up the season with an even 0-0 average. Sounds like some Hereford golfer's score on 18 holes, but nevertheless it is true, folks. Rod is a quiet sort of a fellow that never brags or alls about his baseball, but when the boys called on him, he grabbed his trusty wood and busted the old apple for as many bases as it took to bring the needed runs. He was up five times and hit three times.

Allison, the Iron man of the Lions, with his rubber arm, won six out of eight games. Bob asked out 44 men and batted for an average of .312, and we would call that fairly good for an old cowboy who just uses one arm to pitch with; then the little World Series comes along and Allison wins both games for the Lions and whiffed 12 more men, and batted .333. Still no one was satisfied until they kicked an All-Star gang onto the Lions and Bob beat the hole gang out 8 to 3, and if that can't make him the best pitcher in the United States, including Dis-

(Continued On Last Page)

Robber Can't Open Cash Register

A burglar, with a fine sense of discrimination broke into the sheriff's office Tuesday night. During his sojourn he hammered at the combination to the vault and tried without success to open the cash register.

But he did not get any money. And a check-up of the office failed to reveal any losses of any sort.

The cash register contained \$80 in cash, but the marauder failed to push the key hard enough to open the drawer. A key was depressed and with slight additional pressure the drawer would have opened.

"Lucky," quoth Sheriff John Miller, "our visitor didn't know much about cash registers. So we still have the \$80."

Entrance was gained by battering a hole in a glass door then releasing a night latch lock from the inside.

The vault combination had been hammered with a heavy instrument, but the burglar failed to get the heavy door open. The combination was not seriously impaired.

High School to Have News Section in Brand

News of the Hereford schools will appear in the Brand, next week in a special section to be written by a staff from the high school.

Miss Sally Glibreath has been named school editor and Miss Frances Higgins, assistant editor. The section will be sponsored by the Senior class and will be under faculty supervision.

Whitfaces Prepare for Opener With Vega Team

Hereford High School's gridders will open their season here Friday, September 22, against Vega High School. Although this team is inexperienced, Coach T. E. McCollum expects to have an efficient crew before the season is very old. The team has been working out since September 4, the day school opened, and McCollum reports that injuries have been hampering the squad.

Begin Judging of Home Beautiful Contestants

Final judging in the Home Beautiful contest, sponsored by the chamber of commerce, will begin tomorrow. Mrs. C. H. Dillehay and Mrs. J. W. Spradley, judges, will take two weeks in inspecting the more than 200 homes entered. Prizes to be given winners in the city's four districts are on display at the Fox Mercantile Co.

Library Board Vacancy Filled by Mrs. Donald

Mrs. George Garrison has resigned from the county library board, and Mrs. Charles Donald has been appointed to fill the vacancy.

Other members of the board are C. H. Dillehay, chairman, and Mrs. F. T. Rolosan.

Mrs. Garrison's resignation was made necessary because of her removal from Hereford.

Mrs. S. P. Rosson and little daughter, Jo An, are visiting in Portales, New Mexico, this week with Mrs. Rosson's father.

OPEN CONSUMERS CAMPAIGN IN NRA WEDNESDAY; RURAL DRIVE TO BE CONDUCTED NEXT WEEK

Job Seekers File Applications For Road Situations

Machinery to furnish labor for highway construction in Deaf Smith county was put in operation here Monday.

Local workers are to be used as far as possible, as is machinery. Applications are being taken at the county judge's office and in the relief office in the basement of the court house.

Members of the county's nine district wheat committees have been supplied with application blanks which may be filled out and turned in at the court house.

Number of years the applicant has resided in the county, size of his family and implements he has available for use in the road work is information furnished in the application.

It is believed the construction work will do away with all unemployment in the county this winter.

Compile Tax Rolls for City, County, Schools

Tax rolls for county, schools and city will be made up this month. Valuations for city and schools taxation have been reduced this year.

Tax rate for schools is \$1.00 per \$100 valuation. County and city tax rates will be fixed after completion of the rolls and preparation of budgets.

There is expected to be little change in the county rate. Likewise the city rate is likely to remain as it is, officials say.

Valuations, however, have been lowered for both schools and city taxation. The school cut is approximately 17 per cent, while the city reduction is 15 per cent.

County Tax Rate to Be Unchanged; \$43,000 Not Paid

The county tax rate for 1933 will be 75 cents, the same as the 1932 rate, it was announced after a session of the commissioners court Monday.

The 1933 budget was also adopted and will be released next week, according to C. W. Humble, county judge.

Records in the tax collector's office indicate 1932 taxes are approximately 50 per cent paid.

Delinquent taxes total \$43,000 at this time. Of this amount \$16,000 is in school taxes. It is pointed out by the collector's office that penalty and interest will be increased after October 1.

Lions Plan Picnic for Church Ladies

A watermelon picnic honoring the ladies of the First Presbyterian Church will be given by the Lions Club next Tuesday evening at Lake Park.

All Presbyterian ladies and their families, as well as Lions and their families are invited. There will be an entertainment program worked out, probably a rolling-pin tossing contest for the women and a baseball game for the men.

The picnic will replace next week's regular Wednesday luncheon. It will start at six o'clock.

A number of local Lions will attend a district meeting and banquet at Claude Monday night, September 18.

Yesterday's program featured Dewey Reed, emergency wheat administrator, and Gordon Durham, accordionist.

Housewives and other consumers of Hereford are giving enthusiastic support to the NRA Consumers' Drive, according to Mrs. O. G. Hill, chairman of the canvassing committee.

Canvassing started Wednesday when more than half of the town was covered by the workers. It was reported that very few had refused to sign the consumers' pledge and fly the Blue Eagle.

The local drive will be completed Friday, Mrs. Hill said. The rural districts will be canvassed next week to wind up the work.

After completion of the consumers' campaign throughout the country, a compliance board will be created by the local council and the NRA program will be put into full effect, according to S. P. Rosson, general chairman.

Mrs. Hill sent out a call for more volunteers to aid in completing the city canvass Friday. They are asked to report at her office in the city hall.

Mr. Rosson, J. A. Pitman and Harry Fritz attended the district NRA rally in Amarillo Wednesday night and reported that the entire Panhandle is putting the NRA program into effect with enthusiasm.

"All employers of Hereford who fly the Blue Eagle are complying with code provisions to the letter," Mr. Rosson said, "and we ask that consumers make their cooperation 100 per cent."

Increase Penalty for Tax Payments After October 1

September is the last month in which city, county and state taxes may be paid without large penalties and interest.

No penalty or interest is added to 1932 city taxes paid on or before September 30. Collections of 1932 taxes now total approximately 61 per cent, according to Miss Eva Skelton, city clerk.

State and county taxes paid this month carry penalty of one per cent. It will be raised after October 1, according to an act of the Forty-third Legislature.

Reopen Federal Wheat Seed Loans to Farmers

Federal loans for purchase of seed wheat were reopened this week, according to George Muse, chairman of the local loan board.

Applications are being taken by Miss Zelma Ruth Shore at the chamber of commerce office in the court house.

The loans are being made for purchase of seed wheat only, and may not exceed a total of \$300 or \$1.25 per acre.

Terms are the same as on previous loans, entailing an acreage reduction and a mortgage against the crop for the amount of the loan.

Baptists Plan Revival Here During October

Revival services will be held in the Baptist church, beginning Sunday morning, October 1. Rev. V. M. Cloyd, pastor, will do the preaching, and will be assisted by J. E. Speegle as song leader.

Services will be held each day at 10:00 in the morning and 8:15 in the evening, except Sundays, when the revival services will be held at regular Sunday hours.

This is the seventh revival service conducted here by Rev. Cloyd, and it is believed the meeting will be continued for ten days or two weeks.

"Cooperation from others has always been extended during revival meetings held in our church," Rev. Cloyd stated, "and the public is again cordially invited to take part in these services."

THOMPSON CHOSEN C C PRESIDENT

Hopkins, Mrs. Holman and Olson Officials Coming Year

Alex O. Thompson was chosen president of the Hereford Chamber of Commerce Wednesday afternoon at a meeting of the recently elected board of directors. He will serve until next September.

B. H. Hopkins was named first vice-president; John Olson, second vice-president, and Mrs. Seth B. Holman, treasurer.

Major project of the body during the coming year will be development of highways. A meeting has been called for next Monday evening at 8:00 o'clock for considering immediate action in connection with the county's road building program.

Mrs. Beulah McLean was named chairman of civic improvement and John P. Slaton, highway chairman. Two others will serve with him on the committee.

Two directors, A. H. Stren and Jonathan Pitman, were unable to attend.

Thompson succeeds John P. Slaton as president of the chamber.

Sheriff Takes Witness to Tulla Murder Trial

Sheriff John Miller went to Tulla Wednesday afternoon for the trial of Ed "Perchmouth" Stanton, accused of the murder of Sheriff John Mosely of Swisher county last January.

The sheriff took Edward Rose, a witness for the state, to Tulla. Rose, a filling station operator at Quitaque, was visiting in Hereford.

County to Give More Tax Money for Road Funds

A change in distribution of county tax money is being worked out to allow more money to be spent on roads.

This has been made necessary because emergency highway appropriations do not allow for purchase of implements and machinery. Federal highway money is to be spent only for labor and materials.

In cases where the construction is to be done under contract the contractors will furnish equipment.

The county tax rate is 75 cents per \$100 valuation, and the 75 cents is spent as follows: general fund, 25 cents; jury fund, 10 cents; regular road and bridge fund, nothing; special road and bridge fund, six cents; improvement fund, 20 cents; hospital maintenance, 10 cents; and hospital sinking fund, four cents.

Just where the transfer will be made has not been determined, but is to be worked out by the county commissioners.

City Budget Hearing Set for September 25

Public hearing on the city's budget for 1933 will be held at the city hall Monday morning, September 25, at 10:00 o'clock.

After fixing of the budget, the commission will determine the tax rate for this year. All city tax payers are invited to be present.

Mr. and Mrs. J. E. Beyer, Jr., and daughter, Beverly Jo, of Hutchinson, Kansas, arrived here last Saturday night to visit about two weeks in the home of his parents, Mr. and Mrs. J. E. Beyer, and with her father, A. W. Gregg, and other relatives and friends.

TO BUILD 33 AND 143 WITH EMERGENCY FUNDS; TO USE LOCAL LABORERS FOR WORK

More than 50 miles of highway are to be built in Deaf Smith county, with work to begin immediately. The roads are to be built as an emergency relief measure and will take the place of other federal and state relief work.

Construction is to be on Highway 33, both east and west of Hereford, as well as through the city, and Highway 143, better known as 25-Mile Avenue.

Local labor is to be used as far as possible, and the work will do away with all unemployment in the county.

J. H. Bowers Funeral Held On Tuesday

Funeral services for John H. Bowers, 96, pioneer Hereford resident who died last Saturday in Houston, were held here Tuesday afternoon at the Methodist church.

Rites were conducted by Rev. G. H. Bryant, pastor of the Tenth Street Methodist church of Amarillo, assisted by Rev. E. P. Gleason, of the First Presbyterian church of Hereford.

Pallbearers were J. T. Guln, Ray Conaway, Jack Rose, George Parker, Roy Smith and Wilson Gyles. Burial was in West Park Cemetery.

Mr. and Mrs. Bowers first came to Hereford in August, 1906, and stayed here until 1922 when they removed to Houston. Mr. Bowers engaged in the cattle business during his residence here.

Always civic-minded and a public-spirited citizen, Mr. Bowers served on the city council in his first year here, holding the position for a number of years. He was also a member of the school board. He was a member of the Presbyterian church.

At the time of his death Mr. Bowers was connected with a wholesale grocery firm in Houston. Surviving are his wife, two sons, Bob of Galveston and Wayne of Houston; one daughter, Mrs. W. E. Dunlap of Hereford; three brothers, R. A. Bowers of Childress, Joe Bowers of Denton, and T. E. Bowers of Dallas; four sisters, Mrs. T. A. Ross of Childress, Mrs. S. C. Raney of Alvord, Mrs. T. J. Cothran and Miss Minnie Bowers of San Diego, California.

Attending the funeral from out of town were two brothers, Joe and T. E. Bowers; the sons, Bob and Wayne; Mr. and Mrs. T. A. Ross, Mrs. Raney, Mr. and Mrs. R. A. DeFee of Channing; Mr. and Mrs. A. G. Stanley and Mr. and Mrs. H. A. Nobles of Amarillo.

Mr. Bowers was born in Missouri, October 25, 1866. He lived in Texas more than 65 years, his people having moved to the state before he was a year old.

He was married December 1, 1880, to Miss Willie M. Womack, in Forestburg, Texas.

Deaf Smith county's application for road building originally asked for \$400,000. If the county's share of the \$7,500,000 to be spent in the area amounts to that much, it will be possible to improve Harrison Highway, west from Hereford into the northwest part of this county.

It is the plan to do away with the formality of obtaining deeds to right-of-way before building. The roads are to be located and construction to begin. Titles to right-of-way will be obtained later.

Local officials and merchants were jubilant over the construction program, declaring that a weekly payroll such as this provides would hasten recovery more than any other means.

Legion to Install Officers Tuesday

New officers of Hereford Post, American Legion will be installed at a meeting next Tuesday night in the city hall.

Important matters are to be taken up at the meeting and members are urged to get in touch with officers before the meeting.

Officers to be installed are Frank Gyles, post commander; Harry Taylor, first vice commander; W. C. Hromas, second vice commander; Jim Black, post adjutant; L. H. Foster, secretary-treasurer; Floyd Hacker, sergeant-at-arms, and B. B. Dixon, service officer.

St. Anthony's School Has Enrollment of 34

St. Anthony's school opened last week with an enrollment of 34, two less than last year, when 36 pupils attended.

Work in the school, as in past years, covers the first seven grades, or up to high school.

On the faculty are Sisters Bernadette, S. A., Innocentia, S. A., and Celestina, S. A.

F. M. Kester attended the District Optical Convention in Amarillo last Sunday.

Seven and one-half million dollars is to be spent in 19 drouth-stricken Panhandle counties in the road construction.

Recruiting of labor for the work was started here Monday following announcement of the program. The local wheat committees throughout the county are taking applications as is the relief office here under Miss Annis Greer and the county judge's office.

Take Applications. Applications are to be filed with the relief office and work will be given to the most needy first. A number of men were scheduled to go to work by Friday of this week at the latest, moving back power line poles on the right-of-way of Highway 33 east of Hereford.

It was tentatively announced that minimum wages would be 35 cents per hour with a 30-hour working week. Since the emergency road building fund provides only for labor and materials, plans are being made to use implements and teams belonging to residents and laborers.

Engineer Here. E. H. Gomert, resident engineer of the state highway department, was in Hereford Monday and Wednesday of this week conferring with county officials.

Type of improvement on the roads has not been determined. It is known that both will be given all-weather surfaces, however. Building of grade and drainage structures is the immediate program.

Highway 33 is to be given two routes through Hereford, the present one, and the other to follow First Street. It will be relocated on the north side of the Santa Fe Railway west of Hereford.

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

MRS. SETH B. HOLMAN,
Editor and Owner.



TELEPHONE 30-NIGHT 406-W

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.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Can It Be True?

Under the emergency road building program it appears Deaf Smith county is actually going to have some highways improved at last. Work here has been put off so many times and so many promises made and not kept that citizens are saying, "Show me."

This time there is going to be no play for the time-worn excuse of the highway department, "You didn't do your part."

All that is asked of the county this time is that it furnish standard right-of-way for the roads and that the relief committee operate an employment bureau for furnishing labor.

The county went to work on these things Monday morning. County Judge C. W. Humble informed the highway department that deeds for right-of-way would be delivered immediately after the routes were laid out and asked that the routing be done immediately.

Jesse Stanford, chairman of the relief committee, sent for instructions for operation of the employment bureau.

Deaf Smith county is ready for action.

Perryton's Gas Rate.

It seems the city dads of Perryton thought that 60 cents a thousand was a wee bit high for folks to be paying for gas.

So last fall they passed an ordinance setting the rate for gas at 45 cents per thousand feet. They also lowered the minimum charge to \$1.50 the month. Sliding rates for large consumers were also included in the amendment to the gas company's franchise.

Naturally, the holders of the franchise immediately protested the action. That brought the matter to the state railroad commission, and a hearing was held.

Last week the commission sustained the ordinance.

The gas company has filed suit for injunction against enforcement of the ordinance. The commission's decision will be taken before a three-judge federal court.

Hereford, with a gas rate of 67½ cents per thousand cubic feet, is anxiously awaiting the final decision.

MAKE YOUR Shopping List AS YOU READ

By Their Words

What Panhandle Papers Say

I've about decided that if old NIRA works, we will push the Texan out in front a little more, and see how much luck we can have in making it a regional paper for the North Plains. I don't believe there is any other paper undertaking to serve the North Plains territory and I don't believe there is any other paper at the present time that can serve it except The Texan. Keep your ears open. Your Daily Texan may step out a bit faster one of these days, especially if we can get just the right kind of cooperation that will help put the job over. I believe the people need a paper now more than ever before and I believe the need will continue to grow. I believe The Texan can fill the gap and I believe we have the guts to do it.

Don't worry about us tooting our own horn. You've got to think well of yourself before others will, and besides who is in a better position to appreciate a paper's good and bad points any more than the editor of that paper?—John McCarty, in Dalhart Texan.

Along about this time I predict an early fall. Yessir, we're going to have to put on the flannels before many moons now. I am not trying to build up a reputation as a weather prophet but just remember if you get caught out that I warned you. How do I know cold weather is near? It's a secret but I might tell you if I hit it—otherwise let's just skip it.—Jumbo Haynes, Floyd County Hesperian.

I wish to announce as a candidate for a position as school trustee another year. There are two things I will promise to do: First, I will promise to be present at the opening of school; and, second, I will promise to hire some good-looking school teachers, both male and female.—D. A. Davis, in McLean News.

Records in the sheriff's office indicate that 27 new cars were registered during August, as compared with none last year. Some indication of recovery?—Tulla Herald.

Styles do change and we are going some! Notwithstanding Dalley county is in the dry list, automobile drivers may buy one brand of gasoline about the color of beer, but minus the foam, and another that is the color of wine, and they both have plenty of "kick" in them.—Muleshoe Journal.

There is enough ability going to waste right in and around town and every other town to whip the socks off droughts, bank failures, and delinquent taxes. If we will concentrate our abilities on the essential things and don't chase too many phantoms. The parable of the talents is a concrete example of the reward of ability and the penalty of inability. But excuse me for mentioning anything in the Bible, as modern people are beginning to believe the old adage, "When ignorance is bliss, 'tis folly to be wise."—McLean News.

Only one cotton patch in Colliingsworth County has been plowed up by orders of the Federal government. Last week four farmers were still refusing to plow up their cotton in conformity with the contract signed with the Government. When the situation was explained, three of them agreed to plow up their own cotton, but the fourth refused, and he was served with a court order and a man was sent out with a tractor

A LONG TIME AGO IN HEREFORD

(From the Hereford Brand, September 10, 1902.)

A sad incident was described, wherein an old soldier was making application for life insurance and a pension at the same time. By error, his papers were mixed, the one glorifying his good health going to Washington, the one describing him as a physical wreck to the insurance company. Sad, indeed.

F. M. Aris, W. H. Patton, J. A. Kirkpatrick and Will Daniel were in New Mexico, and Arizona on a hunting and fishing expedition.

Rat Jowell, T. A. Cox and W. R. Evans had just returned from a hunting trip to the Canadian. The editor refused to vouch for their stories of a successful hunt, as he had seen no evidence.

C. S. Richards had been in town from La Plata.

Jack Harwell had been in town from Farwell where he was opening a saloon.

Thos. Kelly of Chicago had just bought 55,000 acres of the XIT ranch at \$2.50 per acre.

Wednesday to plow up the cotton. The expense of plowing will be deducted from his check.—Wellington Leader.

With shotgun shells selling at a dollar per box and gasoline hovering around the 20-cent mark, we figure this section will be a pretty good place for the ducks to spend the winter.—Slate-Lane Tribune, Farwell.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if There are 43 pupils enrolled at Frio this year. Several patrons were present the first day.

Jarrell Corbel of Quitaque spent Saturday with Buster Greer.

Mrs. M. D. Fincher of Hereford spent Tuesday with Mrs. Guy Ham. John Gaetz received a message Sunday of the death of his sister at Mitchell, South Dakota.

Mr. and Mrs. Britt Boyd spent Sunday in Hereford with Mr. and Mrs. Carl Jennings.

Mr. and Mrs. Everett Cornett were in Amarillo last Thursday. Oscar Jones and family attended a family reunion at the Gollehon home in Dimmitt Sunday.

Mr. and Mrs. J. J. Lindsey spent Saturday in the R. W. Elliston home at Wyche.

Gay Ham and family spent Sunday afternoon with Mr. and Mrs. Luther Ramsey.

Mr. and Mrs. Saunders and Miss Elfreda Murphy of Rance attended singing at Frio Sunday night.

Mr. and Mrs. Jack Roberson and Mrs. J. B. Harlin were called to Chickasha, Oklahoma, Thursday night by the serious illness of their sister. Mrs. Harlin will remain there this week helping to care for her.

Mr. and Mrs. Haskell Robbins returned Monday from a month's visit at Sparta, Tennessee, where they visited their parents.

Mrs. Paul Williams and Mrs. H. M. Mobley were in Amarillo Saturday.

Mr. and Mrs. Dewey Jones were Sunday visitors in the C. E. Tice home.

Dawn Items

BY INEZ MILLEE

The young people of this community surprised Mr. and Mrs. Martin Campbell with a supper Thursday evening in their home. After supper was served to 34 guests, the time was spent playing games until 11:30, when watermelons were served.

Mr. and Mrs. Laben Galloway of Jumbo visited friends here Sunday. Miss Aldyth Botsford was a guest in the J. E. Copeland home at Hereford Sunday.

A wheat growers meeting was held here Thursday afternoon. Almost all growers of this community were present.

Mr. and Mrs. L. N. George visited friends in Hereford Sunday.

Norman Miller was a guest of Ed Manton Saturday and Sunday. R. W. Botsford and family were visitors in the home of Mr. and Mrs. E. M. Rice of Hereford Sunday.

Miss Hazel Crouch was in Amarillo Saturday.

Miss Augusta Stice, who has been visiting in the L. A. Smith home, returned to her home in Canyon Sunday.

Misses Inez and Alma Miller were visitors in the L. A. Smith home Sunday as guests of Lois and Syble Smith.

Mr. and Mrs. J. B. Dodson of Canyon and Norman Miller were guests in the W. L. Harris home Sunday.

Mr. and Mrs. W. L. Fallwell had been in Hereford from Dimmitt.

Asked to describe the difference of apparel of the ladies of Manila and Honolulu, a returned soldier remarked that in Manila most of the women wore "wrappers," while in Honolulu none of them did.

(From The Hereford Brand, September 18, 1912.)

Rev. S. T. Shore had lectured to Hereford citizens, "Purpose of Life," having been his subject, and was scheduled to preach the following Sunday evening on the subject of "Hell Fire and Brimstone."

Two tennis teams from Canyon had been soundly beaten by Hereford players.

Roy Fremester had gone to Fort Worth where he expected to enter Texas Christian University.

Hereford had in actual operation 20 irrigation plants, producing from 1,000 to 3,400 gallons per minute.

Thursday evening in the presence of a few friends, Miss Calla Lambert was united in marriage

to Mr. Carl Mountz, Rev. Purser of the Baptist church officiating.

Hereford public schools had opened Monday, with a total enrollment of 455.

Mr. and Mrs. Percy Estes had been in Hereford shopping.

Miss Nellie Black had gone to Miami, where she had been employed as a teacher in the public schools.

Fred Oberthier and Lester Wilkinson had enrolled in an Amarillo school.

Misses Hazel Wilson, Edna and Ethel Fuqua had entered Canyon Normal.

Misses G. A. F. Parker and A. C. Elliott had entertained friends with a "sewing party." Guests were received by little Annie Fitzhugh Parker, and Mrs. Arnold and Miss Nellie Black served refreshments.

J. O. Lindsey had treated the Brand force to watermelon and grapes. Mrs. E. F. Connell had also made the force happy when she brought in a bag of fine peaches.

Westway Items

(BY WILMA SKYPOLA)

Take Produce to Carl's Gro. if Mr. and Mrs. Dave Grimes returned home last Thursday night from Hot Springs, New Mexico.

Mrs. Tee, of California, has been visiting the Roe home. Mr. Roe took her to Plainview this week.

Mr. and Mrs. Dodson went to Flagg over the week end.

Rev. Bennie Harrison filled his appointment here Sunday. A Sunday school has been organized to meet in the afternoon. Everyone is invited.

Mr. and Mrs. Paul Artho spent Sunday in the V. Skypola home.

Last Sunday a few friends surprised Mrs. Lueb, honoring her birthday.

School opened last Monday, with Mr. and Mrs. Dodson, Miss Hastings and Miss Barnard as teachers.

Cecil House, nephew of Mrs. Gore, is visiting the Gore home.

Mrs. Preston, mother of Mrs. Gore, is visiting relatives in Clovis this week.

COURTHOUSE RECORDS

Warranty Deeds.

C. R. Smith and A. M. Jones to Martin H. Hines, lots 6, 7, 8, 9 and 10, block 16, Durant's subdivision of block 26, of Mabry's addition to Hereford.

Mrs. G. F. Springer to South Plains Lumber Co., lot 4, block 8, Whitehead Addition to Hereford.

Marriage License. Beauchamp Harris to Mrs. Pearl Biggs.

New Car Registrations. J. D. Harrell, Chevrolet, Grizzle Chevrolet Company.

George Messenger, International truck, I. H. C., Amarillo.

J. C. Parker, Chevrolet, Grizzle Chevrolet Company.

Henry Cloyd, Chevrolet, Grizzle Chevrolet Company.

Roy Crutchfield, Chevrolet truck, Chevrolet Company, White Deer.

Notice Of Sale of Real Estate Under Order of Sale.

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale, issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 31st day of January, 1933, in favor of L. A. Arnold and against J. H. Leatherwood, Paul Artho and J. E. Golden, in the case of "L. A. Arnold vs. J. H. Leatherwood et als," number 2045 in such court, I did on the 11th day of August, 1933, at 6 o'clock P. M., levy upon the following described tract of land, located in Deaf Smith County, Texas, as the property of J. E. Golden, to-wit: All of the West one-half (W½) of Block No. 28, Evans Addition to the town of Hereford, and on the 2nd day of October, 1933, being the first Tuesday of October, 1933, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said date, at the court house door of said county, I will offer for sale and sell, at public auction, for cash, all the right, title and interest of the said J. E. Golden in and to said property.

Dated at Hereford, Texas, on this the 20th day of August, 1933. J. C. CARROLL, Constable of Justice of the Peace, Precinct No. 1, Deaf Smith County, Texas. 34-3c



Have Money Pay Your Bills

BUY only what you can PAY for... pay for what you BUY. Your credit may be GOOD, but too much credit is BAD. GOOD for you. Have money in our bank to pay your bills... spend less... save more.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business



On your way to Chicago to the Century of Progress Exposition... Stop in St. Louis

A modern American city... rich in historic lore... 19 miles of river front... sixty-five city parks... world-famous zoo... Shaw Botanical Gardens... art galleries. Many other points of great interest... the world-renowned Lindbergh trophies exhibit and Municipal Opera, worth the visit alone.

Rates from \$1.50 THE AMERICAN HOTEL THE AMERICAN ANNEX "On the Plaza" Market at 6th and 7th St. Louis, Mo.



The Green Light to Opportunity

When an opportunity to make a sound and profitable investment arises, are you check-mated by insufficient funds?

With money in the bank you will be ready. Let us aid in the solution of your business problems. All branches of banking service.

The First State Bank "A MORE BEAUTIFUL HEREFORD"

The Government Wheat Program Calls For

LESS WHEAT

THE CORNER DRUG WHEAT PROGRAM CALLS FOR

BETTER WHEAT

Treat Your Seed With

COPPERCARB

It Prevents Smut.

■■■■

CORNER DRUG STORE

MEATS


that are **DELICIOUS**

To Charm Your Palate
And Please Your Purse

GOOD MEATS GOOD GROCERIES
always at

Texas Market & Grocery

PHONE 353—FREE DELIVERY
CLOSED ALL DAY SUNDAY



Excellent Food Courteous Service

Your only difficulty in dining here will be that of deciding which of the delicious dishes to choose.

But it is gratifying to know that you can't go wrong.

New Club Cafe

INSTANT

Hot Water

is so convenient!
An automatic water heater operates for only a few pennies a day.

Symbol of Dealer **West Texas Gas Co.**

For Those Boys

CLOTHING JUST AS TOUGH AS THE BOYS ARE

BOYS' GRAY SHIRTS

Sizes 6 to 11 Years and 12½ to 14½

48c

DON PLAY SUITS
Stripes Only—Extra Heavy Weight.

Guaranteed Satisfactory or Money Back
Sizes 1 to 8 Years **98c**

School Pants in Blue and Gray Striped Cover
Sizes 6 to 17 **\$1.35** Pair

Sweaters Full-Overs by Bradley **\$1.25** and up

New Shipment Boys' SCHOOL CAPS **59c** and up

Fox Mercantile Co.

THE CHURCH WORLD

First Baptist Church
REV. V. M. CLOYD, Pastor.
Sunday school, 9:45.
Regular preaching services by the pastor at 11:00 o'clock.
B. T. S. at 7:00.
Sermon by pastor at 8:00 p. m.
A friendly invitation is extended to all.

First Presbyterian Church
REV. E. P. GIESER, Pastor.
Sunday school at 9:45.
Morning Worship at 11:00.
Evening Worship at 8:15.
A cordial invitation is extended to everyone to all of our services.

St. Anthony's Church
Mass Sunday at 8, sung mass at 10. Weekdays at 8, Saturday 6:30.

First Methodist Church
REV. E. E. ROBINSON, Pastor.
Sunday school, 9:45 a. m.
Dr. Ernest E. Robinson will return to Hereford Friday and will preach Sunday at 11:00 a. m. and 8:00 p. m.
Young people meet at 7:00 p. m.
A cordial welcome to the public.

SOCIETY

Myrtle Hamilton Weds George W. Smith
George W. Smith, son of Mrs. G. W. Smith of West Hereford, and Miss Myrtle Hamilton, daughter of Mr. and Mrs. S. D. Hamilton, of this city, were united in marriage Sunday, September 3, in Clovis, New Mexico.
Mr. Smith is engaged as a radio technician in his place of business south of the city hall, and is also an electrician.
Miss Hamilton until about two years ago had been teaching school at Fort Sumner and Estancia, New Mexico, but has recently made her home here with her parents.
Mr. and Mrs. Smith managed to keep their marriage a secret until a few days ago, and are now being congratulated by their many friends.

MRS. FRIDLEY ENTERTAINS LOYAL WORKERS
Mrs. E. E. Fridley entertained the Loyal Workers club at her home Friday in honor of Mrs. R. A. Walls and Mrs. J. B. Jones, who were leaving that evening for Minneapolis, Minnesota, on an extended visit with their daughters.
A covered dish luncheon was served to Messrs. and Mmes. Herman Sturt, Jowell Murchison, Henry Williamson, F. E. Bowe, and Mmes. J. B. Jones, Charley Sowell, R. E. McCullough, C. C. Cox, A. D. Godwin, R. A. Walls, Lara West, and Mrs. Sherman Williams, of Amarillo; Misses Edah Park, Ursula Fridley and Mr. and Mrs. E. E. Fridley.

PIONEER STUDY CLUB OPENS NEW YEAR
On Tuesday, September 12, the Pioneer Study Club held its first meeting of the club year at the home of Mrs. Rex Tynes, with a 1:00 o'clock luncheon honoring the new president, Mrs. O. G. Hill.
Mrs. Bob Higgins gave a welcome to the new members, Mmes. Wirt Phillips, J. W. Spradley, Ray Johnson and Floyd Ross.
Mrs. H. D. Reed paid tribute to the retiring officers, Mrs. F. M. Kester and Mrs. Frank Lucas. Response was made by Mrs. Kester.
Mrs. H. G. Conkright gave a few words of welcome to the new officers, and response was made by Mrs. Hill.
Luncheon was served to Mrs. Sherman Williams and Mrs. Fletcher Rogers, guests; Mmes. O. G. Hill, H. D. Reed, Bob Higgins, F. M. Kester, Allen Bell, J. E. Byer, H. G. Conkright, J. M. Gilliland, E. S. Ireland, Ray Johnson, Wirt Phillips, J. W. Spradley, T. E. Seliger, Grace Guthrie, Geo. Muse. Hostesses were Mmes. Rex Tynes, Arthur Thompson, Burl France, P. H. Gilliland, Floyd Ross, Frank Lucas, M. D. Wumble and A. A. Foster.

DORCAS CLASS VISIT MESSENGER HOME
The Dorcas class of the First Baptist church drove to the J. N. Messenger home Tuesday and surprised her with a covered dish luncheon. Mrs. Messenger was the teacher of the class until she moved to the farm. Mrs. Russell Carroll is now teacher.
Mmes. Ed Smith, A. Frisbie, W. N. Elkins, F. W. Lambert, R. P. Brazill, C. H. Carl, J. H. Buckner, R. W. Carroll, J. D. Brown, R. C. Bridges, A. B. Webber, J. D. Curtsinger, R. R. Young, J. P. Roberson, Jack Roberson, W. D. Vaughn and Mr. and Mrs. Mack Beach were present for the delicious dinner. Several old songs were sung, closing with "God Be With You Till We Meet Again."

PAST PRESIDENTS' LUNCHEON
The past presidents of the Music Study Club met in annual luncheon Monday, September 11, at the home of Mrs. C. C. Ferguson. The occasion honored the incoming president, Mrs. C. C. Acker.
Eight past presidents, with the honoree and two out-of-town guests gathered around the well appointed table, with its beautiful linens, glassware and silver. A centerpiece of gorgeous orchid asters, dainty favors and clever place cards added to the pleasure and beauty of the occasion.
Those who had visited A Century of Progress entertained the less fortunate ones with accounts of their various experiences and impressions, causing much merriment and interest.
As demitasse was being served in the living room, advice, friendly banter and best wishes were plentifully bestowed in the initiation of those present were Mmes. G. A. F. Parker, H. L. Broadwell, C. C. Ferguson, C. H. Dyer, W. E. Dameron, A. O. Thompson, Ray Conaway, Homer Fox, past president, and Mrs. Sam H. Reid of Lufkin and Miss Mattie Swisher of Canyon, guests.

HOME MAKERS CLASS HAVE BUSINESS MEETING
The Home Makers class of the Baptist Sunday school met at the church Friday, September 8, for their monthly business meeting. After the business session, group 1 furnished games for entertainment. Group 3 served refreshments of cake, sandwiches and punch to Mmes. Tom Major, Edgar Mosley, Wood Vaughn, Gordon Engle, Will Alexander, Otto Masie, John Harvey, Barrett Sowell, Roy Thompson, Ernest Speagle, Louie Olson, Ayers, Dixon, John Renfro, R. E. McCullough, Herman Grey, W. Valentine.

BUSINESS PROFESSIONAL WOMEN'S CLUB MEETS
Monday at 8:00 o'clock the Hereford Business and Professional Women's club met in the first session of the new club year in the county court room.
After a short business meeting in which the president, Mrs. Bob Wilson, outlined the duties of the service committee for the coming year, an interesting program was given by the Research Committee, Miss Sayde Rigler, chairman, discussed the ten objectives to be sponsored by this committee during the coming year. Miss Irene Crawford gave a discussion on "How Women Are and Have Been Discriminated Against in Business and Professions."

J. A. PITSMAN ENTERTAIN BRIDGE CLUB
Mr. and Mrs. J. A. Pitman provided themselves delightful hosts on Tuesday evening when they entertained the members of their bridge club and a few friends with a delicious dinner.
The evening was spent playing bridge and at the conclusion Miss Eloyse Pitman held high for the ladies and Alton Fraser for the men.
Those present were Messrs. and Mmes. H. K. Fox, C. C. Acker, C. A. Skelton, Oscar Easley, Alton Fraser, Miss Eloyse Pitman and Messrs. S. P. Rosson, E. D. Fox and Mack Pitman.

Junior Auxiliary
The Junior Auxiliary will meet next Wednesday afternoon, September 20, at 2:30 in the Presbyterian church.

THE HIDDEN QUART

STAYS UP IN YOUR MOTOR AND NEVER DRAINS AWAY



CONOCO

GERM PROCESSED MOTOR OIL

PARAFFIN BASE

You may at times forget to add a needed quart. This slip of memory may be forgiven, if you use Conoco Germ Processed Motor Oil, for the 'Hidden Quart' extends its protection to cover the lapse, and gives extra miles to safely reach the next Red Triangle Station.

This exceptional lubrication is brought about by the Germ Process—exclusively Conoco's patented formula. By adding extra oiliness and penetrativeness to the very highest quality motor oil, complete protection is achieved.

With all these qualities, the total cost of this oil is low... five miles for a penny.

REV. GIESER AND FAMILY HOME FROM TRIP NORTH
Rev. E. P. Gieser, pastor of the First Presbyterian Church, returned Monday with his family from an extended vacation trip to Chicago and other points.
While in Chicago Rev. Gieser visited with relatives as well as making the rounds of A Century of Progress. He was also at the One Hundredth Anniversary celebration of Old Fort Dearborn, which housed Chicago's first Protestant church.

Buy your Coppercarb at the City Drug Store. It's fresh. Telephone 100.

Miss Ramey to Abilene School.
Mr. and Mrs. E. Ramey and daughter, Miss Eunice Oline, left Sunday for Abilene, where Miss Ramey is entering Abilene Christian College as a sophomore, having completed Hereford high school, class of 1932, and freshman college year at W. T. S. T. C., 1933.

TELEPHONE OFFICIAL IN HEREFORD WEDNESDAY
L. H. Johnson, assistant district manager of the Southwestern Bell Telephone Company, was a business visitor in Hereford all day Wednesday.
He was a guest of the Lions Club at the noon luncheon. Mr. Johnson announced that his firm had signed up with N. R. A. and is now flying the Blue Eagle.

County Council Meets Saturday.
The Deaf Smith County Council will meet in the county court room Saturday afternoon at 2:30. All club presidents and delegates are urged to be present. Mrs. John Allen, Press Correspondent.

STILL \$5.00!

Yes, Sir, we still have FRIENDLY FIVES for Five Dollars. You'll have to hurry, though, because they'll be \$6.00 when this stock is gone.



Stetson Hats

At \$5.00, Too

We have a nice assortment of new Fall Stetsons as low as \$5.00.

A Cheaper Line of Hats, Also.

Wash Frocks

New Fall Patterns

DIMMIES - ORGANDIES GINGHAMS

\$1.95 - \$2.95

THINK OF YOUR FEET

We carry a complete line of DR. SCHOLL'S Foot Specialties.

Let us care for your feet.

D. R. GASS & SON

"The Friendly Shoe Dealer"

J. A. PITMAN NAMED HEAD OF COUNTY WHEAT ORGANIZATION

Jonathan A. Pitman of Hereford was named president of the Deaf Smith County Wheat Production Control Association at the group's first meeting Monday morning.

C. M. Brown of Messenger was chosen vice president; Dewey Reed, emergency agent, secretary; County Judge C. W. Humble, treasurer.

On the allotment committee are the president, Jim Lipscomb of Ward and J. W. Kirby of Bippus.

The board unanimously adopted the county average plan under which every acre is to be figured as producing 8.1 bushels, the average set by the U. S. Department of Agriculture.

Recommendation that the county be allowed to use the average plan was forwarded to Washington.

On the county board are nine members, chairman of the county districts. The district committees are:

Ward, Jim Lipscomb, chairman; Wiley Roberson and Bill Hutson.

Westway, G. C. Hartman, chairman; Mark Benefield, and Paul Mathers.

Bippus, J. W. Kirby, chairman; G. C. Smith, C. S. Perrin.

Messenger, C. Brown, chairman; F. Collett, Louis Woodford.

Ford, W. M. Stewart, chairman; D. B. Mann, Carl Straufus.

Dawn; Alfred May, chairman; W. J. Stewart, A. T. Frye.

Hereford, J. A. Pitman, chair-

man; C. A. Skelton, Troy Wombie, Fairlyew, E. T. Alred, chairman; R. L. Campbell, Lawrence Wombie.

Sims, B. H. Kinsey, chairman; W. F. Fisher, T. F. Bohannon.

Offer Prizes for Poultry at Fair

Announcement was received here yesterday that the Tri-State Fair will conduct a poultry show this year, with premiums to be paid as in previous shows.

It was originally announced that only ribbons would be awarded in the poultry competition. Under the revision, cash premiums will range from 50 cents to \$3.00 in the singles division; from 50 cents to \$5.00 in pens, and \$7.50 to \$15.00 for displays.

Entry fees will be charged, according to a letter from President Bill Lampe. Entries will not be accepted later than Tuesday morning, September 26, and judging will be Wednesday, September 27.

Walter Burton, Dallas, widely known poultry expert, will do the judging.

Phillips Official Gives Explanation of Octanes

Recent announcement of the Phillips Petroleum Co. that the anti-knock rating of its Phillips "80" gasoline has been raised to 70 octane has brought a deluge of inquiries regarding octane number and its significance, according to H. O. Starks, manager of the Phillips' Amarillo division.

Octane number is a measurement of the anti-knock quality of motor fuel; the higher the octane number the greater the anti-knock characteristic. In other words, a gasoline of 70 octane, which is top rating in the regular price class, will not knock on hills or during sharp acceleration, while a gasoline of 65 octane or less will.

What seems to be arousing the curiosity of most motorists is the reason for the use of the word octane. It's all the fault of the technologists—the research engineers who develop and test the fuels in the many refinery laboratories throughout the country, Mr. Starks says.

After trying out many testing fuels to which gasoline might be compared for absence of knock, scientists finally agreed on a mixture of octane and heptane, two pure hydrocarbons which burn like gasoline. Octane won't knock; heptane makes a motor sound like a riveting machine. As the proportion of octane to heptane in the testing fuel varies, so does the amount of knock vary.

The gasoline motorists buy is tested in a one cylinder motor under conditions which simulate those of actual automobile operation. The test engine is equipped with dials to show the force of detonation, or knock, and to record temperature conditions. If the gasoline knocks just like testing fuel composed of 50 per cent octane, 50 per cent heptane, then the anti-knock rating of that gasoline is called 50 octane. If the gasoline's detonation is the same as that of a 70 per cent octane-30 per cent heptane mixture, the gasoline is 70 octane, which is just right for modern high-compression motors, according to automotive engineers.

Mrs. T. L. Morgan left Monday morning for Dallas, where she is visiting her mother. She was accompanied to Dallas by Dr. Willis of Friona. Mrs. Morgan is expected home Thursday.

Mr. and Mrs. N. F. Locke of Miami, Mrs. E. L. Keith and children of Borger, Mr. and Mrs. Beryl West and son, and Mr. and Mrs. W. A. Burrows of Amarillo visited in the home of Mr. and Mrs. R. F. Barnes last week. Mrs. Locke is a sister of Mrs. Barnes, and Mrs. West a granddaughter. Mrs. Keith and Mrs. Burrows are daughters.

James Cloyd left last week for Baylor University at Waco where he will be in school the coming term. He left early in order to attend football practice and instruction. He played guard and center on the freshman team last year and is going to make a strong bid for the regular team this fall. He was a star on the Hereford high school team two years ago.

Judge Three Here In Farm Contest

Three Deaf Smith county contestants in the Amarillo Globe-News Balanced Farm Contest were judged Tuesday of this week.

The contestants are Lester Galley, Mrs. Bess Turrentine and Melnard Koelzer. Mr. Galley was entered in the dairy division and the other two in swine competition.

Judging was done by J. Lynn Thomas, D. S. Buchanan and A. L. Smith, all of the A. & M. College. Mr. Thomas is a dairy cattle specialist, Mr. Buchanan is handling swine, and Mr. Smith is a beef cattle man.

P. C. Bennett, Fother county agent, and Garford Wilkinson, farm editor of the Globe-News, were also in the party.

It is the first annual balanced farm contest to be sponsored by the Globe-News. The contest is under the direct supervision of the Extension Department of A. & M. College.

Prizes totaling \$875 cash are being offered. Winners will be announced at a banquet in Amarillo during the Tri-State Fair, the last week of September.

Mrs. Turrentine last year took sixth place in the Globe-News work production contest. It was her first year of competition.

Mr. and Mrs. Barclay Bell Here.

Mr. and Mrs. Barclay Bell of Los Angeles, visited early this week in the home of Mr. and Mrs. E. S. Ireland. Mr. Bell is a brother of Mrs. Ireland, and a former Hereford resident.

They have been on a motor trip for more than a month, having driven up the Pacific Coast into Canada and across to A Century of Progress at Chicago, then down to Texas.

County Will Save 8 Per Cent On Gas

Saving of approximately eight per cent will be effected in gas bills of the county under the ordinance adopted last week allowing them gas as if it all passed through one meter.

During last December the county used 724,000 cubic feet of gas. The bill was \$239.74. Under the new system the cost would be \$221, a saving of \$18.74.

Bills of the county for last December were: Court house, \$89.95 for 272,000 feet; Hospital, \$120.77 for 409,000 feet; Jail, \$22.95 for 34,000 feet; County Barn, \$6.07 for 9,000 feet.

The gas is charged at the rate of 45 cents for the first 50,000 feet, 35 cents for the next 150,000, 30 cents for the next 300,000, and 25 cents for the remainder.

As figured heretofore the above rates applied for each separate meter. Under the new ruling not only the county, but the schools and city are to be charged as if all gas were used through one meter.

Saving for the schools is expected to be a little more than that of the county, while the city's will be less.

Card of Thanks.

We wish to express to our friends and neighbors our sincere thanks for your kind deeds and words of consolation extended in our recent bereavement.

Mrs. J. H. Bowers and Family.

Mr. and Mrs. N. W. Cayton and three children left last Monday for their home in Texhoma. Mrs. Cayton and children had been here about two weeks visiting her parents, Mr. and Mrs. J. P. Wood. Mr. Cayton came down to spend the week end.

Colorado Visitors Here.

Mr. and Mrs. E. F. Vannoy and two daughters, Misses Kathryn and Vera Sue, of Fort Morgan, Colorado, visited here in the home of Mrs. Vannoy's sister, Mrs. O. L. Cuiwell, last Tuesday.

Mr. Vannoy is secretary of the Riverside Irrigation Company and recently represented his district in the Colorado legislature and was mayor of Fort Morgan two consecutive terms.

Miss Kathryn is author of several books of popular fiction, one of which has recently been accepted by the Junior Literary Guild. She was formerly a teacher in the State College at Dillon, Montana, and has traveled abroad. Miss Vera Sue attended an exclusive girl's school in St. Louis.

This is the first visit of the Vannoy family to the Texas Panhandle and all expressed themselves as being delighted with Hereford and surrounding country.

A large shipment of Coppercarb has just been received. City Drug Store, Phone 100.

Virlin Woodford and E. Pursley of Winchester, Kentucky, arrived last Saturday and are visiting the Lyle and Louis Woodford home, who are nephews of Virlin Woodford and cousins of Mr. Pursley. They are also visiting in the home of Mr. and Mrs. H. G. Conkright.

Mrs. R. A. Walls and son, John D., Mrs. J. B. Jones and Miss Martha Duncan left Friday for Minneapolis, Minnesota, for a few months. Mrs. Walls will visit her daughter, Mrs. B. A. Humphries of Minneapolis for two weeks, then go to the Mayo Clinic at Rochester for treatment. John D. will attend school in Minneapolis this winter. Mrs. Jones and her daughter, Miss Duncan, will visit several months in the home of Mrs. Harvey Yantis, Mrs. Jones' sister.

Modern Electric Service A Partner to Industry

Modern transmission-line electric service has played an important and vital part in the progress and development of West Texas. With a new period of expansion awaiting this area during the next few years—this dependable and economical power supply is destined to play an even greater role in the industrial drama to be enacted here.



TEXAS UTILITIES CO.

Mrs. A. Y. Bell and daughter, Miss Faye Bell, and Mrs. Archie Copeland of Wellington visited a few days this week in the home of her sister, Mrs. W. M. Megert.

Mrs. M. S. Gatewood of Fort Worth, mother of Mrs. J. H. Miller of Hereford, left Saturday for her home after a visit of more than two months with Mrs. Miller.

Why Scotchmen Stop at GULF

Free air, free water and Gulf Values.

Gulf is not only fresh, but ETHYL has been added. Extra high anti-knock gas at no extra price.

Gulf Lube contains 28 1/2 per cent more mileage and no higher than other oils.

GULF SERVICE STATION
J.C. McCullough
Manager



Don't You Know That It Is Time to Plant Your Lawn?

We have—
BLUE GRASS
BERMUDA
WHITE CLOVER

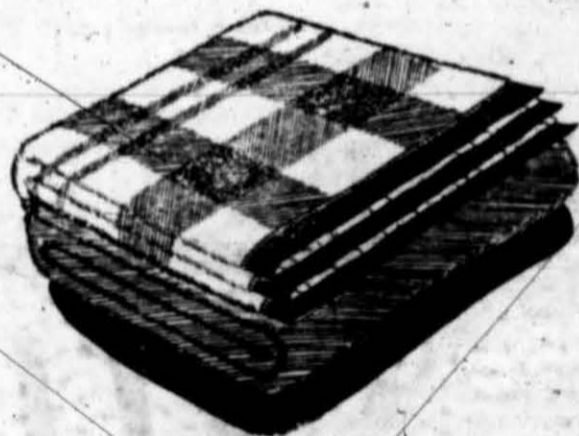
West Texas Feed & Seed Company

Home of JUST-RIGHT FEEDS
Fresh? I'd Say
Phone 265. Delivery



IT'S BLANKET TIME! LOOK AT THESE BARGAINS!

These blankets were bought before prices were higher than you ever bought blankets before. And cheaper than you'll ever buy blankets again. DON'T FAIL TO SEE THEM.



Double Blankets
—Plaid cotton, size 70 x 80.
A Real Bargain.

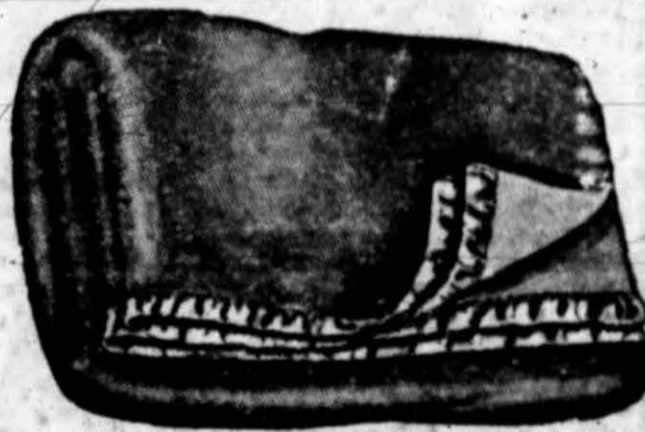
At the Pair **98c**



Just Arrived

A new shipment of children's and misses Sweaters

98c
and up

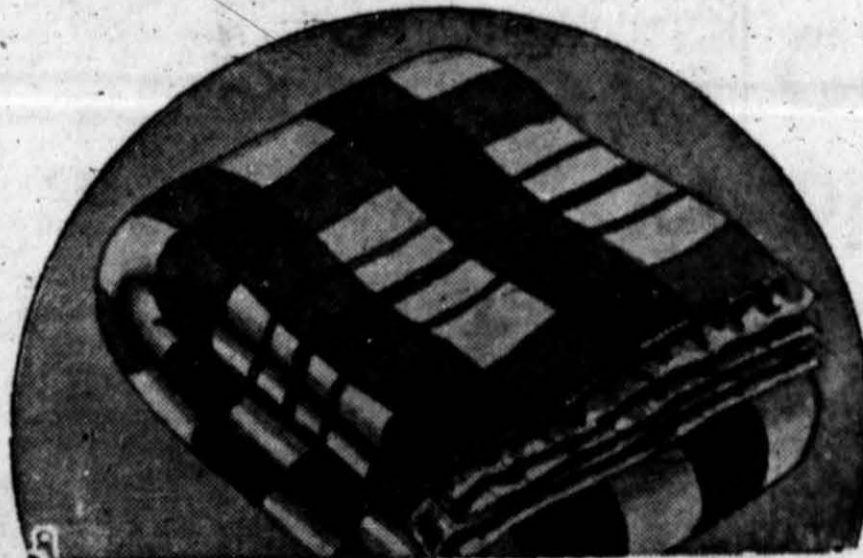


Golden Seal Blankets
—Part wool, four-inch satin binding, pastel shades—Orchid, Rose, Green and Blue
GUARANTEED 100% VIRGIN STOCK

Extra large double blanket
Very Low Priced at **\$2.98**



Golden Seal Blankets
—Part wool, large plaid, all colors
Three-inch satin binding,
Size-66 x 80 **\$1.98** The Pair



Part Wool Plaid Double Blankets
Double blankets, size 70 x 80; three-inch satin binding; Pink, Orchid, Gold, Green and Blue. 100 per cent Virgin Stock. **\$2.48**
A Big Value At. the Pair



Suede Jackets

—Men's and boys' zipper and button styles
\$4.95
and up
Cloth Suede Jacket for only **\$2.98**



Sprohls & Cronin Co.



PRICES ARE STILL LOW AT THE POPULAR STORE

SINCE 1921



LADIES' FALL COATS

A nice, new selection of Ladies' Coats to select from

WASH DRESSES

Just arrived—a new line of Fall Dresses, in shades and styles you will like.

Men's and Boys' Suits in the new fall line are here at our usual low prices. See our line of suits, trousers, caps, Oxford, hats, socks, shirts and blankets, too.

Before you buy, come in and let us show you our bargains. We will pay you.

YOUR DOLLAR buys MORE with GOODYEARS

The New GOODYEAR PATHFINDER



Lifetime Guarantee

4.40-21	\$5.55
4.50-20	\$6.00
4.50-21	\$6.30
4.75-19	\$6.70
4.75-20	\$7.00
5.00-19	\$7.20
5.00-20	\$7.45
30x3 1/2	\$3.90

Other sizes priced in proportion ALL FULL OVERSIZE

Today the best buy for the least money is the new Goodyear Pathfinder. For years "the quality tire within the reach of all," the Pathfinder is now stepped up in mileage, safety and good looks. It has FULL CENTER TRACTION—20% thicker non-skid tread—stouter body of Supertwist Cord, the cord that gives under road shocks, doesn't heat up, stands up to blowouts, stands up to knocks, runs out a full long life of trouble-free miles.

Be sure your new tubes are quality Goodyears, too.

GOODYEAR

Ireland-Beavers Motor Co.

301 East Third Street.

Phone 383



QUALITY Foods

Clever Hostesses Acclaim Our Quality-Value Policy

Women accustomed to the praise accorded finest foods have found buying here enables them to be just as much admired as they were before it became necessary to save money on food cost.

IT PAYS TO TRADE HERE PLENTY OF PARKING SPACE

Highest Prices Paid for CREAM, POULTRY AND EGGS

Friers are the cheapest that we have ever known them to be, and are now the cheapest meat you can buy.

Order Your Supply Today.

CARL'S CASH & CARRY GROCERY

Phone 324.

We Deliver.

PERSONALS

A large shipment of Coppercarb has just been received. City Drug Store, Phone 100. 36

Why are most of the difficult tube repairs taken to RICE'S? Because we have the equipment and skill to handle it properly. 36

W. M. Packard and Newt Morris left Tuesday morning of this week for Custer, Oklahoma, on a business trip.

Homer Brunley spent last Sunday at Lubbock making preliminary arrangements to enter Texas Tech for the fall term.

The County Federation of Women's Clubs will not meet Thursday, September 21, as had been planned, but will meet the following Thursday. The place will be announced later.

Want Ads

Lost and Found

LOST: Long overcoat, khaki cloth sheep lined. Was lost between Hereford and 10 miles west on the Harrison Highway near the Walcott school. Liberal reward. Leonard Knox or the Brand. 10

STRAYED OR STOLEN: Four head of milk pen calves, three whitefaces and one red. Swallow fork mark in both ears. Strayed from my place 8 miles south of Dawn about August 25. W. T. Beckman, Route one, Canyon. 36-2p

LOST: One black Florsheim shoe for right foot, size 5 1/2. Please return to Brand. 1c

STRAYED: To my place two black northeast of high school, a white muley milk cow. Owner may get cow and pay for this advertisement. A. L. Thomas. 1t

Wanted

WANTED: Residence lot. Will buy or trade for one, must be cheap and not too far out. Delma Haysor. 1c

WANTED: Coal-burning brooder. Hand Store, or Russell Daniel. 1c

WANTED: To trade for bed springs, dressers, iron beds. Hereford Second Hand Store, Dunlap Building. 1c

WANTED: Sewing, either plain or fancy. Mrs. Gladys Kirkwood, at the J. H. Weeden home, 312 20-Mile Avenue. 1p

WANTED: Someone to mow and bale 35 acres of sudan on the shares. S. B. Campbell, six miles west on Harrison Highway. 1p

WANTED: To buy a used broadcast binder. Henry Hastings. 1p

For Sale or Trade

FOR SALE OR TRADE: Good five room residence, stucco, northeast part of town; two lots, windmill. W. B. Anthony. 1c

FOR SALE: One safe and one cash register. Kester Jewelry Store. 1c

FOR SALE: Radio tubes, good ones. Kester Jewelry Store. 1c

FOR SALE: Buggy and single harness. H. C. Bowsher. 1p

FOR SALE: No. 1 seed wheat, Turkey Red; free from smut. W. W. Wimberly, one mile northwest of Dawn. 1p

TO TRADE: Fresh milk cows for fat cattle. Also will take in trade a good car for cattle or a truck. Joe Mitchell. 1p

FOR SALE OR TRADE: Have city property to trade for land. Improved 320 acres at \$12.50 per acre. Have gas range as good as new, priced right. J. E. Bray. 35-2c

FOR SALE: Delco light plant, priced right, easy terms. Lee Caldwell, Hereford postoffice. 33-1fc

SEED WHEAT: Pure bred Black Hull and Improved Turkey Red, both varieties extra choice. Troy Womble. 35-2c

For Rent

FOR RENT: Furnished or unfurnished residence at 710 North Main Street. Mrs. V. F. Haynes. 1p

FOR RENT: Residence on the pavement; also one furnished and one unfurnished apartment. F. H. Oberthier. 33-1fc

FOR RENT: One unfurnished room, \$5.00 per month; windmill water; also use of the dining room and kitchen. Mrs. B. Jones. 1p

FOR RENT: Furnished duplex, H. M. Benefield home. See Mr. McWright at Buchanan & Rosson Company. 1p

FOR LEASE: 400 acres of wheat land, has been plowed, close to Hereford, O. L. Rutherford. 1p

W. J. (Bill) Smith left Thursday morning for the U. S. Veterans' Hospital at Albuquerque, New Mexico, for a physical examination.

Treat your wheat with Coppercarb. A new fresh shipment just in. City Drug Store. 36

Mrs. C. C. Acker and children spent last week end in Brownfield visiting in the home of their aunt, Mrs. Glen Webber and family.

L. Baskin returned home Tuesday from Chicago where he visited the Century of Progress exposition for the past 16 days. He also visited friends in Chicago.

J. P. Wood and a crew of house-movers were in Lubbock Monday moving a residence from the G. A. Tarter farm to a lot near the Labuddy community school.

Cawthon and Sarah Agnes Bryant accompanied Noel Bryant as far as Lubbock last Sunday. Noel expects to enter McMurry College at Abilene for the fall term to study for the ministry.

Mrs. J. H. Bowers and sons, Wayne, of Houston, and Bob and family of Galveston, left for their homes Wednesday after a few days visit with their daughter and sister, Mrs. W. E. Dunlap and Mr. Dunlap.

W. F. Young and his chauffeur-nurse, Mrs. E. C. Lawson, of Wichita, Kansas, are here this week. Mr. Young owns two farms in the Hereford community, and is here superintending the planting of about 600 acres of wheat. His farms are situated, one north of town about seven miles, the other about four miles southwest. He stated that crop conditions in Deaf Smith county are as good as they are in Kansas.

MRS. WOODS ENTERTAINS WEST HEREFORD CLUB

The West Hereford club met Friday at the home of Mrs. Woods. Mrs. A. T. Morrison gave a demonstration on making soap with lye and clabber milk.

The subject of the lesson was Tomatoes. Roll call was answered with "My favorite way of preparing tomatoes." There were some good hints on canning and serving tomatoes.

Members present were Meses, B. H. Whitaker, Ed Cox, A. I. Morrison, G. L. Woods, Wilbert Carroll, Mrs. W. E. Dunlap and Russell Carroll. Visitors were Meses, J. T. Jowell, G. W. Smith and Hamilton.

The next lesson will be on sandwich spreads, each one bringing her favorite sandwich spread recipe. Mrs. Russell Carroll will be the next hostess on Friday, September 23.

Mary Lois Ray Wed In Amarillo

Hereford friends of Mr. and Mrs. J. Ray of Amarillo will be interested in the marriage of their daughter, Miss Mary Lois, to Hal B. Armstrong, Jr., of Austin.

The wedding took place Tuesday evening at 8:00 o'clock at the Polk Street Methodist church in Amarillo.

Mr. Ray was a former owner of The Hereford Brand and he and his family have many friends here.

Mrs. Pearl Biggs Weds Amarillo Man Sunday

Beecher Harris of Amarillo, and Mrs. Pearl Biggs, daughter of Mr. and Mrs. J. W. Clark, were quietly married here at the home of Rev. V. M. Cloyd last Sunday afternoon. Mr. and Mrs. Harris left Sunday evening for their home in Amarillo where they will be at home at 604 Maryland.

Mrs. Harris has been a stenographer in the F. T. Rolson law office for the past three years. Mr. Harris is a salesman at the Monogram in Amarillo and has been with that company the past 14 years.

Mrs. A. W. Foster and son, Jack, of Houston, returned home last Monday. Mrs. Foster is a sister of Dr. D. K. Robison, and they were here as guests in the Robison home about one week.



Good TO THE LAST CRUMB

BREAD

For Health Rich in Carbohydrates essential to perfect health, this bread should be a staple in every diet.

Hereford Bakery

48-Pound Sack of 100% Flour

for 100 Pounds Good Milling Wheat

Wheat must be your own raising.

PACKARD MILLING COMPANY

TRI-STATE FAIR SEPT. 23-30 INCLUSIVE



HORSE RACES

Six Thrilling Races Daily—\$5,000.00 in Purse—Legalized Betting.

ZEIGER'S FAMOUS SHOWS ON THE MIDWAY 12 RIDES—25 SHOWS 15 RAILROAD CARS 250 PEOPLE

FREE GATE!

Mammoth Religious Service and Massed Choir Sunday, Sept. 24
BARNY OLDFIELD Will try for World's Tractor Speed Record Sat., Sept. 30
Sam. B. Dill's Big 3-Ring CIRCUS Twice Daily
PRIZE FIGHTS Night, Sept. 23-30
HORSE SHOW Night, Sept. 23-29
DONKEY Baseball Games Nights, Sept. 25, 26, 27
Gigantic Livestock, Agriculture, Poultry, Home and Domestic Arts Exhibits.

Play Safe!

The wise farmers are treating their seed wheat with COPPERCARB. Play safe and use the best at a new low price and insure your wheat against that dreaded disease, "SMUT."

While reducing your wheat acreage, raise the quality of your wheat.

A fresh shipment of high-grade Coppercarb has been received and we are ready at any minute to supply you. Come in and get full details.

City Drug Store
Home of Dependable Drugs.
Phone 100

AND DRESSES

WE WILL MAKE THEM LOOK NEW

Call 385—We Call For and Deliver, With One-day Service If You Wish

International Suits Made to Measure—Order Now, Prices Are Advancing.

WEST TAILOR SHOP

DRILLS

You Can Buy a SUPERIOR DEEP-FURROW DRILL FOR \$203.50

Until our present stock is exhausted.

M. D. WOMBLE Implements

Two Things

You Ought to Do

Mr. Farmer

Treat Your Seed Wheat With Ceresan or Coppercarb

And Use

MAGNOLIA COKE
"THE PERFECT FUEL"

This petroleum coke is the most efficient furnace fuel made—and the cheapest.

McLean & Pitman
Grain Company

Phone 1. We Deliver.

Easter Items

BY MISS LOUISE FRYE

W. E. Bailey and children of Denton visited in the Jameson home last week. Mr. Bailey formerly lived here, leaving last fall.

Get highest cream prices at Farmers Creamery Association. 7-14c

Wilson Link of Gallup, N. M., visited last week in the Bruton home. He is a brother to Mrs. Major Brunson.

Luke Medley, who is working in Abilene, spent the week end with home folks. Misses Martha Medley and Emerald Smith returned to Abilene with him where they will visit relatives and friends.

C. W. Frye and family spent the week end in the W. E. Betts home in Clovis.

Mr. Armstrong is visiting in the home of his daughter, Mrs. Roy Durant.

Mrs. Ethel Reynolds of Ventura, California, visited last week in the home of her parents, Mr. and Mrs. J. S. Smith. Mrs. Reynolds took her little daughter, Evelyn, home with her. Evelyn has been living here with her grandparents for several years and will be missed from our community.

Black

BY MISS NOBLE M'LEAN

The Home Demonstration Club met with Mrs. Ray Bennett Monday with several present. The ladies arranged their canned goods for the Friona exhibit.

Rev. Roark of Plainview filled his regular appointment at the Baptist church Sunday morning and evening. Many members and several visitors were present.

School began last Monday and the new term has started off nicely. G. C. McLean and daughters of Lubbock visited the H. L. McLean home several days last week.

G. E. McCrate was a business visitor in Amarillo one day last week.

Prof. Irvin Kimmins and H. L. McLean were in Farwell Monday. C. R. Russ and family of Westway attended the services at the Baptist church Sunday.

Mrs. W. H. Flowers of Detroit, New Mexico, was a visitor in this community Sunday.

Mr. and Mrs. Dave Galloway and family and Mr. and Mrs. H. L. McLean visited Mr. and Mrs. Will Johnson in Hereford Sunday.

Mrs. John Moke and grandson, Leo, have returned from an extended visit in Kansas.

Frank Smith of Hereford was a visitor here Sunday.

Mr. and Mrs. Jim Black were Hereford visitors Sunday.

Mrs. Jake Mahlar of Dimmitt attended church here Sunday.

Several farmers of this community attended the special wheat meeting at Friona Saturday.

Roy Price went to Friona Monday.

Farmers are taking advantage of the fair weather and are busy day and night in their row crops and wheat fields.

Chevalier, Baby Stars In Picture Here Sunday

Maurice Chevalier, debonair as ever, plays a new kind of role in his latest picture, "A Bedtime Story," which comes to the Star Theatre Sunday, Monday and Tuesday.

Maurice is the same Paris play-boy, carefree and irresponsible, but the "baby" he pursues is a real, genuine one-year-old, and not the 20-year blonde, feminine type of the past.

Helen Twelvetees, Edward Everett Horton, Adrienne Ames, and Baby Leroy, the Los Angeles youngster who won the role in competition with several thousand other youngsters of his own age, head the cast which supports the French star.

The story opens with Maurice's return to his Paris apartment, after a voyage to Africa, and his discovery that someone has abandoned a baby in his car. He calls the police to take it away, but by the time the gendarmes have arrived, he has become so amused and delighted by the youngster that he won't hear of getting rid of it. Instead he calls an agency and orders them to send him a nurse, and while awaiting her arrival, he and Horton, his valet, get into one amusing difficulty after the other attempting to attend to the baby's needs.

The nurse finally arrives in the person of Miss Twelvetees, an American girl stranded in Paris. She takes matters in hand, and is soon in love with the baby. She's soon in love with the baby's benefactor, too, but she doesn't tell him that.

The picture reaches a hilarious climax as Chevalier, accompanied by his entire menage, including the baby, the nurse and the valet, goes to the house of his fiancée for a week-end. The events that follow lose him the fiancée, get him in a jam with another woman, almost lose him Miss Twelvetees, but ultimately bring matters to a whimsical conclusion.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Wesley Collier is here from Crosbyton.

Get highest cream prices at Farmers Creamery Association. 7-14c

Mmes. Tom Bohanan and Iris Bohanan and children returned last week from Moore, Oklahoma, where they visited relatives.

Miss Elizabeth Chapman has gone to Laketon where she has a position to teach in the school.

Misses Alma and Lucille Foxall of Decatur are here and will teach the Sims and Thomas schools.

Misses Stella Lee and Alta Mae Fortenberry are going to Hereford high school this year.

Homer Powell and family visited in the Tom Bohanan home recently.

Monroe Chapman of Dalhart visited here last week.

TRY A WANT AD IN THE BRAND

Dawn Farmer Uses Kerosene On Seed

W. W. Wimberley, farmer about a mile northwest of Dawn, is a firm believer in the use of common kerosene on seed wheat for protection against the wheat worm pest. Most farmers think kerosene will destroy the germ in the seed and render it unfit for planting. Mr. Wimberley says this is not true, that he has planted all varieties of grain, even seed in the garden, with better results. His method of applying kerosene to wheat seed is done by spreading it on a canvas and adding just enough kerosene to moisten the wheat, then cover with another canvas and let fumigate for several hours.

This treatment, Mr. Wimberley says, protects the seed from worms and insects, and makes a stronger and more thrifty plant. With wheat seed treated in this way and with a good drill and good packers, Mr. Wimberley says he plants only 1 1/2 pounds of seed to the acre, and always gets a good stand.

Progressive News

BY OLIVE PERKINS

Take Produce to Carl's Gro. if

Miss Carrie Lindsey of Canyon spent a few days last week with her sister, Mrs. J. L. Park.

Mr. and Mrs. Clyde Russell of Borger spent three days last week with home folks.

Mrs. W. C. Russell is gradually improving from her illness.

Messrs. and Mmes. Ed Botts and J. C. Cockrell and family called in the Russell home Sunday.

Mrs. Jim Ricketts and sons spent last week end with Mrs. Luke McBrayer.

Mr. and Mrs. J. N. Benson visited Mr. and Mrs. Haskell Benson and Miss Leatrice Sunday.

Mrs. Clarence Botts and son of Borger are visiting her mother, Mrs. Vicks.

Visit from her sister, Mrs. Dan Jackson, of Austin, and her father, C. L. Smith, of Westway, Monday.

Mr. and Mrs. Otis Hedrick called in the Donovan home Sunday.

Elizabeth Bowman, Noel and Howard Higginis are attending high school in Hereford from this community.

Mrs. Graham and sons have returned to Tulla where the boys will visit relatives.

Bert Donovan are staying on the Graham place.

Mr. and Mrs. Owen Neel and sons spent Sunday with her parents.

Fred Caldwell returned Friday from a several weeks stay in Henrietta with his brother, Walter, his uncle at Vernon and an aunt at Eldorado, Oklahoma.

Mr. Mitchell of Fort Worth is here looking after his farm.

Mr. and Mrs. Lake McBrayer and daughters visited her parents, Mr. and Mrs. Ira Ricketts, Sunday.

Ira Jean Ricketts spent Saturday night with Odessa Cockrell.

Mrs. G. W. Mills and daughters of Amarillo visited in the Blake-more home Thursday morning.

The people of this community enjoyed a sermon by Rev. McWilliams Sunday afternoon.

Zola Fay McBrayer stayed with her grandmother, Mrs. Ira Cockrell, Thursday while her parents went to Amarillo to consult a doctor about their daughter, Betty Jean.

Mr. Knox received very painful injuries Thursday afternoon when he fainted and fell from his tractor. Fortunately he fell across the tongue of the plow and his foot caught and held him. The tractor and disc went through three fences before the barbed wire wound around the wheels and stopped it. Mr. Knox was pulled on his face the entire distance. When he regained consciousness he was able to return home but is very sore and is suffering from cuts and bad bruises.

INQUIRY REGARDING THE WORK AT Tech indicate a large enrollment. Dr. Knapp says, and shows a great interest on the part of many boys and girls throughout the state.

President Knapp said he had heard a rumor that the freshman class had already been filled and that additional registrations would not be accepted. He said emphatically there was no truth in the report; that there was plenty of room for all who expected to apply for admission and who could qualify. In case enrollment is excessive arrangements have been made for slight increases in the period of services of staff members in departments which may be over loaded.

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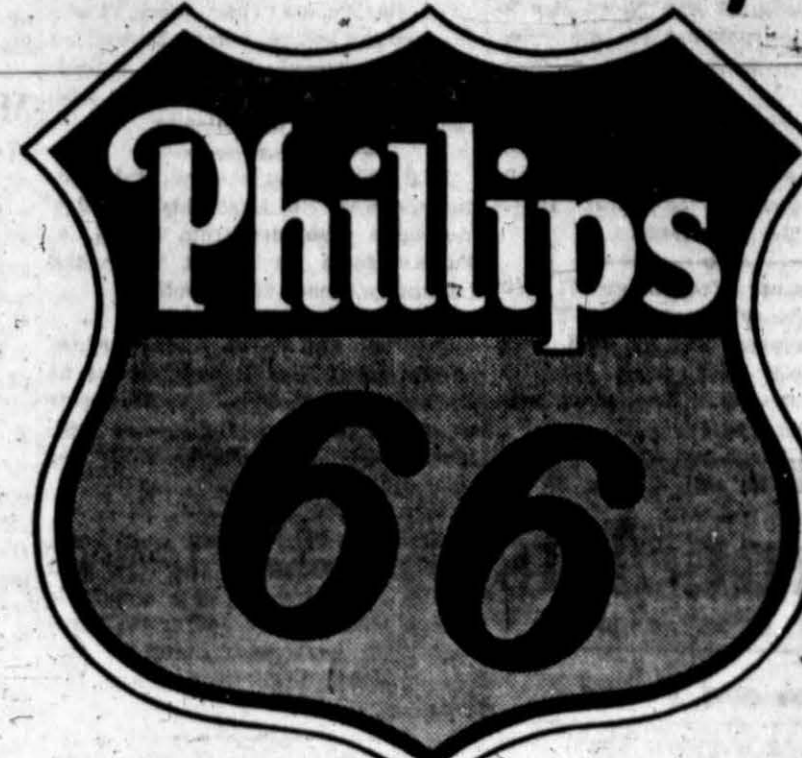
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PREMIUM PERFORMANCE

Guaranteed by these definite figures



"HIGHEST TEST" AND anti-knock at the price of ordinary gasoline



If all motor fuels published their octane ratings and gravity figures, you could easily see the superiority of Phillips 66. You would instantly understand why this greater gasoline gives extra pep and power, smoother running, more miles per gallon, and NO KNOCK! Instead of vague claims about "outstanding anti-knock," we say "Our gasoline measured by the Official method has an anti-knock value equal to 70 octane." You can't possibly buy any higher Phillips 66. Instead of broad generalities about "high test," we give you exact gravity figures. And experienced drivers have noticed how these numbers climb steadily higher as the weather grows colder. This is how CONTROLLED VOLATILITY, pioneered by

Phillips, scientifically pre-adjusts every gallon to your weather at the time you buy it. We ask you to try just one tankful of Phillips 66... because we give you facts and figures in place of fierce and frantic claims... because millions of satisfied and friendly customers bought five hundred and twenty-nine million (529,000,000) gallons of Phillips 66 products in the last twelve months... because you get higher test (gravity 62.1 to 67.9) and higher anti-knock (70 octane) without paying a penny of higher price. When you buy Phillips at the nearest Orange and Black 66 shield. That is the intelligent way to find out how much money you save. That is the conservative way to check our figures which guarantee premium performance.

Barney Oldfield SPEED KING



Will drive an ALLIS CHALMERS Model U tractor September 30, 1933, at the Amarillo Tri-State Fair. He will attempt to break the World's Tractor Speed Record.

The Model U tractor holds the official A. A. A. World's Speed Record of 35.4 MILES PER HOUR

A number of these tractors are in use on farms in the Hereford trade territory, equipped with PNEUMATIC TIRES.

Pevely and Seed Implement Co. Hereford, Texas

Dreiser Story Features Sylvia Sidney at Star

Sylvia Sidney is starred in the film version of Theodore Dreiser's "Jennie Gerhardt," which comes to the Star Theatre Friday only. She plays the title role, with Donald Cook, Mary Astor, H. B. Warner and Edward Arnold heading the supporting cast. Marlon Gerling directed the film, a B. P. Schulberg production for Paramount.

"Jennie Gerhardt" is the story of a woman who, as the result of her beauty and attraction for men, is caught by forces far too strong for her to battle. But she is, at the same time, ready to sacrifice everything for the man she loves. Her first contact with life comes when an elderly Senator, deeply impressed by her naivete and charm, pays court to her. When he saves her brother from an impending jail sentence, she tries to repay his kindness. The Senator promises marriage on his return from a trip to Washington. But he is killed in a railroad wreck. Their child is born. Jennie egets work as personal

Tech Term Opens On September 20

Lubbock, September 13.—Everything is ready for the opening of the ninth annual session of Texas Technological College September 20 says President Bradford Knapp. All faculty arrangements are complete and details of the opening have been perfected. Teachers are returning from vacations following summer school and are preparing for work in their respective departments.

Inquiries regarding the work at Tech indicate a large enrollment. Dr. Knapp says, and shows a great interest on the part of many boys and girls throughout the state. President Knapp said he had heard a rumor that the freshman class had already been filled and that additional registrations would not be accepted. He said emphatically there was no truth in the report; that there was plenty of room for all who expected to apply for admission and who could qualify. In case enrollment is excessive arrangements have been made for slight increases in the period of services of staff members in departments which may be over loaded.

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Must Have His Brand. "Be sure and send me my Brand for this week," writes James Stanton of Osborn, Missouri, in sending his subscription renewal. "I know I could have sent this a little sooner, but I'm only a few days late, so send me the paper anyhow," he adds. "I extend my sympathy in the death of Mr. Holman. I didn't know him, but I was interested in his work and enjoyed his writings as there was such a friendly nature reflected in them," Mr. Stanton concludes.

Mrs. W. S. Smart has moved her beauty shop to Cordell, Oklahoma, where it has been reopened.

YOUR HOME IS YOUR CASTLE
Admit only clean, constructive news by reading THE CHRISTIAN SCIENCE MONITOR
A Daily Newspaper for the Home
It gives all the constructive world news but does not exploit crime and scandal. Has interesting feature pages for all the family on Women's Activities, Home-making, Gardening, Education and Books. Also pages for the Children and Young Folks. Vigorous editorials, an interpretation of news in the "March of the Nations" Column and "Watching the World Go By" are of especial interest to men.
The Christian Science Publishing Society
127 Palmcourt Street, Boston, Massachusetts
Please enter my subscription to The Christian Science Monitor for a period of:
One year \$6.00
Six months \$3.50
Three months \$2.00
One month \$1.00
Name _____
Street _____
City _____ State _____

Brand Want Ads Pay Good Dividends!

"Goodness, Mary, go to Frank's Cash Grocery and you can plan your menu in no time. I have noticed that they always have standard brands of goods on their well-stocked shelves, and the freshest of fruits and vegetables."

LET US HELP YOU WITH YOUR GROCERY NEEDS
Bring Us Your Eggs—Highest Market Price.
Frank's CASH Grocery
FRANK RICHARDS, Proprietor.
Come Give Us a Trial. Phone 117—We Deliver



A New Shipment of Dishes Arrived This Week

- 32-Piece Dinner Set **\$3.75**
- 40-Piece Dinner Set **\$6.95**
- New Beer Steins, each **25c**

Real Bargains for the Money

Weir's Variety Store

CALL PHONE 468

For Prices On

KAFIR, MAIZE, BARLEY AND WHEAT

In stock now for retail trade, Kafir, Cottonseed Meal, Mill-Run Bran.

Henneman Grain and Seed Co.
501 WEST FIRST

RADIATORS

Bring us your radiator to be tested and repaired before you put in anti-freeze this winter.

We Repair and Service the Following—

- | | |
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| Magnetoes | Ignition Systems |
| Fuel Pumps | Batteries |
| Starters | Motors |
| Generators | Radio B Batteries |

A Willard Battery for Every Make of Car.

Willard Battery Station



Preserving Needs

It's Time For Canning, Too

Take stock of your equipment and see us for your needs. You'll find we have all the cans, jars, utensils and other materials you will need—and at reasonable prices.

Also a Full Line of Pressure Cookers

Our Store Is Headquarters for Hunting Goods, Too.

STREU HARDWARE COMPANY

Phone 48

Jumbo News

BY EDNA HALL

Little Bobby Simpson was quite painfully burned one morning last week when some hot coffee was spilled on his arm.

Get highest cream prices at Farmers Creamery Association. 7-11 Mrs. Minnie Marlar and family and Marvin Mondell of Sunnyvale were supper guests in the L. E. Beck home Saturday evening.

H. B. Harvel was in Plainview the latter part of the week visiting his brother, who leaves soon for his school work in New York City.

Mr. and Mrs. H. B. Harvel and son, Bobby Lee, and Miss Louise Wood moved from Dimmitt to the teachers' home last Wednesday. Mr. and Mrs. Harvel are employed as teachers in the Jumbo school, Mr. Harvel as principal and Mrs. Harvel as primary teacher.

Mr. and Mrs. L. E. Beck and Mrs. Oxford visited in the Marlar home at Sunnyside Sunday.

Mrs. Terrill Layman and children of Big Square called on Mrs. Ovid Pinkert Friday.

Mrs. H. C. Baird and children moved to Hereford the latter part of last week, where Mary Ann and Bob will attend school this year.

Miss Martha Nell Euton of Hereford spent the week with Clara Jo Nell.

Mavis Husland of Dimmitt spent the week with Kathleen Hardy.

Mrs. M. L. Hardy and daughter visited Mrs. Trullitt Boothe at Dimmitt Tuesday.

Mr. and Mrs. L. C. Baggott and daughter, Miss Ruth Birdne, Mrs. Ovid Pinkert and sons and Edna Hall visited in the B. M. Hines home Saturday.

Ruby Faye Noland of Easter spent Saturday night in the M. L. Hardy home.

Mrs. M. L. Hardy and Kathleen spent Tuesday with Mrs. Trullitt Boothe at Dimmitt.

Mrs. Cyrus Andrew, Lonnie Cyrus, Jr., and Pauline spent several days this week in the Sebe Andrew home near Clovis.

Mr. and Mrs. Terrill Layman and boys of Big Square and Miss Erma Decker of Huntingbury, Indiana, visited in the M. G. Layman home Monday.

Mr. and Mrs. Jack Litch and Joe Hall of Nazareth visited in the Hall home Thursday night.

Mrs. F. L. Pinkert and children and Mrs. M. L. Hardy and daughter attended church at Easter last Thursday night.

Mr. and Mrs. Terrill Layman and sons of Big Square and Erma Decker of Huntingbury, Indiana, visited in the M. G. Layman home Monday afternoon.

Misses LaVelle and Larvel Beck spent Saturday night with their aunt, Mrs. Minnie Marlar, and family at Sunnyside.

Miss Lennie Marjie Stewart who has been visiting her sister, Mrs. Pete Hicks, the past two weeks

returned to her home at Olton Friday.

Mr. and Mrs. C. E. Leisure returned home from Oklahoma City Sunday, where they were called by the serious illness of her parents. Mrs. Leisure's parents were slightly improved. At Pampa they stopped for a visit with Mrs. J. Evans, a sister of Mrs. Leisure.

Mr. and Mrs. Sam Hunter and daughter visited Mr. and Mrs. Harry Smith near Dimmitt Sunday.

Mrs. W. A. Hunter, Mrs. Myrtle Thomas of Jonesboro, Arkansas, Fina Nunn and Mrs. Etta Buchanan of Canyon visited their sister, Mrs. Jennings, at Muleshoe, Sunday.

Misses Tiny Andrew and Kathleen Hardy will attend school at Dimmitt this year.

Mr. and Mrs. Alva Perry and children of near Daniel visited in the Lowell Baggott home Sunday.

Weldon Ross and Miss Irene Hurst, who will teach here this year, came Friday to begin their school duties. Mr. Ross will stay at the teachers' home and Miss Hurst will room with Mrs. Ullman Hunter.

LaRue Beck spent Monday night with Miss Kitty Oxford.

Mrs. Payton Parker and sons of Big Spring came Thursday for a visit with her parents, Mr. and Mrs. W. H. Wilkinson and her sister, Mrs. C. C. Hunter.

Mr. and Mrs. W. A. Hunter and Addison returned Tuesday from a three weeks visit with relatives and friends in Oklahoma City, Sidney and Jonesboro, Arkansas, at Memphis, Tennessee. They also attended a baseball game. They were accompanied home by a sister of Mrs. Hunter, Mrs. Myrtle Thomas of Jonesboro.

Pete Hicks returned home Friday from a week's prospecting trip to New Mexico.

Mr. and Mrs. Ovid Pinkert and Edna Hall were in Amarillo Tuesday.

Mr. and Mrs. Pete Gilliam spent Tuesday in Tulla.

Mr. and Mrs. Tom Gunnells and baby called in the Hall and Pinkert homes Saturday evening.

Mrs. G. H. Brooks visited Mrs. J. W. Berry Wednesday afternoon.

Mr. and Mrs. C. D. Pinkert, Addison Hunter and Miss Mabel Pinkert visited Mr. and Mrs. Noel Andrews at Hereford Saturday evening.

F. L. Pinkert, wife and daughter were guests in the V. G. Randall home Sunday.

Bill Hacker and Mr. and Mrs. L. E. Beck and John Hall visited in the Marlar home at Sunnyside Sunday afternoon.

Misses Kathleen Hardy and Tiny Andrew, who are attending school in Dimmitt, spent the week end with their parents.

Mr. and Mrs. Leban Galloway visited friends at Dawn Sunday.

Mrs. W. L. Hall spent Friday night with Mrs. E. S. Ireland at Hereford.

Frankie and Harold Dean Pinkert spent Tuesday with their grand parents, Mr. and Mrs. B. M. Hines, at Hereford.

Mr. Haeker visited his daughter, Mrs. Hazel Sparks, at Hereford Saturday.

Ford Doings

BY LA VERNE MANN

Take Produce to Carl's Gro. if Attendance at Sunday school this week was better. Several visitors were present. Singing also was better attended.

George Brunson of Claude arrived here Tuesday and is now working for his uncle, F. W. Brunson.

School started last Monday, with 23 pupils enrolled. Ten grades are being cared for by two teachers, Misses Ida Lee Cope and Rachel Shields.

Chester Norton and Dillon Raynor arrived here Saturday from Palo Verde, Arizona, where they have been visiting.

D. B. Mann made a business trip to Vega Tuesday.

The Ford community enjoyed a chicken roast Saturday evening, honoring the arrival of the school teacher, Miss Cope, and the departure of Mildred and Melvina Stewart, who are attending school at Vega.

Chester Norton spent Saturday night with Clyde Mann.

Delton Raynor spent Saturday night with Tommy Simpson.

A meeting of the wheat farmers was held at Ford Wednesday afternoon.

Chester Norton and Delton Raynor left Thursday for a visit with the former's parents at Duncan, Oklahoma, before going to attend A Century of Progress in Chicago.

Clyde and George Mann were business visitors in Hereford Wednesday.

Another meeting of the wheat farmers was held Friday. The three selected to serve on the committee were W. M. Stewart, chairman, and D. B. Mann and Carl Straufus.

Mrs. D. S. Larson was a visitor at school Friday afternoon.

Chester Norton spent the first of last week in the W. M. Stewart home.

Delton Raynor spent a few days last week working for F. W. Brunson.

Summerfield News

BY MRS. GUY WALSER

The Home Makers Study Club met last Thursday with Mrs. L. B. Lookingbill in a business meeting, with Mrs. B. E. Roberson presiding. Roll call, Poor Jelly I have seen. Round table discussion on tomato products. Plans were discussed for the new year book.

During the social hour refreshments were served to ten members and three visitors, Mrs. Bob Lance, Allie Fae Lance and Ruth Lookingbill. The next meeting will be September 21 at the home of Mrs. Perry McMillin, with Miss Clark demonstrating how to candy fruits for a fruit cake.

Get highest cream prices at Farmers Creamery Association. 7-11 Louie Huckert Jr. left last week for Amarillo where he will attend school the coming year.

Mrs. U. T. Holley Jayton, Mr. and Mrs. J. F. Coffee and son, Mrs. Floyd Coffee and son, of Cottonwood visited their sister, Mrs. N. P. Sikes and family, last week.

Mrs. W. J. Cox and J. A. Noland, Misses Maude Noland, Mary Elizabeth and Lola Wayne Cox visited relatives in Amarillo Sunday.

Miss Murphy of Dimmitt is teaching at Rance this year.

Mrs. W. A. Davis of Clarendon is visiting her daughter, Mrs. Lee Curry, and family.

Misses Joyce Davis, Lily May Sikes, Beatrice Lawrence, Jessie Schulz, Lola Wayne and Mary Elizabeth Cox, Elvaya Schulz are attending school at Hereford.

Lester Suttles is working for Tom Majors in Hereford.

Mr. and Mrs. E. H. Fullwood and Mrs. R. A. Fullwood and family of Hereford were guests of Mr. and Mrs. D. C. Walser and Mr. and Mrs. C. R. Walser Sunday.

Hoyle and Calvin Walser of Chillicothe visited the C. R. Walser home Sunday.

Misses Joe Huckert and Carl Mounitz of Hereford visited Mrs. N. P. Sikes last Wednesday.

Rev. Shannon of Plainview was here and preached Sunday morning and night.

Clee Meharg, Jr., of Amarillo spent the week-end with Asa Atchley.

Mrs. Bill Knox and family of Hereford spent the week end with her parents, Mr. and Mrs. B. A. Atchley.

Messrs. and Mmes. Ky Lawrence, Walter Huntley and Geraldine were guests of Mr. and Mrs. Alva Wilson at Hereford Sunday.

Mr. and Mrs. Wayne Lawrence of El Dorado, Oklahoma, are visiting the Marvin Madden and Ky Lawrence homes.

Mrs. G. W. Mills and children of Amarillo visited her parents, Mr. and Mrs. A. J. Blakemore last week.

Mrs. Oscar Gentle and son of Sanger visited her brother, W. G. Harris and family Saturday.

The community entertained the teachers with a party Friday night. Musical numbers and readings were given and refreshments served to about 50 people.

Mrs. Troy Welty and son returned from Shamrock last week.

Mr. and Mrs. Obe Roberson were in Amarillo Thursday.

Mrs. Beulah Roberson spent last week with Mr. and Mrs. Alva Wilson in Hereford.

Ward News Notes

DORIS LADY

Mr. and Mrs. D. O. Williams of Shallowater visited relatives, and friends here the past week.

Mr. and Mrs. O. J. Lady were in Amarillo Tuesday.

J. T. Cronin of Hereford was in this community Sunday looking after farm interests.

Mrs. Lady spent the past week in Tulla visiting relatives. She was accompanied home Sunday by her sisters, Mrs. Dennis Zimmerman of Tulla, Mrs. Emma Dair of Glendale, California, and Mr. and Mrs. A. B. Kelm of Floydada, a brother.

The W. P. Caraway home was completely destroyed by fire Sunday morning. Cause of the fire has not been determined. Only a few household articles were saved.

Frances Hutson and Gladys Lewis spent the week end with home folks here.

Mr. and Mrs. Fred Moreman spent Saturday in Hereford.

Doris Lady, Allene Caraway and Clarence Shultz took supper in the Lady home Sunday.

Mr. and Mrs. Arlie Dean and family, Mr. and Mrs. Wiley Roberson and family spent Sunday with the Reeds in Hereford.

NOTICE TO TAXPAYERS.

In accordance with the law, the City Commission of the City of Hereford, Texas, will hold a public hearing on proposed budget of the city for the year 1933 on Monday, September 25, at 10 a. m., in the city hall.

At this time any suggestion of the taxpayers will be considered, after which the tax rate will be set.

(Signed:)
CITY COMMISSION.
36-2c By E. B. Black, Mayor.



Support the NRA

Business and Industry are doing their part, they are putting men back to work, shortening hours, raising wages, giving America more buying power. Let's do our part. Let's buy those things we have needed so long. May we suggest that new pair of glasses.

During all the depressed times we have maintained our usual high standard of Optical service. Our prices have been lowered just as much as possible in keeping with this up-to-standard policy. We have the OK from several thousand patients whom we are serving in Amarillo and the Panhandle of Texas.

DR. T. M. MONTGOMERY, Optometrist
636 Polk Street Amarillo, Texas
Thirteen years in the exclusive study and practice of Optometry
In Hereford Third Friday of Each Month—Close Drug Store

FOR QUICK JOB SERVICE SEE THE BRAND.

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON
ABSTRACT CO.
5 1/2 per cent Federal Farm Loans.

AUDITOR

PAUL S. CORBETT
Accountant and Auditor
Income Tax Service
Office County Court House

CLEANERS

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 385

DAIRY

PRAIRIE DAIRIE
Grade "A" Milk
Sweetmilk, Cream, Buttermilk.
We Deliver Daily.
Phone 166

CARL SPRATT QUALITY DAIRY
Delivers GRADE A MILK Only, Twice Daily.
PHONE 123

NURSING

PRACTICAL NURSING
At My Home Or At Yours.
23 Years Experience.
Telephone 391
MRS. A. D. GODWIN
Second door west on Eighth Street, off 25-Mile Avenue.

ELECTRICAL

GEO. S. McCONNELL
Refrigerator Repair Work.
Have been repairing electric Refrigerators for 7 years.
PHONE 759-W.

PRODUCE

BROWN PRODUCE
Market Prices for Cream, Poultry, Eggs
Second Street, Hawkins Bldg.

PRINTING

THE HEREFORD BRAND
For OFFICE SUPPLIES
and
JOB PRINTING

AGENCY

Singer Sewing Machine
Singer two-speed air brush vacuum cleaner, Singer craft guide, Rug attachment, Oil and needles. Call at West Tailor shop.
L. G. RUNYON, Agent
Box 721, Amarillo

INSURANCE

INSURANCE
JNO. H. PATTON
PHONE 50

INSURANCE

INSURANCE BONDS
HEREFORD INSURANCE AGENCY
John McLean, Manager

LUNCHES

We WILL FEED YOU
at
EVER-READY LUNCH

GAS-OILS

GLENN SNYDER
Service Station
Southwest of Court House
Texaco Certified Lubrication

PHYSICIANS

DR. E. B. THOMASSON
SURGERY
General Practice
Office Over Corner Drug Store.
PHONES
Residence 294 Office 37

PHYSICIANS

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Office Phone 462
Residence Phone 463

WOODWORK

Custom-Made Furniture
Windmill Sections, Sucker Rods, Combine and all kinds of wood machinery parts made and repaired.
D. M. RAYZOR
Woodwork, 504 N. Main.

Some one has just the car you want and would sell it reasonably; another wants the very car someone else has to sell. A want-Ad in the Brand helps each to find the other.

STAR THEATRE

Hereford, Texas

Friday Only

MATINEE AND NIGHT

Theodore Dreiser's

"Jennie Gerhardt"

with

SYLVIA SIDNEY
H. B. WARNER
DONALD COOK
MARY ASTOR

COMEDY AND ORGANLOGUE
ADMISSION ONLY 10c

Special for
Saturday

Matinee and Night.

"Made On Broadway"

with

ROBERT MONTGOMERY
SALLY EILERS
MADGE EVANS

What a Special for Only
10c

SERIAL AND COMEDY

Sunday, Monday

Tuesday

3—BIG DAYS—3

SEPTEMBER 17-18-19.

The One You Have Been
Waiting For.



News and Mickey Mouse

ADMISSION 10-20c

Wednesday and

Thursday

SEPTEMBER 20-21

Bert Wheeler and Robert
Woolsey.

in

"Diplomaniacs"

At the Star you will see the latest releases at much cheaper prices than any town in West Texas.

PERSONALS

Yes, we have jacks at RICE'S. 1c

Mr. and Mrs. Fletcher Rogers of Happy were here last Tuesday.

Buy your Coppercath at the City Drug Store. 1c fresh. Telephone 100. 36

Sheriff Bill Adams of Amarillo was in Hereford on a business call Tuesday.

J. A. Moritzky of Summerfield was here Saturday morning transacting business.

Treat your wheat with Coppercarb. A new fresh shipment just in. City Drug Store. 36

Mrs. Edgar Johnson and grandson, Jimmie Joe Johnson, of Magdalena, New Mexico, arrived in Hereford this week to spend the winter. They have lived in New Mexico for the past two years.

Rev. J. R. Sharp and Anderson Witherspoon and son of Canyon were here last Thursday on business.

Just received a shipment of fresh Eveready Radio "B", Batteries and the price is certainly good. At RICE'S. 1c

Mrs. J. H. Wilson returned home Monday from a ten days visit in McKinney with relatives and old friends.

Mr. and Mrs. Virgil Beyer of Amarillo came last week end to visit her parents, Mr. and Mrs. W. B. Anthony.

Mrs. W. M. Cogdell and son Frank, and Miss Marie Seed were Dallas visitors last week, returning home Friday.

Bruce White of Breckenridge was here over the last week end visiting with his brother, Jim White and family, near Dawn.

Brunswick Tire users certainly appreciate RICE'S free insurance which covers such accidents as cuts, stone bruises and even injuries occurring in accidents. 1c

R. J. Speer, Canyon grocer and a former employe of the Furr Food Store in Hereford, was in town on business Tuesday.

Al Miller and daughter, Marguerite, of Stinnett, were here over the past week end visiting in the home of his mother and brother, John Miller, and family.

W. P. Turner of Sweetwater, Oklahoma, arrived in Hereford Tuesday evening. Mr. Turner owns land southeast of town and is here in the interest of the wheat reduction plan.

George Heard left Tuesday for Madison, Wisconsin, where he will again enter the University for his senior year. He will get his degree in chemical engineering next February.

Mrs. Peers Wheat of Van Horn arrived in Hereford the latter part of last week to visit her parents, Mr. and Mrs. O. G. Hill, and other relatives. Mrs. Wheat was formerly a resident of Van Horn.

W. L. Hall and daughter, Miss Edna Hall, and J. W. Hall, a brother of Miss Hall, were in Hereford Saturday trading. Miss Hall is correspondent for the Brand from the Jumbo district.

Dr. and Mrs. F. E. Bowe left the latter part of last week for Chicago, where they will visit A Century of Progress. On their return they will visit relatives and old friends in Iowa and Missouri.

E. T. Brooks returned last week from a vacation trip to Minnesota, Wisconsin, North Dakota and Canada, and A Century of Progress at Chicago. He spent two weeks on the lakes near Fargo, South Dakota.

Mrs. Arthur Thompson and son, Arthur, Jr., returned last Thursday from Hamilton, Kansas, where they visited in the home of her mother the past 30 days. Arthur is preparing to enter Texas Tech about September 20.

Mrs. Herman Heath of San Jose, California, arrived in Hereford on Tuesday and is visiting in the home of Mr. and Mrs. Claude Ricketts. Mrs. Heath has also been visiting relatives and friends in Olney, Illinois, and is on her way home.

H. J. Line and Arthur Thompson and son, Arthur, Jr., went to Clovis Tuesday and Wednesday nights to attend a Magnolia Petroleum school held there the two evenings. Mr. Thompson reported a heavy rain in Clovis Tuesday night.

Mrs. B. R. Anderson of Borger arrived Sunday to visit her parents, Mr. and Mrs. W. A. Ricketts, and brother, Claude Ricketts. Mr. and Mrs. Ricketts accompanied by their daughter left Sunday for Borger for a short visit, returning home Monday.

George Barber of National City, California, and his sister-in-law, Mrs. Dora Albright, of Muskogee, Oklahoma, were here last Friday and Saturday visiting in the home of his brother, Ray Barber. They were enroute from Emporia, Kansas, to California.

Mr. and Mrs. R. J. Spencer and baby of Canyon spent the week end in Hereford with Mrs. Spencer's parents, Mr. and Mrs. T. A. Sulins. Mr. Spencer and John Jacobson, former Hereford boy, have bought the M System store in Canyon.

ASK COUNTY

(Continued from Page One)

is thought that the allowance is too low.

It was decided by a unanimous vote of the county board to use the county average of 8.1 bushels per acre in determining the allotment of each farm.

The average was set by the Department of Agriculture when the county's allotment of 795,000 bushels was determined.

At nine district meetings in the county every farmer save one out of several hundred voted to adopt the county average plan rather than use the actual yield of each tract of land in arriving at allotments.

This action, Reed declared, was more because work would be facilitated than because actual production was below the average.

BALL GAME

(Continued from Page One)

zy Dean, we don't want a cent.

The Midgets led the team average in batting, with 303. The Lions were second with 277, Odd Fellows third with 271, and the Firemen came last with 225. The Midgets only had ten men listed, the Lions 11, Odd Fellows 10, and Firemen 13. The Midgets had six men hitting over 300, the Lions 5, the Odd Fellows 2, and the Firemen 2.

Curtisinger placed second with 583, but was only in five games. Dean of the Odd Fellows really is one fellow that showed power with the stick by hitting for an average of 533 in nine games, and 30 times at bat. L. B. Russell is right behind him with 428, playing in 12 games and at bat 42 times. Brock of the Firemen is another socker, with 428 in nine games and 28 times up.

In the Little World Series, Hussey of the Odd Fellows led with the stick with an average of 571, but he only played a part of two games. Walker of the Odd Fellows really was the boy who did the busting, hitting for 538 in the three games.

Now it is all over, folks, and we are kinder sorry—have had a lot of fun this summer out of the games and this Hooey that we have been writing, and thankful that we haven't been hurt, but we will turn the Midgets and the rest of Coach McCollum's gang over to Judge Landis—he really knows his football and can give it to you in the right way. But don't let him kid you about his golf, cause he can't make it in a half day.

The Leaders.

Player	Team	Pct.
Corbett	Firemen	.600
Curtisinger	Midgets	.583
Dean	T. O. O. F.	.533
Downs	Lions	.470
Hopkins	Lions	.451
B. Russell	Midgets	.428
Brock	Firemen	.428
Speegle	Midgets	.388
Close	Lions	.387
Seed	Midgets	.376
Sowell	T. O. O. F.	.370
P. Baker	Midgets	.343
Womble	Midgets	.333
A. Russell	Firemen	.314
Allison	Lions	.312
J. Russell	Lions	.310

Why pay for tube VULCANIZING and have COLD-PATCHING shoved off on you? Take your flats to RICE'S where steam is always up and every tube is vulcanized and we believe we know how to do it. 1c

Miss Katherine Miller, daughter of Mr. and Mrs. J. H. Miller, left Saturday for Fayetteville, Arkansas, where she will enter the University of Arkansas. She was accompanied by her aunt, Miss Katherine Gatewood of Fort Worth, who will spend two weeks in Fayetteville.

Mr. and Mrs. J. E. Beyer returned last Thursday evening from A Century of Progress, Chicago, also from Niagara Falls, Buffalo, New York, and other eastern cities. M. Beasley, who has been working on the second track at the Santa Fe station, left Thursday for Chicago.

ANNOUNCING

The opening of my wood-work and furniture, repairing shop; upholstering, lawn mower sharpening, cleaning and refinishing of all kinds of furniture. Saw filing a specialty. Located in the rear of Fullwood Battery and Electric Station. Opening September 1. Bring furniture for repairs to rear door. Plenty of parking space. Hobby Horses now on sale. Come and see them. Something new. Phone 20. E. H. FULLWOOD, "The Home of the Hobby Horse." 34 1/2c

APPLES

Cooking, Bushel
90c

Better Assorted eating apples, bushel
\$1.25

Colorado Mountain Cabbage, firm, pound
3c

MRS. B. B. PARMER

Old Furr Food Location

Tax Delinquency

Your City Officials have sent out many letters and we have given you many messages through The Brand relative to your delinquent taxes. We have offered you every inducement to come and pay by cancelling all penalty and interest on 1932 taxes. In this connection, permit us to say and to give you fair warning that September 30th will be the last day you can pay your city taxes without penalty and interest. You can save fourteen per cent on your 1932 taxes by paying now. There is no way for you to escape paying and why not do it now?

It looks very much like the city will be compelled to institute proceedings in order to collect the taxes now delinquent. Why should you embarrass your officials in this way? We have no desire to make it cost you extra, but it will cost you a great deal more if you compel us to go that route.

We have done everything we could to reduce operating costs in the city. We have done every reasonable and fair thing to get the people to pay their taxes. The loyal citizens who do pay are penalized by you who are delinquent. If all would pay promptly, our taxes could be easily cut one-fourth more.

Unless you pay now or at least begin paying, for we will accept partial payments, you will have no one to blame but yourself if you wake up one of these mornings and see your property advertised for tax sale.

The city must have these delinquent taxes and this is your responsibility. Every day you are delinquent, you are imposing on your neighbor who has paid. It makes it harder on your neighbor as well as yourself to be delinquent. The city must collect these taxes in order to pay bonded indebtedness.

With best regards to all,

E. B. BLACK, Mayor.

J. D. BUCHANAN, Commissioner.

N. E. GASS, Commissioner.

FURRED COATS



Ladies who want style and quality will certainly appreciate the marvelous values we are offering you today. Make your purchase early and save money. Prices are advancing.

The tailored coats are very smart.

Furred coats consist of Raccoon, Wolf, Beaver and Squirrel trim

\$12.50 = \$69.50

We also have a lovely showing of silks and woollen dresses—also getting new ones every week.

The lady who has difficulty in getting a fit can easily be fitted in our half-size dresses.

Now is the time to lay away a supply of hose while they are only **79c**

FASHION DRESS SHOP

1901

1933

E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night
Hereford, Texas

One Good Turn



Deserves Another

—And to prove we believe what we say, we are returning your patronage with worthwhile savings in foods you need most. These splendid values afford an opportunity of stocking your shelves with time and money-saving supplies at a time when doing so is wise. Take advantage of the great savings.

Quality and Service Are Paramount Always at

PIGGLY WIGGLY

FRANK GYLES, Manager